

THE ROLE OF VILLAGE GOVERNMENT IN IMPROVING THE ACCESSIBILITY OF CITUMANG TOURIST OBJECTS IN BOJONG VILLAGE, PARIGI DISTRICT, PANGANDARAN REGENCY

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Abstract

This research is motivated by observations that uncovered a problem: the suboptimal role of the village government in improving the accessibility of the Citumang tourist attraction in Bojong Village, Parigi District, Pangandaran Regency. Problems persist in the modernization dimension, particularly in improving physical infrastructure. This is evident in the limited number of toilets, which directly impacts the emergence of significantly long queues, particularly during peak holiday periods, potentially reducing visitor comfort and satisfaction. The problem formulation in this study is "How is the Role of the Village Government in Improving the Accessibility of Citumang Tourist Attractions in Bojong Village, Parigi District, Pangandaran Regency?" The purpose of this study is to determine the role played by the village government in responding to the main problems and aims to analyze effective solutions to overcome the indicators of these problems. The theory used is Siagian (2018: 142-150) the role of the government consists of 4 dimensions, namely stabilizer, innovator, modernizer, pioneer, and implementer itself. The research design used is descriptive qualitative research method. The primary data source is 6 people who were interviewed. Data collection techniques in this study are literature studies, field studies (observation, interviews, and documentation). Data analysis/processing techniques in the study are data reduction, data presentation, and drawing conclusions. Based on the results of the study, problems are still found in 1 modernizer dimension in the indicator of improving physical infrastructure conditions, namely, the obstacles from the aspect of facilities and infrastructure that are currently available have not been able to keep up with the surge in visitor volume. Efforts that must be made include building additional toilets in Strategic points with a high radius of traffic, implementing a more intensive periodic duty system for cleaning staff during long holidays to ensure facilities remain adequate, as well as providing orderly waiting areas to improve order.

Keywords: Accessibility, Role, Tourist Attractions, Village Government.

A. INTRODUCTION

Tourism plays an important role as a driver of economic growth and social welfare in regional development (Alyani, 2021). One of the indicators that reflects tourism development in a region is the number of tourist arrivals. The higher the number of visitors, the greater the impact on the local economy. Tourists generate expenditures that directly increase the income of local communities, business actors, and local governments through taxes and levies.

Similarly, Pangandaran Regency is a relatively new autonomous region with highly promising tourism potential. Tourism is one of the main sources of regional revenue in

Pangandaran. Effective tourism development and management are expected to enhance the destination's recognition among both domestic and international visitors. Tourist attractions may include cultural heritage and unique sites that appeal to travelers. In Pangandaran, many new nature-based tourism destinations have emerged, one of which is the Citumang tourist attraction. Citumang, now known as Green Valley Citumang, is a natural tourism destination where visitors can enjoy a crystal-clear blue river surrounded by lush trees and fresh air. The Citumang tourist site is located in Bojong Village, Parigi District, Pangandaran Regency, West Java Province (Ikhsan, 2020).

Several studies have shown that one of the primary objectives of village government is to improve the quality of village development. Villages are expected to enhance the quality of life and welfare of their communities, one of which can be achieved through the development of village potentials. Village potential refers to the strengths, capacities, and capabilities possessed by a village that can be further developed to increase village income and improve community welfare (Sintiya W., 2021).

On the other hand, various studies have also indicated that the tourism sector is often regarded as a secondary sector and remains marginalized, resulting in contributions that fall short of expectations despite the availability of adequate resources for its development. In fact, tourism plays a significant role in regional development because it contributes to foreign exchange earnings and job creation. Therefore, considering its substantial contribution, tourism requires continuous and sustainable development efforts. Tourism development should take into account various elements, including local communities and indigenous cultures (Sopyan et al., 2024).

Similar findings were reported by Meidy (2025), who argued that the transformation of villages into tourism villages can be considered a strategic effort to optimize local economic potential, preserve cultural heritage, and improve the quality of life of rural communities. Amid the rapid growth of the tourism industry, many previously unknown villages are now striving to transform themselves into tourist destinations by utilizing their natural resources, cultural assets, and local wisdom.

In analyzing the role of the village government in improving the accessibility of the Citumang tourist attraction in Bojong Village, Parigi District, Pangandaran Regency, this study refers to Siagian's theory (2018, pp. 142–150). According to this theory, the modernization dimension, particularly the indicator of improving physical infrastructure conditions, still requires further enhancement. Improving physical infrastructure is essential for increasing accessibility and visitor comfort, which ultimately contributes to the attractiveness of Citumang as a body rafting destination and nature-based tourist attraction.

Article 23 paragraph (1) of Law of the Republic of Indonesia Number 10 of 2009 on Tourism stipulates that the Central Government and Regional Governments are obligated to:

- Provide tourism information, legal protection, as well as security and safety for tourists;
- Create a conducive environment for the development of tourism businesses by ensuring equal business opportunities, facilitating tourism-related activities, and providing legal certainty;
- Maintain, develop, and preserve national assets that serve as tourist attractions, as well as potential assets that have not yet been fully explored;
- Supervise and regulate tourism activities in order to prevent and mitigate various negative impacts on the wider community.

The purpose of this study is to determine the role of the village government in responding to these key issues and to analyze effective solutions to address these indicators.

The assumption is that the ineffectiveness of the village government's role is due to limited resources and unintegrated development strategies, as well as factors that support and hinder their implementation. It is hoped that the results of this study can provide practical contributions to the future development of Citumang tourism.

Based on the background outlined above, this study formulates the following problem: What is the Role of the Village Government in Improving Accessibility of Citumang Tourism Objects in Bojong Village, Parigi District, Pangandaran Regency?.

B. LITERATURE REVIEW

Government Role Theory

Government role refers to a set of functions carried out by the government in directing, regulating, facilitating, and promoting community development. The government functions not only as a policy maker but also as an implementer and supervisor of development to ensure that predetermined goals are achieved effectively. In regional development, the government plays a role in creating stability, fostering innovation, promoting modernization, and empowering communities. These roles are essential for ensuring the sustainability of development that is oriented toward public welfare. According to Siagian (2012), the government serves as a stabilizer, innovator, modernizer, pioneer, and development implementer with the objective of improving the quality of people's lives.

Indicators of Government Role Theory (Siagian, 2012):

- Stabilizer
- Innovator
- Modernizer
- Pioneer
- Self-implementer

Tourism Accessibility Theory

Accessibility is one of the main components of tourism destination development, determining the ease with which tourists can reach a tourist attraction. Accessibility is not limited to road conditions but also includes transportation facilities, directional signs, travel information, and other supporting facilities. The easier a destination is to access, the greater the likelihood that tourists will visit it. The availability of good accessibility can enhance tourists' comfort, safety, and satisfaction during their journey to a destination. According to Rossadi and Widayati (2018), accessibility refers to the degree of ease with which tourists can reach a destination through the support of transportation facilities, road infrastructure, and other supporting amenities.

Indicators of Tourism Accessibility (Rossadi & Widayati, 2018):

- Road conditions leading to the tourist destination
- Availability of transportation facilities
- Ease of obtaining location information
- Directional signs and tourism signage
- Ease of tourist mobility

Tourism Development Theory

Tourism development is the process of planning and managing tourist destinations to enhance their attractiveness, increase tourist arrivals, and generate economic benefits for local communities. Tourism development should be carried out sustainably by considering social, economic, cultural, and environmental aspects. The success of destination development is strongly influenced by the quality of tourist attractions, accessibility, and available facilities. In addition, the involvement of both the community and government is a crucial factor in supporting the sustainability of tourism destinations. According to Cooper et al. (1993), successful tourism development is determined by four main components known as the 4A concept, namely attraction, accessibility, amenities, and ancillary services.

Indicators of Tourism Development (Cooper et al., 1993):

- Attraction (tourist attractions)
- Accessibility (ease of access)
- Amenities (supporting facilities)
- Ancillary Services (institutional and supporting services)

C. RESEARCH ETHODOLOGY

The research method used is descriptive qualitative research, providing an overview of the village government's role in improving accessibility to the Citumang tourist attraction in Bojong Village, Parigi District, Pangandaran Regency. Primary data was obtained directly from the Village Head, Village Secretary, Tourism Managers (Karangtaruna), the community, and tourists through observation and interviews. Secondary data was obtained from various sources relevant to the research title, such as books, articles, papers, laws and regulations, and other sources relevant to the research problem.

The data sources used by the researchers to supplement this data were informants. Six informants were involved in this study. Data collection techniques included literature review and fieldwork (observation, interviews, and documentation). Data analysis/processing techniques included data reduction, data presentation, and conclusion drawing.

D. RESULT AND DISCUSSION

Stabilizer Dimension

Based on the findings regarding the Role of the Village Government in Improving the Accessibility of the Citumang Tourist Attraction in Bojong Village, Parigi District, Pangandaran Regency, the researcher presents five dimensions that are in line with Siagian's (2018, pp. 142–150) concept of the government's role.

The government acts as a stabilizer, maintaining social stability and promoting public welfare through policies formulated and established in collaboration with stakeholders. These policies serve as guidelines for implementing the vision and mission, work programs, and operational activities aimed at achieving development goals and objectives. The formulation of key policy directions is considered an effort to empower the community so that people can become more advanced, prosperous, and self-reliant.

The vision and mission of a program are intended to provide a clear direction and purpose regarding where the program is heading and what it aims to achieve within a specific period. The vision describes an ideal future condition, while the mission outlines the concrete steps and actions required to realize that vision. Their primary purpose is to ensure that all

stakeholders understand the program and can measure its success in a structured and measurable manner.

Field observations indicate that the management and development of Citumang nature tourism have shown positive progress, reflected in improved service quality among tourism service providers and tour guides, as well as enhancements to tourism-supporting facilities and infrastructure. Improved accessibility, particularly the better condition of roads leading to the trekking area, has increased visitor comfort and safety, thereby strengthening the destination's attractiveness as a leading nature tourism site.

Tourism promotion aims to introduce a tourist destination to a wider audience so that it becomes better known and more attractive to potential visitors. Such promotion seeks to convey engaging information about the uniqueness, beauty, and facilities of a tourist attraction, thereby encouraging visitation and increasing tourist arrivals. Promotion also contributes to stimulating the local economy, increasing community income, and empowering tourism stakeholders.

Field observations reveal that the promotion of Citumang tourism has been implemented effectively and systematically through website development, pamphlets, engaging digital content, and other promotional media. The use of social media serves to promote local tourism potential and directly contributes to community economic empowerment. In addition, social media functions as a platform for two-way communication between tourism managers and prospective visitors. This interaction enables managers to respond directly to tourists' needs, build trust, and enhance visitor loyalty.

A promotional strategy refers to planned methods and actions designed to introduce a tourist attraction to potential visitors. It helps determine the target audience, the promotional channels to be used, and the messages that should be communicated to attract tourists. The objective is to ensure that promotional activities are conducted strategically and efficiently, thereby making a meaningful contribution to increasing tourist visits.

Field observations further indicate that the promotional strategies implemented have been operating effectively. This is evident from the abundance of engaging content related to Citumang tourism across various social media platforms. These findings suggest that social media plays a significant role in helping tourists obtain more detailed information about the destination.

Innovator Dimension

The village government serves as a tangible role model in reforming social life that can be emulated by the community. As a whole, the village government can become a source of new ideas, particularly those related to development activities, in order to make development more effective and accelerate its implementation.

Technology adaptation refers to adjusting work methods, systems, or organizational culture to make the best possible use of technological advancements. The purpose of technology adaptation is to ensure that individuals, organizations, and communities are not left behind and are able to utilize new tools and systems, such as applications, social media, information systems, and digitalized services. Furthermore, it aims to improve service quality, expedite processes, and create new opportunities.

Field observations indicate that Bojong Village, particularly at the Citumang tourist destination, has demonstrated a fairly strong adaptation to technology in tourism management and services. These changes are reflected in the implementation of a digital ticketing system, the use of cashless payments through QRIS, and the utilization of social media as a

promotional tool. This demonstrates that tourism managers are gradually shifting from conventional systems to more modern, effective, and efficient approaches.

Improving access inclusivity involves expanding and enhancing opportunities for all individuals to access and utilize services or facilities fairly and comfortably. In the tourism context, this means that roads, supporting facilities, information, and services are available not only to general visitors but also to those with economic or social limitations, ensuring that no one is excluded from accessing the tourist destination.

Field observations reveal that the infrastructure of the Citumang tourist destination has undergone significant improvements in various aspects. The main access road to the destination has experienced enhancements in surface quality and availability, allowing it to accommodate various types of four-wheeled vehicles. The quality of information services provided to tourists is also considered satisfactory, with staff at the information center readily available to provide guidance and explanations.

Modernizer Dimension

The village government functions not only as an administrative manager but also as a catalyst that introduces modern elements such as improved accessibility, tourism promotion, and integration with the global economy. This role aims to reduce disparities between rural and urban areas while encouraging sustainable growth.

Improving physical infrastructure conditions involves upgrading and strengthening facilities and infrastructure, such as roads, bridges, street lighting, and other public facilities, to ensure they are more adequate and functional. The objective is to facilitate mobility, enhance comfort and safety, and support economic, social, and tourism activities within the region. Better physical infrastructure makes access to tourist attractions easier and more efficient.

Based on field observations, the overall physical infrastructure has reached an adequate level and supports tourism development, although there is still room for improvement in supporting facilities and infrastructure. These improvements reflect the commitment of both the village government and tourism managers to enhancing accessibility and visitor comfort, ultimately contributing to Citumang's attractiveness as a body rafting and nature tourism destination.

Tour guide training is intended to improve the knowledge, skills, and attitudes of guides so that they can provide more professional, safe, and enjoyable services to visitors. Such training includes an understanding of tourist attractions, local culture and history, communication techniques, and safety and security aspects during tourist activities.

Field observations indicate that Citumang tour guide training is conducted regularly every six months by the village government in collaboration with district or national Balawista, the Regional Disaster Management Agency (BPBD), the National Search and Rescue Agency (Basarnas), and Tagana through cooperation with the Youth Organization (Karang Taruna). The primary objectives are to obtain official certification, ensure visitor safety through emergency procedures, provide pre-body rafting briefings and life jacket instructions, and enhance guides' skills, responsibility, legal compliance, and service quality.

An official tour guide identification card is an identification document issued by authorized institutions, such as tourism offices or certification bodies, to certify that an individual is officially registered as a tour guide who has met specific requirements and standards. The existence of official identification cards increases tourists' trust, creates a more organized destination environment, and facilitates government supervision and management of tourism activities.

Field observations show that official identification cards for Citumang tour guides are available and formally issued by Balawista through Karang Taruna in cooperation with the village government and Perhutani partners. Guides visibly wear these identification cards as proof of legal status, professional certification, and assurance of visitor safety, making it easier to identify authorized guides.

Pioneer Dimension

The village government should play a pioneering role in various aspects of community life by implementing programs based on the fundamental principles of community empowerment. The village government not only functions as a policy maker and development planner but also acts as a creative and innovative development implementer capable of overcoming various challenges and limitations within the village.

Community participation involves actively engaging local residents in the planning, implementation, and monitoring of programs and activities, including the management of tourist attractions. Through such participation, community members are not merely beneficiaries but also active actors who identify problems, provide suggestions and aspirations, and participate in decision-making processes.

Field observations indicate that the existence of the Citumang tourist attraction has had a significant impact on community involvement and welfare in Bojong Village, Parigi District, Pangandaran Regency. The village government considers local residents highly supportive of tourism development and acknowledges that they have experienced improvements in both welfare and economic conditions. Support from Perum Perhutani is also evident through contributions to development initiatives and human resource development programs that enhance tourism quality.

Collaboration with external stakeholders refers to establishing productive partnerships with institutions or groups outside the village administration or organization, such as tourism agencies, tourism businesses, community organizations, academics, and investors, to achieve shared goals. Through such collaboration, the village does not work independently but gains support from partners who can assist in improving tourism promotion and destination management.

Field observations reveal that the management of the Citumang Tourist Attraction in Bojong Village has involved various external stakeholders, including the Tourism Office, Health Office, Lifeguards, Balawista, and other relevant institutions. This collaboration is manifested through partnerships in destination development, enhancement of visitor safety measures, supervision, and the provision of technical guidance.

Self-Implementer Dimension

Development should be carried out by the government itself, which must consider all factors influencing development, control negative factors that may hinder progress, minimize their impacts, and identify factors that drive development in order to achieve optimal outcomes.

Independent planning initiative refers to the ability and willingness of entities such as village governments, community groups, or local institutions to undertake planning activities without waiting for directives or encouragement from external parties, while still taking local needs and conditions into account.

Field observations indicate that the Bojong Village Government, together with relevant stakeholders, has demonstrated initiative in developing the Citumang tourism area. The Village Head emphasized the importance of improving basic infrastructure, such as optimizing road conditions and adding public street lighting, both of which are currently in

the early planning stages. The Village Secretary also explained ongoing innovation efforts through the addition of new attractions around the Citumang tourism area.

Monitoring and evaluation conducted by the village government and tourism office involve observing, assessing, and reviewing the implementation of programs at the tourist destination, from planning and execution to the achievement of outcomes. This monitoring process is intended to directly assess actual field conditions, including the availability of adequate facilities, accessibility, visitor services, and tourist complaints, so that problems can be identified and addressed promptly.

Field observations indicate that monitoring activities conducted by the village government have been running effectively and smoothly and are carried out regularly, although formally scheduled every three months. Monitoring is regarded as a governmental responsibility and is supported by the establishment of a special task force and the active involvement of Karang Taruna as on-site managers.

E. CONCLUSION

Based on the findings of this study regarding the role of the village government in improving the accessibility of the Citumang tourist attraction in Bojong Village, Parigi District, Pangandaran Regency, it can be concluded that the village government has performed and contributed significantly through its functions as a stabilizer, innovator, modernizer, pioneer, and self-implementer. This is evidenced by the collaboration among the village government, tourism managers, the Youth Organization (*Karang Taruna*), and the local community. However, these roles have not yet been fully optimized, as challenges remain within the modernizer function, particularly concerning the improvement of physical infrastructure conditions. Improving physical infrastructure involves upgrading and strengthening facilities and infrastructure to make them more adequate and functional. The objective is to enhance comfort and safety while supporting economic, social, and tourism activities within the region. Better physical infrastructure also makes access to tourist attractions easier and more efficient.

One of the primary obstacles is that the existing facilities and infrastructure have not been able to keep pace with the increasing number of visitors. The limited number of toilets has directly resulted in significant queues, particularly during peak holiday seasons, which may reduce visitor comfort and satisfaction.

Several efforts should be undertaken to address these issues, including the construction of additional toilets at strategic locations with high visitor traffic, the implementation of a more intensive duty roster for cleaning staff during holiday periods to ensure facilities remain in proper condition, and the provision of organized waiting areas to improve orderliness. Therefore, stronger collaboration is required among the regional government, village government, tourism managers, local communities, and other relevant stakeholders.

The Pangandaran Regency Tourism Office is expected to provide greater support for the development of the Citumang tourist destination by offering guidance, training, and assistance to tourism operators and surrounding communities. In addition, the Tourism Office is expected to play a greater role in promoting tourism at both regional and national levels, as well as supporting the improvement of tourism infrastructure. Such support is intended to help Citumang develop into a more advanced and competitive tourist destination while simultaneously fostering local economic growth.

The Bojong Village Government is expected to enhance the management and development of the Citumang tourist attraction, particularly in the provision of tourism facilities and infrastructure, such as public spaces, the rehabilitation of damaged roads,

cleanliness, and visitor safety. The village government is also encouraged to take a more proactive approach to tourism promotion through social media and digital platforms in order to attract more visitors to Citumang.

Furthermore, *Karang Taruna* is expected to establish an integrated management team involving both the village government and the local community, while conducting regular capacity-building programs in tourism management, safety, and digital marketing. Coordination with relevant agencies should also be strengthened to obtain technical support for the professional and sustainable management of Citumang.

Finally, the local community is expected to maintain the sustainability and benefits of Citumang tourism and actively participate in every stage of management, from planning to evaluation. For example, residents who own land around the tourist area could develop supporting facilities such as food stalls, toilets, and even accommodation facilities to enhance the overall tourism experience.

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