

Integrated Area Planning of Bimomartani Village for Integrative-Based Ecotourism Development

Joko Sutopo^{1*}, Sunardi², Mustaqim Pabbajah³, Juhansar⁴, Fiya Ainur Rohmatika⁵, Novi Faulia Sari⁶, Dedek Darvina⁷

- 1 Teknik Komputer, Fakultas Sains dan Teknologi Universitas Teknologi Yogyakarta
- 2 Teknologi Hasil Pertanian, Fakultas Teknologi Pertanian Institut Pertanian STIPER Yogyakarta
- 3 Informatika, Fakultas Sains dan Teknologi Universitas Teknologi Yogyakarta
- 4 Informatika, Fakultas Sains dan Teknologi Universitas Teknologi Yogyakarta
- 5 Hubungan Internasional, Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Yogyakarta
- 6 Teknik Elektro, Fakultas Sains dan Teknologi Universitas Teknologi Yogyakarta
- 7 Teknik Elektro, Fakultas Sains dan Teknologi Universitas Teknologi Yogyakarta

*E-mail: jksutopo@uty.ac.id

ABSTRACT

Bimomartani Village, located in Ngemplak Subdistrict, Sleman Regency, is a rural area with high ecological and cultural wealth, such as the presence of Embung Bimomartani, Tuk Bulus, traditional houses, an arts center, a culinary center, and integrated farming practices. However, this potential has not been managed in an integrated manner, resulting in its inability to generate optimal impacts on economic development, environmental conservation, and community empowerment. This study aims to design an integrated tourism area planning model based on the integration of local potential and community participation within the context of sustainable ecotourism development. The method used is a participatory-applicative-integrative approach, through the stages of identifying area potential, focused group discussions, community capacity building, supporting infrastructure development, and qualitative and quantitative impact evaluation. The results of the study indicate that the implementation of a thematic spatial planning model based on natural-educational, spiritual-conservation, cultural-historical, local economic, and food security clusters has successfully created spatial connectivity and a cohesive tourism narrative. 85% of Pokdarwis members have participated in tourism management training, and the income of MSMEs has increased by 40%. Tourist visits also increased by 65%, and a digital tourism village initiative managed by local youth emerged. In conclusion, the integration of tourist areas through a community-based approach and the use of educational technology can drive sustainable social, economic, and institutional transformation in villages, making Bimomartani a model for integrated ecotourism development based on community empowerment.

KEYWORDS: Area Planning; Community Empowerment; Community Participation; Integrated Ecotourism; Thematic Spatial Planning.

INTRODUCTION

Bimomartani Village is one of the rural areas in Ngemplak Sub-district, Sleman Regency, Special Region of Yogyakarta, which possesses high potential in natural resources and cultural heritage. The village landscape consists of a combination of productive agricultural areas, natural water sources, and a social environment that still preserves the traditional community structure, with its rich local wisdom values (Harian Jogja, 2024). These ecological and cultural uniquenesses serve as a crucial foundation for developing an integrated ecotourism-based tourism area model, where development approaches are not only focused on enhancing the local economy but also

prioritize environmental conservation, strengthening cultural identity, and active community participation in area management (Nur, 2021). With a holistic and locally-based approach, Bimomartani is believed to have the potential to develop as an inclusive, sustainable, and resilient model of a tourist village capable of addressing various challenges of the modern era (Sutopo, Sunardi, Pabbajah, & Juhansar, 2024).

The tourism potential in Bimomartani is not fragmented, but rather forms an interconnected ecosystem. Some of the main tourist attractions include Embung Bimomartani, which serves as both a conservation area and an open-air recreational zone; Tuk Bulus, a spring site rich in spiritual and historical significance; old houses reflecting traditional architecture and local history; and a cultural center where traditional arts are preserved through gamelan performances, dance, and traditional art workshops. Additionally, there is a local culinary center offering a variety of food products made from local ingredients such as *sego wiwit*, *sayur lodeh*, and various processed village produce. Equally important, integrated farming, fishing, and livestock practices still carried out by the villagers are an integral part of the village's wealth, with potential to be developed as an educational tourism attraction based on local food security and traditional knowledge (Sutopo, Sunardi, Pabbajah, Juhansar, et al., 2024).

To optimize the integration of these potentials and create a focused tourism area management, two strategic programs have been designed and implemented, namely *Sapa Kampung Bimomartani* and *Plesiran Kampung Bimomartani*. *Sapa Kampung* is a social approach that serves to rebuild residents' awareness of the importance of collaboration and active involvement in village development, particularly in the tourism sector. Through social mapping activities, village discussions, and interactive forums among residents, this program has successfully reactivated social potential that had previously been underutilized. With the involvement of community leaders, women, youth, and other informal groups, the community has begun to actively participate in crafting tourism narratives, mapping local assets, and designing their collective roles within an integrated village tourism system (Sutopo, Sunardi, Pabbajah, Juhansar, et al., 2024).

Meanwhile, *Plesiran Kampung Bimomartani* is an implementation program that formulates experience-based tour packages. This program invites tourists to explore the village with a thematic and educational approach. The tourist routes offered include exploring Embung as a water conservation tourism site, spiritual and historical visits to Tuk Bulus, cultural tourism at old houses and an arts center, culinary tourism at a local UMKM hub, and visits to an integrated farming site to witness organic farming practices, fish farming, and household-scale livestock farming. All these tourist spots are connected through a tour itinerary that not only offers visual experiences but also social interaction and an understanding of local values developed by the village community. Tourists can directly learn, engage in dialogue, and even stay with local residents through a homestay program managed by the local community with good service standards and an environmentally conscious approach (Sutopo & Rohmatika, 2025).

In order to ensure the sustainability of the program, the planning and management of this village tourism area is guided by the *Pancadaya Model*, which is a development framework oriented towards five main pillars: attractiveness, carrying capacity, accessibility, creativity, and service capacity. Attractiveness encompasses the uniqueness and authenticity of tourist attractions, carrying capacity includes infrastructure and supporting facilities within the area, accessibility emphasizes connectivity between tourist locations and ease of mobility for visitors, creativity promotes community-based creative economic development, and service capacity covers the quality of services and the skills of the community in welcoming tourists. These five pillars form the planning framework for the tourism area, which does not rely solely on physical aspects but also on social, cultural, and institutional dimensions (Harian Jogja, 2024).

The active participation of the Kalurahan Bimomartani community has been a crucial element in the entire process of transforming the area. Various social groups, such as PKK mothers, youth organizations, farmer groups, artists, and MSME actors, have been actively involved in the process of identifying needs, decision-making, program implementation, and evaluation of activities. The community is not only the technical implementer of activities but also the producer of local values and knowledge, which are the main substance of community-based tourism. The success of this program is evident in the increased collective awareness, growing solidarity among villages, and the emergence of community initiatives in creating tourism products and services independently.

This involvement reflects that tourism designed and implemented by the community itself has greater resilience and sustainability compared to top-down or project-based tourism models. The transformation of the Bimomartani area into an integrated tourist village is not merely a process of physical development of a destination, but rather a transformative process that places the community at the center of innovation, cultural preservation, and management of their own living space. This project demonstrates how a community-based approach can comprehensively address rural development challenges through strengthening social structures, economic diversification, environmental conservation, and prioritizing local values. With the synergy between natural and cultural potential, community social capacity, and structured planning direction, Bimomartani Village has a very strong prospect of becoming a best practice model for integrated area-based ecotourism development and community empowerment.

METHODOLOGY

The methodology used in implementing this community service program employs an integrative, participatory, and applied approach (Judijanto et al., 2024). which involves actively engaging local stakeholders in every stage of the activities to ensure sustainability and alignment with the local context in the development of an integrated ecotourism area in Bimomartani Village. This approach places the community as the primary subject of development, with the village government, tourism awareness groups (Pokdarwis), Disaster Preparedness Villages (KSB), micro, small, and medium enterprises (MSMEs), and community leaders as collaborative partners in the entire planning, implementation, and evaluation process.

The first stage involved identifying the potential and needs of the integrated tourism area through field observations at seven key points, namely Embung Bimomartani, Tuk Bulus, water sources, old houses, arts centers, culinary centers, and integrated farming areas, as shown in Figure 1 below.



Figure 1. Field Observations

This observation aims to assess the existing infrastructure conditions, local economic potential, accessibility levels, and disaster preparedness capacity at each tourist site. The data obtained serves as the basis for developing a comprehensive integration strategy for the area.

The next step is a discussion forum and program consolidation, conducted through Focus Group Discussions (FGD) with the Bimo Pandowo Tourism Awareness Group (Pokdarwis) and the Bimosakti Disaster Preparedness Village (KSB). This forum serves as a deliberative platform to develop a roadmap for the development of the tourism area, formulate thematic work plans, and strengthen local regulations, including the drafting of Village Regulations (Perdes) as the legal framework for managing the area, as shown in Figure 2 below.



Figure 2. Focus Group Discussion (FGD) with the Tourism Awareness Group (Pokdarwis) Bimo Pandowo and the Disaster-Ready Village (KSB) Bimosakti.

This activity also serves as a cross-sector dialogue forum to align the vision and programs of various community elements and local institutions. Next, training and implementation of technological innovations were carried out, including social media-based digital promotion training, disaster risk management for communities, tourism guiding techniques, as well as sanitation and homestay services. At this stage, the digital application "Kampung Plesiran Bimomartani" was also developed as a community-based tourism promotion and information platform. Although the development of an Augmented Reality (AR) system was initially planned for implementation at several locations, the activity was not continued in this year's implementation to maintain focus on strengthening human resources and more inclusive digital systems.

The next step is the development of supporting infrastructure and integrated tourist routes, such as the installation of integrated signage, the construction of tourist shelters, the arrangement of connecting routes between tourist attractions, and the provision of public sanitation facilities, area lighting, and selfie spots to improve the comfort and aesthetics of the tourist environment. This development is aimed at supporting regional connectivity and creating a complete and memorable visitor experience.

The final stage is monitoring and evaluation of program impacts, conducted using quantitative and qualitative approaches. Evaluation includes increases in the number of tourist visits, growth in local SME income, as well as improvements in village institutional capacity and community preparedness for disaster risks. The results of this evaluation are then used as a basis for adjusting internal policies of Pokdarwis and KSB, as well as for developing more adaptive and contextually appropriate long-term development strategies. This methodological approach is designed not only to achieve short-term success but also to build a sustainable tourism management system rooted in community empowerment. The implementation process for this community service activity can be seen in Figure 3 below.

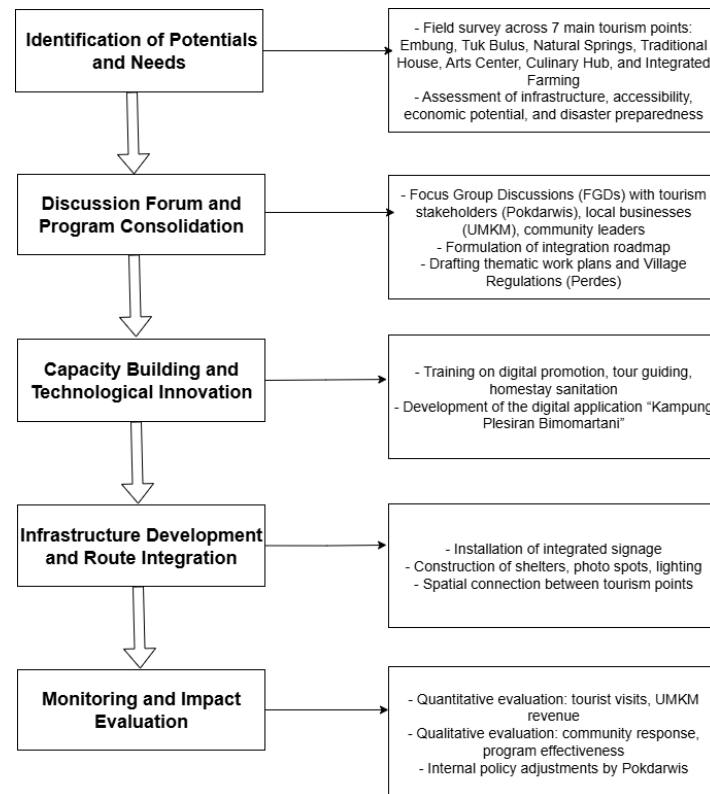


Figure 3. Flow of Implementation in Community Service Activities

RESULTS AND DISCUSSION

1. Integration of Tourism Areas and Thematic Spatial Planning Models

The development of the Bimomartani Village tourism area was carried out by applying a participatory spatial approach, which is a spatial planning strategy that not only considers the geographical and functional aspects of the area but also integrates local knowledge and community participation in the planning process. Through this approach, the previously scattered and unmanaged tourism potential has been reorganized into thematic tourism routes based on clusters, dividing the area into five strategic zones according to their attractive features and socio-ecological functions. First, the Nature and Education cluster, which includes Embung Bimomartani and a camping ground, is designated as a conservation-based recreational space and environmental education area, complete with supporting facilities for outdoor activities and water ecosystem education. Second, the Spiritual and Conservation Cluster, which includes Tuk Bulus and other springs, is oriented as a reflective and spiritual space based on local values that also functions for water resource conservation. Third, the Culture and History Cluster, which includes old houses, an arts center, and local narrative sites, serves as a medium for preserving cultural heritage and community history through art performances and cultural exhibitions. Fourth, the Local Economy Cluster, centered around traditional culinary areas and village-based SME activities, is a zone for creative economic interaction based on local products that supports community empowerment. Finally, the Agriculture and Food Security Cluster, an integrated farming area offering educational tourism experiences in sustainable agriculture, fisheries, and livestock farming practices (Sutopo, Sunardi, Pabbajah, Juhansar, et al., 2024).

This thematic spatial model aims not only to increase tourist appeal and expand economic activity, but also to create efficient and logical connections between spaces (Irmawati & Hasnawati, 2024). To support this, efforts have been made to strengthen physical and digital connectivity systems, such as constructing connecting routes between clusters, organizing visitor circulation, and installing wayfinding systems in the form of directional signs and information boards at strategic locations (Sasongko et al., 2020). Additionally, digital information development supports tourist orientation through a village tourism app that provides area maps, narrative explanations of tourist attractions, and online reservation and interaction services (Adharani et al., 2020). With a structured spatial design and an integrated information system, the Bimomartani tourist area is expected to

provide a thematic, in-depth, and sustainable visitor experience while strengthening the connection between the tourist space and the social and cultural dynamics of the local community (Asmin, 2018).

2. Enhancement of Human Resources and Institutional Capacity

Human resource capacity building is a crucial aspect in the development of sustainable ecotourism areas, as the quality of services and the success of tourism destination management depend heavily on the readiness and competence of local actors (Kia, 2021). In this context, 85% of members of the Bimo Pandowo Community-Based Tourism Group have participated in a series of training programs focused on tourism area management, including destination planning, visitor management, tourism product packaging, as well as principles of hospitality and community-based service. This training is designed not only to equip participants with technical and practical knowledge but also to foster professional attitudes, social responsibility, and environmental awareness in managing ecotourism destinations (Dewi Ayu Hidayati & Marvenda, 2025).

One of the important achievements of the training process was the ability of Pokdarwis to develop narrative-based tourism products, which are tourism products that not only present objects visually, but also bring the tourist experience to life through stories, history, and cultural values inherent in each point of visit. For example, narratives about the history of old houses, the symbolic meaning of Tuk Bulus, or the philosophy of local agriculture are integrated into thematic tourism packages that build emotional connections between tourists and the local community. This approach aligns with the principles of interpretive ecotourism, which emphasizes education and appreciation of local culture and nature (Haryanto, 2014).

In addition to strengthening the capacity of Pokdarwis, 12 hamlets in the Bimomartani village area also actively participated in evacuation drills and disaster route demonstrations, which are integrated into safety and comfort-based tourism management. Although these activities are oriented towards disaster mitigation, the involvement of residents in these drills also supports safety aspects in tourism management, particularly in anticipating risks in open natural tourist sites. Demonstrations of evacuation routes, marking of gathering points, and increasing community awareness of potential environmental risks are also part of efforts to create a safe, responsive, and resilient tourist destination capable of handling emergency conditions, which indirectly adds value to community-based ecotourism development.

Through a combination of enhanced tourism operator competencies and active community involvement, Bimomartani Village demonstrates a strong commitment to developing an ecotourism ecosystem that is not only economically oriented but also focuses on social, educational, and sustainability aspects. This underscores that ecotourism management is not merely about promotion or providing physical facilities, but rather a comprehensive empowerment process that involves transforming human capacity, local institutions, and integrating cultural and ecological values into every aspect of area development (Cahyaningsih et al., 2023).

3. Utilization of Technology in Ecotourism and Disaster Mitigation

Within the framework of community-based ecotourism development in Bimomartani Village, technology is used selectively and contextually to support the process of tourism interpretation, local cultural promotion, and education-based information services. One important innovation that has been successfully implemented is the development of educational Augmented Reality (AR) at two strategic locations, namely Tuk Bulus and Rumah Lama. This technology is used as a visual narrative medium to bring back folk tales, local history, and environmental knowledge to tourists in an interactive and engaging format. At Tuk Bulus, visitors can access information about myths and the history of the spring through digital devices that display animations and explanatory audio, while at Rumah Lama, AR presents narratives about traditional architecture, the lives of the people in the past, and the social and cultural transitions that have occurred in the area. This innovation strengthens an interpretive approach in ecotourism, which not only emphasizes the visualization of places but also brings cultural and ecological values to life as the core substance of the tourist experience.

Additionally, as part of the service and promotion system, a digital tourism application for Bimomartani Village has been developed and is now available in beta version. This application is designed to serve as an integrated information portal, providing easy access for tourists to maps of the tourist area, descriptions of each attraction, the village's cultural event calendar, a catalog of UMKM products, and thematic routes connecting various destinations (Hardian et al., 2025). Through this approach, the digital system not only functions as a marketing tool but also as an educational

and empowering platform, as the app's content is co-developed by villagers, the Village Tourism Committee (Pokdarwis), and local SMEs. By embedding local narratives into the digital system, the village community becomes both producers and curators of knowledge, thereby creating a digital tourism ecosystem rooted in local identity and wisdom.

This adaptive use of technology is carried out while maintaining the principles of low-impact ecotourism, where technological innovations are directed toward enhancing authentic, educational, and participatory tourism experiences, rather than creating technological dominance over nature. Technology is viewed as a supporting tool, not the focal point, ensuring that natural and cultural spaces remain the main stage for tourism activities (Nur, 2021). Thus, the integration of digital elements such as AR and tourism apps becomes part of the area's interpretation strategy, enhancing the community's capacity to share their stories with the world and opening access for tourists to understand and appreciate local values more deeply (Hannan & Rahmawati, 2020).

Overall, this innovation reflects that the development of ecotourism in Bimomartani Village is not merely focused on physical infrastructure and increasing visitor numbers, but rather on creating high-quality, educational, and community-empowerment-based tourist experiences. The combination of technology, local narratives, and community participation strengthens Bimomartani's position as a tourist destination that is not only visually appealing but also culturally and contextually rich.

4. Social and Economic Impact

The implementation of an integrated ecotourism development program in Bimomartani Village has had a significant positive impact on local economic activity and community dynamics. One of the main indicators of this success is the increase in the number of tourists visiting the village, which rose by 65% compared to the previous period. This increase is primarily driven by the educational tourism and family tourism segments, indicating that experience-based tourism packages, cultural interpretation, and environmental education have successfully attracted visitors who prioritize learning values and direct interaction with the local community. The availability of themed tourist routes connecting different clusters, the provision of homestays, and locally-based tourist narratives further enhance the overall appeal of the destination (Wibowo et al., 2022).

Along with the growth in tourist visits, there has also been a significant increase in the income of local MSMEs, particularly in the traditional culinary sector and souvenir production. Based on field data, the increase in MSME income reached around 40%, indicating that tourism activities not only have a symbolic impact but also contribute significantly to the economic turnover of the village community. Culinary products such as *sego wiwit*, *jenang*, and various processed agricultural products from the village have become flagship commodities sought after by visitors, while handicrafts and souvenirs based on local culture have also seen a surge in demand. This indicates that strengthening the village's economic value chain can be achieved in a tangible way if tourism programs are designed with active community involvement and based on authentic local potential.

Furthermore, the dynamics of tourism development have also encouraged progressive social initiatives among the younger generation, particularly in the management of digital content for tourist villages. The emergence of digital tourism village initiatives managed by local youth is a concrete form of community adaptation to the need for digital transformation in the tourism sector (Adharani et al., 2020). Young people take on roles as content operators, social media managers, visual narrative creators, and community-based tourism application developers, which not only expand the reach of promotion but also create space for digital creativity and productivity based in the village. The involvement of the younger generation strengthens the sustainability of the program by fostering the regeneration of tourism drivers while connecting local potential with global promotion and communication logic (Thoban & Warlina, 2017).

Thus, the impact of tourism development in Bimomartani is not only measurable in terms of increased visits and economic growth, but also creates social transformation and digitalization of the village oriented towards empowerment, independence, and sustainability. This model proves that community-based tourism, if designed in an integrative and participatory manner, is capable of driving comprehensive change in the socio-economic structure of rural communities.

CONCLUSION

The development of an integrated ecotourism area in Bimomartani Village demonstrates that a spatial and social integration approach can bring about comprehensive transformation in the development of a tourist village. With its interconnected ecological and cultural potential, the village has successfully developed a tourism management system that is not only focused on increasing visitor numbers but also prioritizes environmental conservation, community involvement, and institutional capacity building. The participatory spatial approach developed through thematic clusters, nature-education, spiritual-conservation, culture-history, local economy, and food security serves as the conceptual foundation for designing functional, communicative, and narratively rich spaces. Each cluster is not only an attraction but also an educational and cultural interpretation vehicle packaged in a participatory and experiential tourism format.

Methodologically, the active involvement of the community in all stages, from mapping potential, developing tourism narratives, management training, to infrastructure development and program evaluation, shows that the success of regional development cannot be separated from the role of the community as the main actor. Pokdarwis Bimo Pandowo has successfully developed authentic local narrative-based tourism products, while other social groups at the village level have strengthened the tourism ecosystem through participation in simulations, tourism services, and the production of culinary delights and handicrafts. This model underscores the importance of a community-based tourism approach in driving the development of self-reliant and sustainable villages.

The adaptive and contextual use of technology, such as Augmented Reality (AR) and digital tourism applications, further enriches the dimensions of interpretation and interaction between tourists and the village space. These innovations not only expand the scope of promotion but also encourage the involvement of the younger generation in the village in managing digital content, creating a tourist village that is not only spatially intelligent but also adaptive to changing times. The concept of digital tourism villages emerging from local initiatives reflects a transfer of leadership and regeneration of tourism actors that will support the sustainability of long-term programs.

The impact is clear: there has been a significant increase in tourist visits (65%) and MSME income (40%), accompanied by the formation of a collaborative culture across groups in the community. Bimomartani Village is now not only known as a nature- and culture-based tourist destination, but also as a model of community-based development that is integrative, inclusive, and resilient. Therefore, the planning of this area can serve as a best practice in ecotourism development that harmoniously balances ecological, social, economic, and cultural aspects. The transformation in Bimomartani underscores that ecotourism is not merely a product but a living and sustainable social process.

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