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The Potential of Ecotourism in Bayan Village's Customary Forest, North Lombok Regency

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ABSTRACT

Bayan Village, North Lombok District has four customary forests, namely Mandala Customary Forest, Pengempokan Customary Forest, Tiu Rarangan Customary Forest, and Bengket Bayan Customary Forest. The four customary forests have the potential to be developed with the concept of ecotourism. This study uses a qualitative descriptive method. With the determination of the location and respondents using Purposive Sampling. The study was conducted with the aim of analyzing the feasibility of developing Customary Forests into one of the ecotourism attractions using the parameters of ecotourism appeal, accessibility, conditions of the surrounding area, accommodation, facilities and infrastructure and the availability of clean water. The research parameters used the Guidelines for Analysis of Natural Tourism Attraction Operation Areas (ADO-ODTWA) stipulated by the Director General of Forest Protection and Nature Conservation (Dirjen PHKA) in 2003. The results of the study showed that the four tourist attractions in Bayan Village have the potential to be developed into ecotourism destinations, with respective index values, namely Mandala Customary Forest 86.83%, Pengempokan Customary Forest 84.03%, Bangket Bayan Customary Forest 87.69% and Tiu Rarangan Customary Forest 84%

INTRODUCTION

North Lombok is one of the regencies on Lombok Island that has recognized the existence of Customary Law Communities, as stated in the Regional Regulation of North Lombok Regency Number 6 of 2020 concerning Recognition and Protection of Customary Law Communities in North Lombok Regency. One of the considerations in drafting this regional regulation is because of the high potential of customary forests in the North Lombok region. According to the Indigenous Peoples Alliance of the Archipelago (AMAN) of North Lombok Regency (*Kabupaten Lombok Utara/KLU*), the total area of Customary Forests in KLU is 380.23 Ha spread across 36 locations (Rahman & Arba, 2020).

Bayan Village, North Lombok Regency, has an area of 3,783 Ha with an altitude ranging from 300-700 meters above sea level. Within the village area, there are 4 customary forests whose sustainability is still well maintained. The four forest areas are the Mandala Customary Forest, the Pengempokan Customary Forest, the Tiu Rarangan Customary Forest, and the Bengket Bayan Customary Forest. The four customary forests have tourism potential that can be developed with the ecotourism concept

According to Article 5 of the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number 17 of 2020 concerning Customary Forests and Forest Rights, customary law communities in Indonesia have the right to manage and utilize forests such as the utilization of environmental services, utilization or collection of timber forest products, utilization or collection of non-timber forest products and other forest management activities based on applicable customary law and do not conflict with the provisions of laws and regulations. One form of utilization of environmental services that can be developed by customary law communities is tourism activities packaged with the ecotourism concept. This is considered necessary because ecotourism is a concept that combines conservation

and tourism simultaneously and is able to improve the welfare of local communities.

The involvement of indigenous people in forest management has several advantages, namely the maintenance of forest ecosystems in a sustainable manner, the utilization of forest resources in an equitable manner, and preventing conflicts between indigenous people and other parties related to forests near customary areas. In addition, in the context of conservation and ecotourism, local wisdom is not only a tool in maintaining the sustainability of life, but also as a platform in strengthening ecological harmony and the uniqueness of resources to stimulate the sustainability of local wisdom itself, so that local wisdom that is increasingly degraded or no longer known, will be revitalized again along with the increasing demand for ecotourism attractions. This study was conducted to analyze the feasibility of developing Customary Forests into one of the ecotourism attractions using the parameters regulated in the Guidelines for Analysis of Natural Tourism Attraction Operation Areas (*ADO-ODTWA*) stipulated by the Director General of Forest Protection and Nature Conservation (*Dirjen PHKA*) in 2003.

METHODS

This research was conducted in Bayan Village, North Lombok Regency using a qualitative descriptive method. The determination of the location and research respondents used the Purposive Sampling method, which is a method of determining samples with certain considerations (Sugiyono, 2012). Considerations for selecting the research location were reviewed from two aspects, namely the area and the status of the area. The Bayan Village area has the largest area when compared to the Customary Forest outside the other forest area in North Lombok Regency, but until now information related to tourism potential in this location is still limited, so there has been no ecotourism development planning.

The assessment of the feasibility of nature tourism uses assessment criteria that are guided by the Analysis of Natural Tourism Attraction Operation Areas (*ADO-ODTWA*) of the Directorate

General of PHKA in 2003. The total value for an ODTWA assessment criterion can be calculated using the formula:

$$S = N \times B$$

Information:

S= Score/value of a criterion

N= The sum of the values of the elements in the criteria

B= Weight value

To find out the maximum score for each criterion, it is calculated using the formula:

$$\text{Percentage of eligibility} = (\text{criteria score}) / (\text{total criteria score}) \times 100\%$$

The results of the feasibility assessment of an ecotourism area can be seen based on the following index values:

A feasibility index with a value of >66.6% means that it is feasible to be developed, with the criteria of a tourist area that has facilities and infrastructure,

potential and high with established parameters and supported by adequate accessibility.

A feasibility index with a value of >33.3% - 66.6% means that it is not yet feasible to be developed, with the criteria of a tourist area that has facilities and infrastructure and potential that are moderate with established parameters and supported by adequate accessibility.

A feasibility index with a value of <33.3% means that it is not feasible to be developed, with the criteria of a tourist area that has facilities and infrastructure and low potential with established parameters and inadequate accessibility.

The indicators used in this study are attractiveness, accessibility, conditions around the area, accommodation, and supporting facilities and infrastructure. A description of the assessment indicators can be seen in Table 1.

Table 1. ADO-ODTWA Assessment Indicators

NO	Variable	Indicator	Weight	Mark	Method	Output
1	Attractiveness	a. Natural beauty	6	Fulfil:	In-depth Interviews and Observations	Information on natural tourism potential (flora, fauna, and physical attraction)
		b. Uniqueness of natural resources		5 Criteria = 30		
		c. Many prominent natural resources		4 Criteria = 25		
		d. Types of nature tourism activities		3 Criteria = 20		
		e. Security of the area		2 Criteria = 15		
			1 Criteria = 10			
2	Accessibility	a. Travel time from the capital	5	Fulfil:	In-depth Interviews and Observations	Accessibility Information for Tourism Marketing
		b. Road conditions		1-2 Criteria:		
		c. Distance from the city		30 2-3		
		d. Road type		Criteria: 25 3-4 Criteria: 20 4-5 Criteria: 15 >5 Criteria: 10		

3	Conditions around the area	<ul style="list-style-type: none"> a. Community response to tourism development b. People's livelihoods c. Local wisdom of customary forest communities 	4		In-depth Interview and Observation Questionnaire	Socio-cultural information in the form of local wisdom in Customary Forests
4	Accommodation	Number of rooms	3	Fulfil >100 mark : 30 75-100 mark: 25 50-75 mark: 20 30-50 mark: 15 S/d 30 mark: 10	In-depth Interview and Observation Questionnaire	Socio-cultural information in the form of local community wisdom
5	Facilities and infrastructure	Facilities: <ul style="list-style-type: none"> a. Restaurant b. Shopping center c. Bank d. Souvenir shop e. Market Infrastructure: <ul style="list-style-type: none"> a. Health center b. Electricity network c. Telephone network d. Drinking water network 	3	> 4 Type: 30 > 3 Type: 25 > 2 Type : 20 > 1 Type: 15 nothing : 10	In-depth Interview and Observation Questionnaire	Amenity Information for tourism marketing purposes
6	Availability of Clean Water	<ul style="list-style-type: none"> a. Volume b. Distance of clean water location to object location c. Whether or not water can be channeled to the object d. Consumption suitability e. Availability 	6		In-depth Interview and Observation Questionnaire	Amenity Information for tourism marketing purposes

*Criteria for assessing tourist objects and attractions according to the 2003 Guidelines for Analysis of Natural Tourist Objects and Attractions Operation Areas (ADO-ODTWA) of the Director General of PHKA, modified by researchers.

RESULTS AND DISCUSSION

A. Attraction

According to Law Number 10 of 2009 concerning Tourism, natural beauty is something that has uniqueness, beauty and value in the form of diversity of natural wealth, culture and man-made products that are the target of visits for tourists. Customary forests are one of the areas that can be managed and developed as a tourist destination by prioritizing the concept of ecotourism. Ecotourism in customary forests is initiated and developed as a business program that can also be a conservation strategy by providing economic alternatives for

local communities. Through ecotourism patterns, communities can take advantage of the natural beauty, local culture, and history that are still intact without exploiting the contents of the forest excessively which can damage the area (Zulkarnain et al., 2016). In relation to tourism management, customary forests have capital attractions that can attract tourists, namely in the form of natural, cultural, religious, community lifestyles, and *awiq-awiq* or customary law community rules that are maintained from generation to generation. The tourist attractions in the Bayan Village Customary Forest can be described in Figure 1 below.

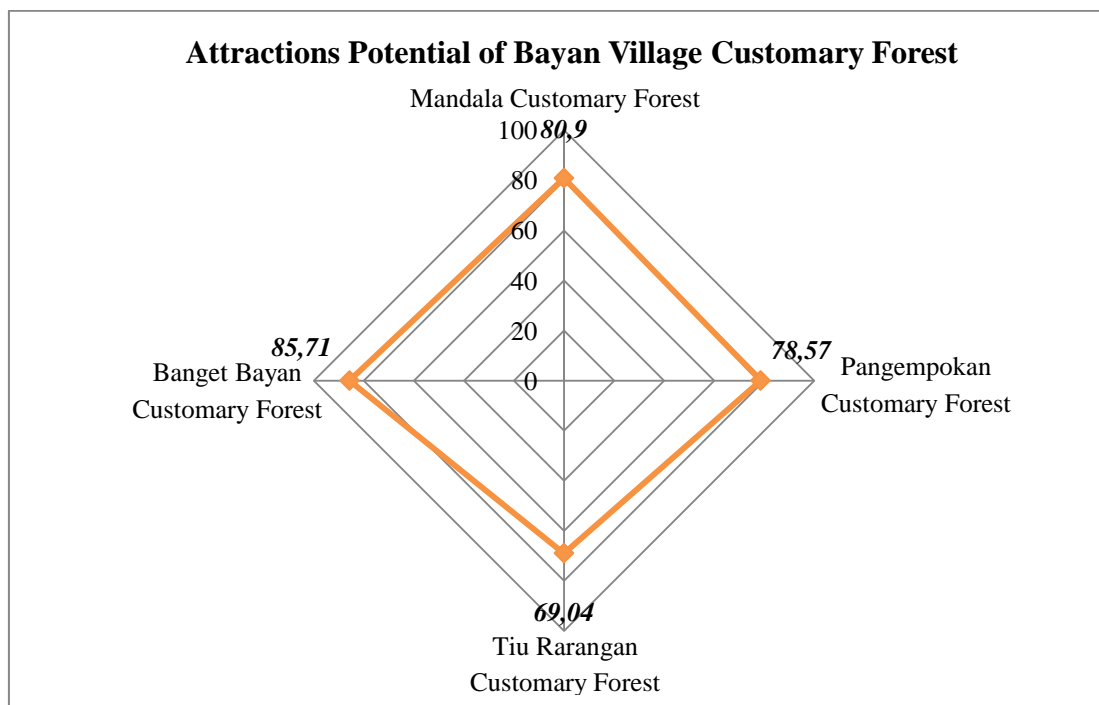


Figure 1. Attractions Potential of Bayan Village Customary Forest

The four customary forests in Bayan Village have different attractions. The inventory results show that the highest attraction value is in the Banget Bayan Customary Forest, which is 85.71% and the Mandala Customary Forest, which is 80.9%. Meanwhile, for the Pangempokan and Tiu Rarangan Customary Forests, the feasibility value for developing tourist attractions is 78.57% and 69.04%. The high attraction score in the Banget Bayan and Mandala Customary Forests is because the location has natural attractions such as waterfalls, bathing pools, customary rice fields,

natural scenery and flora and fauna. Meanwhile, the Tiu Rarangan Customary Forest has the smallest index because in this forest there are no natural or artificial tourist attractions, but there is a local belief that describes there is a "tiu" or pool of water that can only be seen by certain people, this then makes this area a sacred place. The beliefs of indigenous peoples related to customary forests encourage them to be more careful in their treatment of forests, water sources, and land. It is further explained that this belief can increase the work ethic of the community that utilizes the forest. The participation

of indigenous people in ecotourism management is considered very important to maximize social, economic, and environmental benefits, as well as to increase awareness of the importance of

implementing behaviors that promote environmental sustainability for future generations (Cheng, et al., 2017). The potential of Customary Forests in Bayan Village is shown in Figure 2.



Figure 2. Singang Petune Waterfall in Bangket Bayan Customary Forest



Figure 3. Traditional Rice Fields in Bangket Bayan Customary Forest



Figure 4. Natural View from the Peak of Bangket Bayan Customary Forest



Figure 5. Bathing Pool in Mandala Customary Forest



Figure 6. Natural View from the Peak of Pangempokan Forest

In planning the development of tourism potential or commonly known as market driven which focuses on the desires of tourists and product driven which focuses on the development of tourism products. According to Fandeli (2001) product driven components can be categorized into four levels, namely the core product, the facilitating product, the supporting product and the augmented product. In terms of managing Customary Forests as tourist destinations, these four things are also considered. The core products of Customary Forests that can be used as the main attractions are in the form of natural panoramas, water environmental services and flora and fauna in the Customary Forest area.

Research by Kastolani et al., (2016) added that the diversity of tourist attractions based on natural beauty and local culture has great potential to attract tourists looking for authentic and unique experiences. Natural resources, local wisdom, and the friendliness of the community integrated into tour packages can increase the attractiveness and competitiveness of destinations (Hapukh & Oktaviana, 2024).

B. Accessibility

Ease of accessibility is one of the factors for tourists in deciding to visit a tourist attraction. If an object is not supported by adequate accessibility, then the object that has the attraction is very difficult to become a tourism industry, tourism activities depend heavily on transportation and communication because of the distance and time factors that greatly affect a person's desire to travel (Daulay, 2022). Accessibility in the concept of

tourism can be interpreted as the ease of tourists to reach tourist destinations concerning travel time, comfort and safety of tourists. In this study, the assessment of the feasibility of accessibility in the Mandala, Pengempokan, Tiu Rarangan and Bangket Bayan Customary Forests was carried out by considering travel time from the capital, road conditions, distance from the city and road type. The results of observations show that accessibility to the Bayan Village customary forest is in the very good category because it is easy to access. Accessibility from the Provincial Capital to Bayan Village is approximately 3 hours by car or motorbike with very good road conditions. According to Soebiyantoro (2009) transportation access can increase tourism development and the number of tourists. However, access to the Customary Forest area from the village area is still quite difficult to use public transportation because the condition of the forest is still maintained with strict rules and is not allowed to be paved by customary leaders through *awiq awiq*, which maintains the sustainability of the Bayan Customary Forest area (Rahman & Arba, 2020).

Lestari's research (2022) shows that good accessibility can increase the frequency of tourist visits and their satisfaction with tourist destinations. Conversely, difficult accessibility can often limit the potential for tourist visits in an area.

In terms of managing the Bayan Village Customary Forest, accessibility to the customary forest area and within the customary forest area must be designed naturally. According to Fandeli (2001), nature tourism trips to remote areas with

low accessibility can actually result in trips with a high level of experience and satisfaction. This form of travel package is suitable for development in customary forest areas that have quite high biotic and abiotic potential and local wisdom of the community such as in the Bayan Village Customary Forest. The development of ecotourism in

customary forests will be beneficial for local communities if management combines the natural potential of a protected forest area, the social aspects of the local community, and community participation both as actors and organizers of ecotourism activities (Nurkhalis et al., 2018).



Figure 7. Accessibility to Bayan Village from the District Capital



Figure 8. Accessibility to The Customary Forest from Main Road of Bayan Village

C. Amenities and Community Conditions

In addition to tourist attractions and accessibility, an important component in developing a tourist destination is amenities. These two aspects are closely related to a person's comfort in traveling, in terms of the fulfillment of facilities and infrastructure and safety guarantees for tourists (Webliana et al., 2018). Amenities are a form of supporting facilities needed by tourists at tourist destinations that allow tourists to stay at the destination to enjoy or participate in the attractions offered. An important factor that encourages tourists to be active is the availability of facilities or facilities that provide convenience in traveling.

Supporting facilities needed by visitors such as: transportation facilities, accommodation, places of worship, places to eat, parking lots, souvenir centers, and rest areas (Shofi'unnafi, 2022).

Assessment of amenities and conditions around the tourist area is carried out within a radius of 15 km from the location of the tourist attraction. This is because infrastructure development in customary forests should not be carried out so as not to damage the forest area, especially in the *pawang* area. According to Rahman & Arba (2020), the Bayan Customary Forest is divided into two by the local indigenous community, namely *pawang* and *gawah*. The *pawang* area itself is the term used by the indigenous community for customary forests that should not be disturbed at all, because in this area there are large trees and springs whose sustainability is protected. The *gawah* area is an area that may be utilized and managed sustainably with permission from the customary leaders. The assessment results show that the infrastructure and clean water conditions of accommodation, the

condition of the surrounding community and management of the area are in a category that is suitable for development. Observations show that there are Homestays or residential houses in Bayan Village, but this accommodation is still centered around the Mandala Customary Forest. In addition, infrastructure such as restaurants, public

transportation, places of worship, bridges, telephone networks and the availability of clean water which are supporting infrastructure are already available in the village area with high ease of access. An overview of the infrastructure can be seen in Figure 4.



Figure 9. Home Stay Around Bayan Village



Figure 10. Health Facilities Around the Bayan Village Customary Forest



Figure 11. Cash Withdrawal Facilities Around the Bayan Village Customary Forest

Amanah and Utami (2006) stated that the development of a tourist attraction depends on the superstructure and infrastructure aspects. The superstructure aspect is supporting facilities such as restaurants and others. Meanwhile, the infrastructure aspect includes the availability of clean water, waste disposal, electricity, and

accessibility. Related to infrastructure that is closely related to tourism such as money exchange places and souvenir centers have not been found in Bayan Village, so further development is needed. This is because the facilities at a tourist attraction play an important role in someone's desire to visit the place (Wibowo et al., 2023).

In the context of planning the management of customary forests as ecotourism destinations, the development of these facilities and infrastructure can be carried out outside the customary forest area. The government can maximize community houses to be used as homestays. Homestays are an alternative accommodation that is different from hotels or traditional lodgings. Homestays are accommodation facilities provided by the local community, thus providing opportunities for the community to become hosts and earn additional income from providing accommodation. In addition, tourists who stay with the community are given the opportunity to experience the local lifestyle, traditions, and culture, so that they can enrich visitors' understanding of Bayan culture and promote intercultural tolerance (Winarno et al., 2023).

Feasibility Analysis of Bayan Village Customary Forest

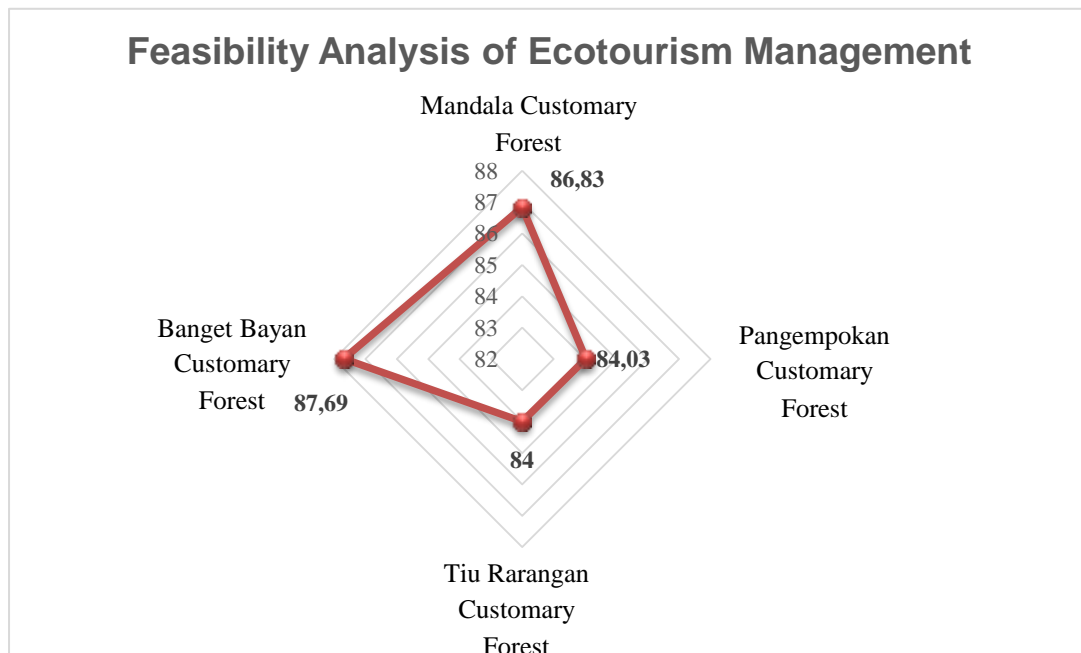
Information on the feasibility of a potential area offering to be developed into an ecotourism area is one of the important elements in supporting tourism activities, this aims to ensure the integrity of the area while also being able to improve the welfare of the surrounding community. In addition, this can also aim to avoid conflict. According to (Bjork, 2007), there is a paradox in ecotourism where ecological preservation and economic development are two things that can cause conflict with each other if not managed properly.

In detail, the description of the feasibility analysis of the four forests in Bayan Village can be seen in Table 2.

Table 2. Analysis of the Natural Tourism Potential of the Bayan Village Customary Forest

Variable	Forest	Weight	Mark	Score	Index (%)	Information
Attractiveness	Bangkit Bayan Customary Forest	6	180	1080	85.71	Worthy
	Mandala Customary Forest		170	1020	80.9	Worthy
	Pengempokan Customary Forest		165	990	78.57	Worthy
	Tiu Rarangan Customary Forest		145	870	69.04	Worthy
Accessibility	Bangkit Bayan Customary Forest	5	115	575	63.8	Worthy
	Mandala Customary Forest		115	575	63.8	Worthy
	Pengempokan Customary Forest		105	525	58.33	Worthy
	Tiu Rarangan Customary Forest		105	525	58.33	Worthy
Conditions around the area	Bangkit Bayan Customary Forest	5	75	375	83.3	Worthy
	Mandala Customary Forest		75	375	83.3	Worthy
	Pengempokan Customary Forest		75	375	83.3	Worthy
	Tiu Rarangan		75	375	83.3	Worthy

Accommodation	Customary Forest	3	30	90	100	Worthy
	Bangkit Bayan Customary Forest					
	Mandala Customary Forest					
	Pengempokan Customary Forest					
	Tiu Rarangan Customary Forest					
Facilities and infrastructure	Bangkit Bayan Customary Forest	3	60	180	100	Worthy
	Mandala Customary Forest					
	Pengempokan Customary Forest					
	Tiu Rarangan Customary Forest					
	Bangkit Bayan Customary Forest					
Availability of clean water	Bangkit Bayan Customary Forest	6	140	840	93.3	Worthy
	Mandala Customary Forest					
	Pengempokan Customary Forest					
	Tiu Rarangan Customary Forest					
	Bangkit Bayan Customary Forest					



Information: Suitable for development >66.6%; Not yet suitable for development 33-66%; Not suitable for development <33%.

Figure 5. Analysis of Tourism Potential of Bayan Village Customary Forest

The results of the analysis in Figure 5 show that the four Customary Forests in Bayan Village have the potential to be developed with the Bangket Bayan Customary Forest potential index value of 87.69%, Mandala 86.83%, Pengempokan with a value of 84.03%, and Tiu Rarangan with a value of 84%. The feasibility index with a value of >66.6% illustrates that the area has great potential to be developed because it meets the criteria of attractive attractions (beauty, uniqueness and rarity, local customs and wisdom), has facilities and infrastructure, high motivation and concern of the surrounding community and is supported by adequate accessibility. The results of the observation show that community support is quite high for ecotourism management, therefore it is necessary to carry out empowerment activities in local communities to maximize the role of the community in managing ecotourism based on Customary Forests. This encouragement of community involvement certainly requires time and detailed planning, therefore the initial steps that need to be taken by the government are strengthening the understanding and concept of ecotourism among the Bayan Village community,

encouraging the participation and empowerment of the Bayan Village community and forming strategic business units, which are based on local wisdom of the community.

According to Nurhasanah et al., (2017) the management of ecotourism areas in partnership with the community will increase community interest in tourism and the management of potential natural resources around them so that it is also beneficial for the community. In line with this, according to Astuti & Saptaria (2021) in their research, it was proven that the service quality factor is the most dominant factor influencing tourist satisfaction at a tourist village destination. So that the community needs to improve their abilities in attracting tourists to visit. One thing that needs to be done by the community is to maximize promotions to market the tourism attractions of the Customary Forests. According to Saepudin et al., (2019), the community or village tourism managers can provide information about the tourism potential they have through social media or newspapers.

Some developments that can be carried out in Bayan Village, especially in the four Customary Forests, if viewed from the potential they have, are:

a. Educational Tourism

One form that can be carried out is Adventure Tourism, this activity is a form of tourism carried out in the open air and is the most in demand (Ahmad et al., 2020). The development of this package is suitable for the Bayan Village Customary Forest. When viewed from the activities that can be done, namely Jungle tracking and Hiking. With jungle tracking, visitors can enjoy the natural beauty of the forest and fresh air while seeing the diversity of flora and fauna in the customary forest area. This activity can also be an effort to provide conservation education for visitors. One of the important principles in ecotourism is the application of Conservation Education for tourists. The concept that can be developed is by designing an educational tour package that is expected to prevent and overcome the impact of tourist activities on nature and culture (Fandeli, 2002; Webliana et al., 2021).

b. Cultural Tourism

Educational and Cultural Tourism is a tour package that combines two elements, namely culture and education. Where the package, in addition to learning about local wisdom, also gains experience about the way of life of the people around the area and reflects existing customs and religious traditions. In this context, in the Customary Forest which is rich in medicinal plants, Wellness tourism can also be applied, namely a tour that combines natural recreation and health, so that tourists can take advantage of the biodiversity of medicinal plants in nature as part of the development of the health tourism concept (Valentino et al., 2024; Voigt et al., 2010). In order to support this, it is necessary to form Community Based Ecotourism in Bayan Village to support the management of Customary Forest ecotourism based on local wisdom and the potential of customary forest resources in Bayan Village. The strength of Bayan Village is that there are customary institutions that have an important role in forest management and local wisdom. The results of Rahman & Arba's (2020) research show the strong togetherness of the members of the Bayan

indigenous community association and the strong awiq awiq that has been in effect for generations in Bayan Village, in an effort to protect and maintain their territory, this is an important capital in managing ecotourism based on customary forests.

Jemarut et al., (2022) stated that customary forests are under customary rights because they are in a single community area, their implementation is based on traditions that live in the people's atmosphere with their management system. Thus, indigenous peoples are also holders of rights to customary forests, however, the development of Customary Forests in Bayan Village does not only involve the surrounding community but also requires support or collaboration involving many parties, so that the sustainability of the management of Customary Forests in Bayan Village remains sustainable and its sustainability is maintained.

According to Yasintha (2020) collaboration is cooperation or support between stakeholders who are combined into one in a common goal or view. In addition, the formation and development of the tourism sector requires collaboration and support from various stakeholders (Berliandaldo et al., 2021). Stakeholders who can collaborate in managing tourism in the Bayan Customary Forest can take an example from the research of Nurkhalis et al., (2018) regarding stakeholder analysis in managing tourism in customary forests, including the Tourism Office, the Environment and Forestry Office, Bappeda, Disdikbud, Local government, and customary law communities. Drumm & Moore (2005) have also described that to achieve ecotourism success, there needs to be a partnership between the government, tourism industry, local communities, funders, Non-Governmental Organizations (NGOs), and tourists.

CONCLUSION

Based on the results of the analysis, it can be seen that the four tourist attractions in Bayan Village have the potential to be developed into ecotourism destinations, with the respective index values, namely Mandala Customary Forest 86.83%, Pengempokan Customary Forest 84.03%, Bangket

Bayan Customary Forest 87.69%, and Tiu Rarangan Customary Forest 84%.

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