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THROUGH VILLAGE-OWNED BUSINESS AGENCIES, TOWARDS TOUGH TOURISM VILLAGE

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Abstract

The development of the tourism sector is one of the efforts to improve the local and global economy by independently implementing the region's potential, including tourism management. Because the tourism and culture in Lampung province are pretty interesting, it is necessary to develop tourism into a tourist village through BUMDes. Tourism village management based on local potential necessitates community awareness and participation to constantly innovate and be creative in developing village areas that are used as tourist villages. To examine the development of ecotourism based on Village Owned Enterprises (BUMDes), especially in Lampung Province, the problem discussed in this research is how to develop ecotourism through BUMDes toward an internationally competitive tourism responsibility village. The research method used in this writing is a normative research method with a statute approach and analyzed using content analysis. The reported research demonstrates; First, the research shows that developing ecotourism through village-owned enterprises (BUMDes) to reach a tourist village can be accomplished by empowering rural communities with the goal of community welfare. BUMDes' existence can be accepted as a means of improving welfare. The presence of BUMDes in Indonesia has grown in tandem with the number of villages that comprise BUMDes. Second, tourism development can be realized through local community-based BUMDes with the participation of Pokdarwis, who previously managed tourism and whose initial capital was funded by village contributions and donations. It is a pity if a village has tourism potential and BUMDes but does not collaborate to develop a website into a tourist village. Because, in essence, Lampung Province already has culture and ecotourism that can be promoted nationally and internationally.

Keywords: Competitive, Development, Ecotourism

A. Introduction

Tourism development has become one of the sectors that can provide economic benefits for regional and community income. Tourism has a strategic role in the development of an area, and this is because tourism is a service sector for the life of modern society. The higher the education and economy of a person or community, the greater the need for tourism, and tourism

has a very close relationship with various other sectors. Tourism will develop along with transportation, telecommunications, human resources, the environment, and so on, and tourism as a competitive power lies in well-managed resources.¹ Ecotourism is a tourist destination that presents natural beauty and knowledge about nature. Ecotourism not only presents unspoiled tourism but also contributes to environmental conservation. Therefore, ecotourism requires more attention and management in tourism development than other tourist destinations. Ecotourism is one type of tourism destination favored by tourists and is a source of increasing income for tourist villages and local communities. Ecotourism is a tourist destination that must be continuously updated and rejuvenated using regular care and maintenance and management that pays more attention to the ecotourism environment.²

Regional Autonomy, based on Law Number 23 of 2014, is an autonomous region's right, authority, and obligation to regulate and manage its government affairs and the local community's interests by statutory regulations. The meaning of autonomy is the existence of authority for local governments to determine their policies aimed at the implementation of the wheels of regional government by the aspirations, interests, conditions, and potential of the community. Regional autonomy policies give district governments broad authority in regulating their regions.³ The authority in question is in running the government, implementing policies, and utilizing various resources in its territory. The village government has a function: carrying out community development and guidance and village economic development.

One of the village potentials that can be developed by BUMDes is the management of village tourism, which is generally formed as a tourist village.⁴ Law Number 6 of 2014 explains the definition of Village-Owned Enterprises, from now on referred to as BUMDes, are business entities whose entire or most of the capital is owned by villages through direct participation originating from separated village assets to manage assets, services, and other businesses for the most excellent welfare of the Village community. Three economic advantages based on BUMDes: First, the control and control of village assets is fully managed by the residents so that the development of social businesses benefits the residents. Second, economic growth is more dominant in the circle of the villagers so that it can be felt quickly to bring overall economic prosperity. Third, the ecological aspect will be the residents' primary concern to prevent various effects of environmental damage and ensure the sustainability of a sustainable source of livelihood. BUMDes is presented to create an independent village through synergy between community institutions to create community welfare.⁵

Tourism is everything related to the implementation and exploitation of tourist objects and attractions, the business of tourist facilities, tourism services, and other related businesses. Way Kanan is one of the regencies in Lampung province, which has quite a lot of tourism potential; almost every sub-district and village have an area that can be used as a tourist area. This is so that there are more job opportunities for the surrounding community so that they do not only work in the agricultural sector. The utilization of regional locations by indigenous people empowers those living in tourist locations. In this case, the aspects needed so that the economic condition of the Way Kanan Regency community, especially people in tourist areas, needs good access and security guarantees to increase the number of tourists in the Way Kanan Regency

¹Negoro, A. H. S. (2018). Inovasi bumdes dalam pengelolaan potensi kewirausahaan masyarakat pesisir. *Prosiding Seminar Nasional Kelautan dan Perikanan IV*, (154-162). Swiss-Belinn, Tunjungan-Surabaya. 23

²Kasila, M., & Kolopaking, L. M. (2018). Partisipasi pemuda desa dalam perkembangan usaha bumdes "tirta mandiri". *Jurnal Sains Komunikasi dan Pengembangan Masyarakat (JSKPM)*, 2(1), 43-58.

³Hayyuna, R. (2014). Strategi manajemen aset bumdes dalam rangka meningkatkan pendapatan desa (studi pada bumdes di desa Sekapuk kecamatan Ujungpangkah kabupaten Gresik). *Jurnal Administrasi Publik*, 2(1), 1-5.

⁴Nursetiawan, I. (2018). Strategi pengembangan desa mandiri melalui inovasi bumdes. *MODERAT: Jurnal Ilmiah Ilmu Pemerintahan*, 4(2), 76-81.

⁵Rozaki, A., & Rohaya, S. (2019). Memberdayakan desa melalui pariwisata berbasis bumdes. *Engagement: Jurnal Pengabdian Kepada Masyarakat*, 3(1), 1-20.

area. It can be used as a tourist attraction. Still, the problem with tourism in Way Kanan Regency is the lack of tourist attractions due to inadequate access, for example, bad roads and security to tourist attractions that are less guaranteed.

One example is the Curup Kereta tourist destination, with the development of the Rembang Jaya Village Owned Enterprise. The community participates in managing to improve the quality of CurupKereta tourism so that the Rembang Jaya Village Owned Enterprise can increase the attractiveness of local and international tourists as a tourist attraction in Way Kanan Regency and increase Regional Original Income and become an independent village based on the Rembang Jaya Village Owned Enterprise. Regarding the management of tourism destinations, such as facilities and infrastructure at ecotourism destinations that are poorly maintained, the decline in visits to ecotourism destinations is based on the lack of capital owned to finance these tours. The solution is to have the participation of the village government to help with capital, namely through village-owned enterprises managed by local communities.⁶

According to the Head of Kampung Rembang Jaya (Ely Sejahtera) if the Waterfall Train is managed optimally, it will bring in tourists and increase income; the community, for example, can open stalls to sell around the waterfall location or can empower (BUMDesRembang Jaya). The success or failure of the management of tourist sites by indigenous people in Way Kanan Regency is very dependent on the policies and contributions of the government to build and improve what is needed so that the existing potential can be utilized properly. For example, by making regulations requiring villages or sub-districts with tourism potential to manage and utilize them properly to achieve community welfare and improve economic quality by increasing employment opportunities for indigenous people around tourist areas. Based on the description of the background above, the novelty in this research is how to develop ecotourism through BUMDes towards an internationally competitive tourism responsibility village.

The research method used is normative,⁷ using a statute approach related to ecotourism development through BUMDes to get to a tourist village.⁸The statute approach is to examine matters relating to legal principles, legal views, doctrines, and laws and regulations related to sustainable agricultural land, and accurate and accountable data.⁹In addition, an in-depth examination of the legal facts is also carried out to seek solutions to the problems arising in the symptoms in question.¹⁰

B. Discussion

1. Ecotourism Development Through (BUMDes)

The purpose of tourism is to increase the welfare of the community; this is what is mandated by the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism Article 4 (a, b, c, d), which states that tourism aims to increase people's economic growth, improve people's welfare, eradicating poverty, overcoming unemployment and conserving nature, the environment. Law of the Republic of Indonesia Number 6 of 2014 concerning Villages article 1 paragraph 1 also states that a village is a village and traditional village, or what is called another term now referred to as a village, is a legal community unit that has

⁶A'inun, F., Hetty, K., & Rudi, S. D. (2015). Pengembangan desa wisata melalui konsep community based tourism. *Prosiding KS : Riset & PKM. No 3 Vol 2*, 34-38

⁷Nadir, S. (2013). Otonomi Daerah dan Desentralisasi Desa : Menuju Pemberdayaan Masyarakat Desa. *Jurnal Politik Profesi. No 1 Vol 1*

⁸Soetrisno, *Metodologi Research*, (Yogyakarta, UGM, 1978), 49.

⁹Peter Mahmud Marzuki, *Penelitian Hukum*, (Jakarta Kencana Prenada Media Group, 2011), 35; Abdulkadir Muhammad, *Hukum dan penelitian Hukum*, (Bandung :Citra Aditya Bakti, 2004), 32

¹⁰Mukti Pajar dan Yulianto Achmad, *Dualisme Penelitian Hukum Normatif & Empiris*, (Yogyakarta, Pustaka Pelajar, 2010), 34

territorial boundaries that are authorized to regulate and manage all government affairs, the interests of the local community.¹¹

Ecotourism development can positively impact by increasing efforts to preserve natural resources and developing national parks, coastal protection, and marine parks. But on the other hand, improper management of ecotourism activities can cause negative impacts in the form of pollution, damage to the physical environment, overuse, and construction of facilities without regard to environmental conditions. Ecotourism as a tourism industry is part of a cultural industry that involves the whole community.¹² Although only a part of the community is involved, the social influence is broader, such as social inequality/inequality in society. The influence of tourism on the community includes changes in community social processes in which there is cooperation and competition between tourism actors. Social processes are reciprocal relationships between individuals, individuals with groups, and between groups, based on the potential or strength of each.¹³

Based on the Regulation of the Minister of Home Affairs Number 33 of 2009 that the principles of ecotourism development include: (1) Compatibility between types and characteristics of ecotourism; (2) Conservation, namely protecting, preserving, and sustainably utilizing natural resources used for ecotourism; (3) Economical, namely providing benefits to the local community and being a driver of economic development in the region and ensuring ecotourism business can be sustainable; (4) Education, which contains elements of education to change one's perception so that they have a concern, responsibility, and commitment to environmental and cultural preservation; (5) Providing satisfaction and experience to visitors; (6) Community participation, namely community participation in planning, utilizing, and controlling ecotourism activities by respecting the socio-cultural and religious values of the community around the area; and (7) Accommodating local wisdom. The elements of ecotourism development, according to Damanik and Weber, include:¹⁴

- a) The attraction of the object;
- b) infrastructure;
- c) facilities and services;
- d) market potential;
- e) security;
- f) socio-economic conditions of the community;
- g) institutional elements, environmental quality, and;
- h) accommodation.

Tourism development in an area is closely related to the area's economic development. Tourism development in each region must be directed to community-based tourism and local culture or the indigenous people of the tourist area.¹⁵ Tourism development based on society and culture has begun to be seen by various regions as tourist attractions.¹⁶ Tourists enjoy more

¹¹Ferry Aryanto Padabain and Saptono Nugroho, "Implementasi Program Desa Wisata Dalam Rangka Pemberdayaan Masyarakat Di Desa Mas, Kecamatan Ubud Kabupaten Gianyar, Provinsi Bali," *Jurnal Destinasi Pariwisata* 5, no. 2 (2018): 327.

¹²Basyuni, M., Bimantara, Y., Selamat, B., & Thoha, A. 2016. Identifikasi Potensi dan Strategi Pengembangan Ekowisata Mangrove di Desa Lubuk Kertang, Kecamatan Brandan Barat, Kabupaten Langkat Sumatera Utara. *Abdimas Talenta* 1(1): 31-38.

¹³Hijriati, L., Mardiana, R. 2014. Pengaruh Ekowisata Berbasis Masyarakat Terhadap Perubahan Kondisi Ekologi, Sosial, dan Ekonomi di Kampung Batusuhunan, Sukabumi. *Sodality: Jurnal Sosiologi Pedesaan* 2 (3) 146-159

¹⁴I Nyoman Gunarsa and Saptono Nugroho, "Peranan Masyarakat Banjar Kajeng, Desa Pemogan Dalam Pengelolaan Daya Tarik Ekowisata Tahura Ngurah Rai, Denpasar, Provinsi Bali," *Jurnal Destinasi Pariwisata* 4, no. 2 (2016): 46..

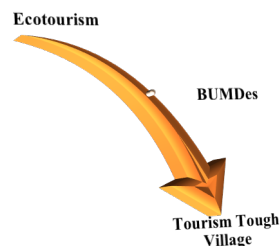
¹⁵Ramadana, C. B. (2013). Keberadaan Badan Usaha Milik Desa (BUMDes) sebagai Penguatan Ekonomi Desa. *Jurnal Administrasi Publik*, 1(6), 1068-1076.

¹⁶Ridwan, M.A., Muchsin, S. Hayat. 2017. Model Pengembangan Ekowisata dalam Upaya Pemberdayaan Masyarakat Lokal. *Indonesian Political Science Review* 2 (2) 141-158

tourist objects whose conditions are still natural and offer cultural value. Suppose managed optimally and professionally developed by the government. The tourism sector can undoubtedly be a source of local revenue.¹⁷ The positive impact that the local community can directly feel is the expansion of employment opportunities. This is the result of a well-developed tourism industry. The development of ecotourism in the regions is carried out so that the ecotourism industry experiences an increase in quality in terms of management, visits, infrastructure, and so on. To develop ecotourism, good management is needed. Pokdarwis as the manager of ecotourism, must be given regular guidance from the relevant agencies so that they can manage natural tourism destinations or ecotourism to run optimally. Apart from that, funds are needed that can be used to finance the ecotourism development process, namely by utilizing BUMDes.¹⁸

Village BUMDes is a business entity whose capital is wholly or primarily owned by the village through direct participation from village assets which are separated to manage assets, services, and other businesses for the most excellent welfare of the village community.¹⁹ BUMDes is a village business institution managed by the community and village government, which is formed based on the needs and potential of the village. According to Law Number 4 of 2015, Village-Owned Enterprises are business entities whose entire or most of the capital is owned by the Village through direct participation originating from Village assets, which are separated to manage assets, services, and other businesses for the welfare of the community. The establishment of BUMDes as a village economic institution is a form of the government's role as a force to help create welfare improvements through economic productivity for the village.²⁰

Tourism development model chart through BUMDes



As a village business institution, the establishment of BUMDes aims to maximize rural communities' economic potential, natural resources (SDA), and human resources. So it can be explained in the model chart above that the primary purpose of establishing BUMDes is to increase Village's Original Income to strengthen the village economy.²¹ In achieving its goals, BUMDes works by utilizing the assets and potentials owned by the village and sourcing from the investment capital from the village. With this business entity, it is expected to be able to contribute to village income sources to strengthen the village economy. BUMDes, an economic

¹⁷Dwi Perdana, *Pengembangan Pariwisata Berbasis Masyarakat (Community Based Tourism)*, Ilmu Komunikasi, vol. 8, 2019:45

¹⁸Berry Ziwista, "Pengelolaan Berbasis Community Based Tourism Pada Objek Wisata Air Panas Pawan Kabupaten Rokan Hulu Provinsi Riau," *Jom Fisip* 3, no. 2 (2016): 1–16.

¹⁹SM Situmorang, *Objek wisata Kebun binatang Simalingkar B dalam kajian Sejarah Pariwisata tahun 2005-2011*, (Medan : Universitas Negeri Medan, 2012) h.1

²⁰Maria Rosa Ratna Sri Anggraeni, *Peranan Badan Usaha Milik Desa Pada Kesejahteraan Masyarakat Pedesaan Studi Pada Bumdes Gunung Kidul, Yogyakarta* (Jurnal MODUS Vol.28 (2) : 155-157, 2016

²¹Putri, L. S. (2018). *Kewenangan Desa dan Penetapan Peraturan Desa*. Jurnal Legislasi Indonesia, 3(2), 161-175.

institution in rural areas, has two main functions: a social institution and a village commercial institution. BUMDes, as a social institution, serves as a provider of social services. In contrast, the function of BUMDes as a commercial institution aims to seek profit by offering local resources in the form of goods and services to the market. In addition, BUMDes also serves as a driver of village economic growth to generate Village Original Income and to encourage the improvement of village community welfare.²²

Based on the above explanation, BUMDes can be used as a forum to develop the existing tourism sector because BUMDes is a social institution that brings together local communities to develop villages jointly. Supposedly with BUMDes, villages in the regions will grow, especially in the tourism sector. However, this can be realized if a village has the same spirit of development among its citizens, otherwise, tourism development will not work but will continue as usual. ²³Tourism in the Lampung Province area can already develop into a tourist village if the synergy and commitment of the community can be implemented for the public interest. However, there are still many shortcomings in the community, especially in Lampung, which lacks an understanding of the community's interests for mutual prosperity.

2. Tourism Awareness Group (*Pokdarwis*)²⁴

Efforts to develop the potential of tourism villages must involve the community and other influential groups. The existence of the community and these groups will be the entrance gate to be able to develop community-based tourism potential freely. Rural tourism is one way to implement community-based tourism development. By developing a tourist village, it is hoped that there will be an even distribution of community-based tourism development.²⁵

Community-based tourism is a form where the local community plays a significant role in tourism development. Although it focuses on the community involvement factor as the leading development actor, the role of the government and the private sector is also very much needed in encouraging the success of development in the area. Local communities are considered determinants in development and decision-making; community involvement is needed both from the planning and implementation stages and potential management and evaluators. Johnson describes that Community Based Tourism is a process where tourism is used as a tool in community development, and local community participation is needed in building community capacity to manage tourism. This way, private or government developers can interact directly with the community in the tourism development process.²⁶

Incorporating local communities in tourism planning and management, enabling communities to adapt to change. The critical factor in developing local community-based tourism is placing the local community as a shareholder in the local community; this applies coordination in policies and helps create synergies by exchanging knowledge, thoughts, and abilities among all community members. In other words, this type of tourism has emerged as a solution for developing rural tourism areas that impact local communities in obtaining

²²Nurmaulida Saragi and Abdullah Abdullah, "Peran Badan Usaha Milik Desa Dalam Pengelolaan Objek Wisata Di Desa Denai Lama Kecamatan Pantai Labu Kabupaten Deli Serdang," *Jurnal Pemberdayaan Masyarakat* 6, no. 2 (2020): 17.

²³Salain, M. S. P. D. (2015). Pengaturan City Hotel dan Karakter Chain Hotel sebagai Salah Satu Bentuk Usaha Jasa Pariwisata di Indonesia (Studi Kasus di Bali). *Jurnal Magister Hukum Udayana (Udayana Master Law Journal)*, 4(4), 783- 795.

²⁴In Indonesia, the Tourism Awareness Group is known as (*Pokdarwis*)

²⁵Tanaya, D.R. 2014. Potensi Pengembangan Ekowisata Berbasis Masyarakat di Daerah Rawa Pening, Kabupaten Semarang. *Jurnal Teknik PWK* 3(1) 71-81

²⁶Widagdyo, K.G. 2017. Pemasaran, Daya Tarik Ekowisata dan Minat Berkunjung Wisatawan. *Esensi: Jurnal Bisnis dan Manajemen*. 7 (2) 261-276

economic, social, and environmental benefits, which are now often referred to as Tourism Awareness Groups (*Pokdarwis*).²⁷

Tourism Awareness Group (*Pokdarwis*), is an institution at the community level whose members consist of tourism actors who have concern and responsibility and act as a driver in supporting the creation of a conducive climate for the growth and development of tourism and utilizing it for the welfare of the surrounding community.²⁸ The objectives of the Establishment of Tourism Awareness Groups (*Pokdarwis*) are as follows: the purpose of the formation of *Pokdarwis* is to develop community groups that can act as motivators, movers, and communicators to increase the readiness and awareness of the community around tourism destinations or tourist attraction locations so that they can act as good hosts for tourism development and have an awareness of opportunities. With the existence of *Pokdarwis* in each region, it is hoped that it will increase public understanding of tourism and develop tourism potential in that area. In addition, the community can also participate in developing the tourist area so that *Pokdarwis* will benefit the community around the area itself. And the value of benefits that can be developed from tourism activities to improve the community's economic welfare.²⁹

- a. Improve the position and role of the community as an essential subject or actor in tourism development, and can synergize and partner with relevant stakeholders in improving the quality of tourism development in the region.
- b. Build and foster positive attitudes and support from the community as hosts through realizing *SaptaPesona* values for the growth and development of tourism in the region and its benefits for regional development and community welfare.
- c. Introducing, preserving, and utilizing the potential of existing tourist attractions in each region.

In general, the function of *Pokdarwis* in tourism activities is to act as a driving force for Tourism Awareness and *SaptaPesona* in the area of tourist destinations and as partners with the government and local governments (districts/municipalities) to realize and develop Tourism Awareness in the regions.³⁰ The scope of *Pokdarwis* activities referred to here are various activities that can be programmed and implemented to realize the functions and objectives of forming *Pokdarwis* organizations, namely:

- a) Develop and carry out activities to increase the knowledge and insight of *Pokdarwis* members in the tourism sector.
- b) Develop and carry out activities to increase members' capabilities and skills in managing the tourism business sector and other related businesses.
- c) Develop and carry out activities to encourage and motivate the community to become good hosts in supporting tourism activities in their area.
- d) Develop and implement activities to encourage and motivate the community to improve the quality of the environment and the attractiveness of local tourism through efforts to realize *SaptaPesona*
- e) Collecting, processing, and providing tourism information services to tourists and the local community.
- f) Provide inputs to government officials in developing tourism in the local area.

²⁷Widagdyo, K.G. 2017. Pemasaran, Daya Tarik Ekowisata dan Minat Berkunjung Wisatawan. *Esensi: Jurnal Bisnis dan Manajemen*. 7 (2) 261-276

²⁸Luthfi Nurwafi Fatchurrohman, "Institutional Entrepreneurship Pemuda Dalam Mengembangkan *Pokdarwis* Desa Wisata Nglanggeran," *Jurnal Studi Pemuda* 4, no. 2 (2018): 281, <https://doi.org/10.22146/studipemudaugm.36813>.

²⁹Theofilus Retmana Putra, "Peran *Pokdarwis* Dalam Pengembangan Atraksi Wisata Di Desa Wisata Tembi, Kecamatan Sewon-Kabupaten Bantul," *Jurnal Pembangunan Wilayah & Kota* 9, no. 3 (2013): 225.

³⁰Rosa, "Peran *Pokdarwis* Tentang Desa Pariwisata," *Molucca Medica* 11, no. April (2012): 13-45.

From these explanations, it can be concluded that Pokdarwi's activities include developing and carrying out activities to increase tourism knowledge and insight, increase abilities and skills in managing a business, manage and provide tourism information services to tourists and the community, and also provide advice or input to local government to develop tourism in the area.³¹ This can be realized by synergies and commitments between agencies, such as BUMDesRembang Jaya in Way right Regency, Lampung Province, to increase tourism and empower local communities.

3. Tourism Responsibility Village

Tourism is one form of application of the new version of the industry, where this sector can provide an increase in economic welfare in a fast time and become a stimulator for other sectors that support tourism activities themselves, such as transportation, trade services, and so on so that the tourism sector will grow well if an attraction in a location supports it, whether it is generated from tourism activities or derivatives from the tourism sector that has been assimilated with other sectors. The tourism village concept contains a uniqueness that the local community can optimize, and this uniqueness can be tangible (physical form) and intangible (invisible). The development of the tourism village itself is to preserve an environmental condition and spur local economic growth in an area so that through the concept of this tourist village, it can become a form of environmentally friendly tourism in the future.³²

A tourist village is a combination of attractions, accommodations, and supporting facilities packaged in a pattern of community life that blends with the applicable procedures and traditions to make the village a tourist destination. A tourist village is a form of the tourism industry in the form of similar tourist travel activities, including several activities that encourage tourists as consumers to use products from the tourist village or take a tour of a tourist village. The elements of tourism products consist of tourist transportation, tourist attractions, and tourist accommodation. A tourist village is a form from a combination of accommodations, attractions, and supporting facilities introduced in a community life system that becomes one with applicable rules and traditions. A village that can be called a tourism village is a village with tourism potential that can be developed, a tradition and culture that is characteristic, accessibility and infrastructure that support the tourism village program, guaranteed security, maintenance of order, and cleanliness. The basis for developing a tourist village is an understanding of the character and capabilities of the elements in the village, such as environmental and natural conditions, socio-culture, community economy, the layout structure, historical aspects, community culture, and buildings, including indigenous knowledge (local knowledge and abilities).) owned by the community.³³

In developing a tourist village, the surrounding community is used as an active subject, meaning that the surrounding environment and social life are used as tourist destinations. The community also acts as an agent of tourism promotion and innovator in providing ideas for developing tourist villages. The development and development of tourism will directly penetrate and involve the community so that it can provide various influences to the local community, both positive and negative influences. Utilization of resources, both human resources and natural resources, around the tourist village, which is organized optimally, will have an impact on the surrounding community. The results obtained from tourism village

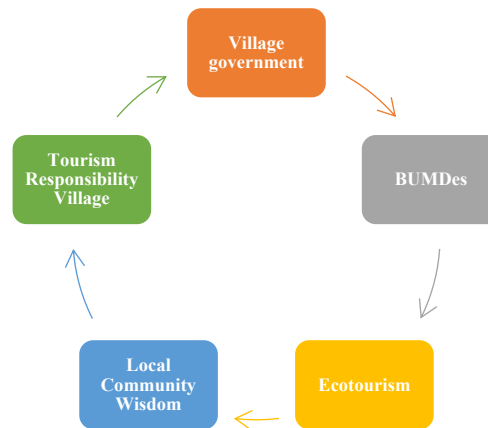
³¹Ni Komang Widiastuti, "Pengaruh Sektor Pariwisata Terhadap Kinerja Keuangan Daerah Dan Kesejahteraan Masyarakat Kabupaten/Kota Di Provinsi Bali," *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana* Vol, 2, no. No, 5 (2013): 292–311.

³²Putra, "Peran Pokdarwis Dalam Pengembangan Atraksi Wisata Di Desa Wisata Tembi, Kecamatan Sewon-Kabupaten Bantul," *Jurnal Pembangunan Wilayah & Kota* Vol, 5, no. No, 3 (2013), 225

³³Aditya Eka Trisnawati, Hari Haryono, and Cipto Wardoyo, "Pengembangan Desa Wisata Dan Pemberdayaan Masyarakat Berbasis Potensi Lokal," *Jurnal Pendidikan: Teori, Penelitian, Dan Pengembangan* 3, no. 1 (2018): 29–33,

activities will be returned to the surrounding community to improve the community's welfare. In addition to improving welfare, the concept of a tourist village will make a village preserve nature and the environment, culture, and village traditions.³⁴

Ecotourism Management Model Chart Towards a Tourism Responsibility Village



The concept above will lead to a cultural-based tourism village that can be the primary community in improving the quality of life. Community-based tourism villages have a local wisdom structure that integrates with ancestral culture, these elements of local wisdom can become a potential tourist village.³⁵ The presence of tourists visiting tourism destinations can motivate the community to improve infrastructure and the quality of the tourism industry. Some of the absolute uniqueness, for example, is the architectural form of the building and landscape of the tourist village, the pattern of community activities, as well as the tour packages offered in it, while for the tangible, for example, the customs and norms that apply in the area, forms of cooperation between communities, mutual trust showed by the Howell community.³⁶ The surrounding community's involvement in developing a tourist village is also an activity of empowering the community in developing the village together. The motivation of decentralization to provide freedom for citizens to organize and manage tourism in their area is a method for creating tourism based on community social groups.³⁷

The development of tourist villages is closely related to the tourism industry. According to Law Number 10 of 2009, the tourism industry is a collection of interrelated tourism businesses to produce or provide to fulfill the needs of tourists in implementing tourism. According to R.S Darmajati the tourism industry is a collection of various types of business fields that jointly produce products, services, or services, either directly or will be needed by tourists during their visit. With the development of tourist villages. To meet the needs of tourists while visiting tourist destinations, the presence of the tourism industry is needed to support activities. In a tourist village, the most available tourism industries are restaurants or restaurants,

³⁴Murwadi, T., Rahardjo, D. S., & Hasna. (2017). BUMDes Sebagai Badan Hukum Alternatif dalam Pengembangan Perkoperasian Indonesia. *ACTA DIURNAL Jurnal Ilmu Hukum Kenotariatan*, 1(1), 1-18.

³⁵Fatmawati, E. N., Satiti, E. N., & Wahyuningsih, H. (2017). Pengembangan Potensi Desa Wisata Untuk Meningkatkan Kesejahteraan Masyarakat Desa Ponggok Kabupaten Klaten. *Jurnal Pariwisata Indonesia*, 11(2), 1-19.

³⁶Utama, I G. B. R. dan Junaedi, I W. R., 2018. Program Kemitraan Masyarakat Desa Wisata Blimbingsari, Melaya Tembrana, Bali, *Jurnal Paradharma* 2 (2) : 67-74

³⁷Dewi, M. H. U. (2013). Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal di Desa Wisata Jatiluwih Tabanan, Bali. *Jurnal Kawistara*, 3(2), 117-226.

transportation services, hotelinnsr inn, and s.³⁸ Ae tourist villaually virtuallyspecial interest tourism that is packaged comprehensively so that tourists can interact compentirelyh nature, the surrounding community, including local culture and traditions. Tourists can also see, buy, feel and learn about the values of local wisdom that are still very much felt in the lives of people in rural areas such as mutual cooperation, traditional ritual ceremonies, traditional arts, local crafts.³⁹ The tourism village program established by the government directly has been able to empower rural communities in carrying out tourism activities. The tourism village program gives great authority to the village government together with the community to manage the tourism village program from the planning stage to implementation and supervision.⁴⁰

Locally-based tourism village management requires the care and participation of the community itself to always innovate and be creative in developing the village area which is used as a tourist village.⁴¹ According to Cohen and Uphoff the role or participation carried out by the community can be seen from the stages of planning, implementation, management or utilization, monitoring, enjoying the results and evaluation. The development of this tourist village must pay attention to the ability and level of acceptance of the local community which will be developed into a tourist village. This is intended to determine the character and abilities of the community that can be utilized in the development of tourist villages, determine the type and level of community empowerment appropriately.⁴²

Lampung Province, especially Way Kanan Regency or other districts, has tourism and cultural potential that can be developed into a tourist village if managed properly. Through collaboration between BUMDes and local Pokdarwis which manage tourism aimed at the welfare of the community and to improve the quality of tourism to become a tourist village. Tourism in the Lampung Province area can already develop into a tourist village if the synergy and commitment of the community can be implemented for the public interest. However, there are still many shortcomings in the community, especially in Lampung, which lacks an understanding of the community's interests for mutual prosperity.

Conclusion

The development of ecotourism through village-owned enterprises (BUMDes) to go to tourist villages can be done by empowering rural communities with the aim of community welfare. The existence of BUMDes in Indonesia has progressed with the increasing number of villages that make up BUMDes. BUMDes can be accepted as a means of improving welfare, but there are still villages that have not yet formed BUMDes. This is caused by obstacles such as the lack of understanding of village officials regarding BUMDes, limited human resources for BUMDes managers, lack of knowledge and ability of the community to manage businesses, not yet maximal socialization, guidance and supervision by the government, not maximal allocation of capital and lack of exploration of village potential. Management of the tourism sector through BUMDes is carried out by taking into account management elements such as the type of tourism sector, capital, managers, management patterns, marketing strategies,

³⁸Chintary, V. Q., & Lestari, A. W. (2016). Peran Pemerintah Desa Dalam Mengelola Badan Usaha Milik Desa (BUMDes). *Fakultas Ilmu Sosial dan Ilmu Politik*, 5(2), 59-63

³⁹Astuti, M. T. (2014). Potensi Agrowisata dalam Meningkatkan Pengembangan Pariwisata. *Jurnal Destinasi Pariwisata*, 1(17), 51-57. Bahrum, B. (2013). Ontologi, Epistemologi dan Aksiologi. *Sulesana: Jurnal Wawasan Keislaman*, 8(2), 35-45.

⁴⁰Permadi et al., "Peningkatan Kinerja Organisasi Kelompok Sadar Wisata Di Desa Bonjeruk, Kecamatan Jonggat, Kabupaten Lombok Tengah." Vol, 1, no. No, 1 (2020): 85-89

⁴¹Nadir, S. (2013). Otonomi Daerah dan Desentralisasi Desa Menuju Pemberdayaan Masyarakat Desa. *JPP (Jurnal Politik Profetik)* 1(1), 1-21

⁴²Neneng Komariah, Encang Saepudin, and Pawit M. Yusup, "Pengembangan Desa Wisata Berbasis Kearifan Lokal," *Jurnal Pariwisata Pesona* 3, no. 2 (2018): 158-74,.

accountability, and profit sharing in an effective and structured manner so that they can be used as examples by other villages that have not been able to manage their tourism potential.

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