

POTENTIAL FOR HOMESTAY DEVELOPMENT IN GENGGELANG TOURISM VILLAGE, NORTH LOMBOK REGENCY

*Saiful Fahmi¹, M. Ihdal Karomi²

¹⁻²Program Studi Divisi Kamar, Politeknik Pariwisata Lombok, Indonesia, Email: saiful.fahmi@ppl.ac.id

*(Correspondence author)

ABSTRACT

Article History

Submitted:

09 January 2025

Reviewed:

21 April 2025

Accepted:

01 May 2025

Published:

15 May 2025

The development of tourist villages is one of the strategies to improve the economy of rural communities. Genggeling Tourism Village in North Lombok Regency has great potential in the tourism sector, with main attractions such as Senara Chocolate Village, Kerta Gangga Waterfall, and local culture that is still preserved. However, the limited number of homestays is an obstacle in utilizing the existing tourism potential. This study aims to identify the causes of the lack of homestay development and explore the potential for its development. The research method used is descriptive qualitative with data collection techniques through observation, interviews, and literature studies. The results of the study indicate that the main obstacles in the development of

homestays are minimal community involvement, limited capital, and lack of use of marketing technology. On the other hand, the opportunity for homestay development is quite large with the increase in tourist visits to the Gili Trawangan area, which can make Genggeling Village a buffer area. With synergy between the government, the community, and the use of information technology, the development of homestays in Genggeling Tourism Village has the potential to improve the local economy and strengthen the village's tourism appeal.

Keywords: tourist village; homestay; tourism development; local economy; Genggeling Village.

INTRODUCTION

Genggeling Tourism Village, located in North Lombok Regency, West Nusa Tenggara (NTB), is a rural area endowed with an abundance of natural, cultural, and socio-economic resources that make it highly promising as a sustainable tourism destination. The village is characterized by lush landscapes, traditional Sasak culture, and community-based local industries that reflect the authentic identity of Lombok. These unique attributes have drawn the attention of both the provincial government and national stakeholders, culminating in Genggeling's designation as one of NTB's priority tourism villages. Moreover, its inclusion in the top 300 list of the 2022 Indonesian Tourism Village Award (ADWI) by the Ministry of Tourism and



Creative Economy underscores its attractiveness and growing visibility in the national tourism ecosystem (Jadesta Kemenparekraf, 2022).

This recognition is not merely symbolic; it reflects the strategic position of Genggelang in the broader movement toward village-based tourism development in Indonesia. Over the last decade, the Indonesian government has intensified its focus on rural tourism as a means to foster inclusive economic growth, reduce regional disparities, and promote sustainable development (Kemenparekraf, 2021). Rural tourism, with its emphasis on community participation and cultural preservation, offers an alternative to mass tourism by enabling travelers to engage directly with local traditions, livelihoods, and environments. In this context, Genggelang Village holds a vital role, as it embodies the principles of community-based tourism (CBT) and sustainable rural development.

However, despite the village's growing reputation and tourism potential, there remain critical challenges that hinder its progress. Chief among these is the issue of limited tourist accommodation infrastructure, particularly the lack of homestays. At present, Genggelang Village is equipped with only one homestay offering five rooms, a figure that falls significantly short of the village's potential tourist capacity (Ratmaja et al., 2019). As rural tourism increasingly depends on authentic and immersive visitor experiences—such as staying with local families and participating in daily village life—the absence of adequate homestay facilities limits both the quality of the visitor experience and the potential for extended stays. This constraint not only reduces tourism revenues but also restricts opportunities for the local community to benefit from tourism-related income.

Homestays, as a form of community-based accommodation, are integral to the sustainability of rural tourism destinations. They serve multiple functions beyond lodging: they are platforms for cultural exchange, tools for socio-economic empowerment, and mechanisms for ensuring community participation in tourism development. Research has shown that homestays can significantly contribute to increasing household income, preserving local traditions, and fostering a sense of ownership and pride among host communities (Noor et al., 2020; Suansri, 2003). In the context of Genggelang Village, homestay development is thus not merely a solution to an accommodation shortage, but a strategic intervention aimed at amplifying the socio-economic impact of tourism on the local population.

Furthermore, Genggelang's geographical location offers strategic advantages that are yet to be fully capitalized. The village is situated near Gili Trawangan, one of Indonesia's most popular island destinations. While Gili Trawangan has long been known for its vibrant nightlife and resort tourism, recent years have seen a growing demand for alternative travel experiences that prioritize peace, authenticity, and cultural depth (Kamal, 2020). Genggelang, with its tranquil environment and community-based offerings, is well-positioned to serve as a complementary destination or buffer zone for tourists seeking a break from the intensity of mainstream tourism on the Gilis. By offering well-managed homestay options, Genggelang could attract a niche segment of travelers interested in slow tourism, voluntourism, or eco-tourism—segments that are increasingly valued in the post-pandemic tourism recovery era.

The role of collaborative governance and digital innovation in homestay development also merits attention. Studies have emphasized the importance of

cross-sectoral collaboration among government agencies, local communities, and the private sector in ensuring the success of rural tourism initiatives (Suranny, 2020; Bramwell & Lane, 2011). Moreover, the integration of information and communication technology (ICT) can significantly enhance the visibility and competitiveness of rural destinations. Online booking systems, digital marketing platforms, and virtual storytelling tools can enable small villages like Genggelang to access wider markets and attract tech-savvy travelers. Yet, in practice, many tourism villages in Indonesia—including Genggelang—still face digital literacy gaps and institutional fragmentation that inhibit their capacity to implement such innovations effectively.

Despite a growing body of literature on community-based tourism and rural homestay models, there is a noticeable lack of localized studies that focus specifically on the planning and implementation of homestay development in lesser-known destinations like Genggelang. Existing research tends to focus on well-established tourism villages, often overlooking the distinct socio-cultural dynamics, environmental constraints, and policy environments that characterize emerging rural destinations. Moreover, there is limited empirical exploration into how homestay development can be designed as a holistic strategy—one that aligns with local aspirations, environmental sustainability, and long-term destination resilience.

This research aims to address that gap by examining the potential for homestay development in Genggelang Tourism Village from a multidimensional perspective. Unlike prior studies that treat homestay growth as a purely infrastructural or economic issue, this study adopts an integrative approach that considers spatial planning, stakeholder readiness, environmental capacity, and socio-cultural appropriateness. Through qualitative fieldwork and stakeholder analysis, the study seeks to identify practical strategies for implementing community-based accommodation initiatives that are locally owned, environmentally responsible, and economically viable.

The novelty of this study lies in its localized and participatory framework, which prioritizes the voices and capacities of village stakeholders in shaping tourism development. By doing so, the research contributes to the refinement of homestay development models tailored to the realities of small-scale, culturally-rich tourism villages. It also offers policy recommendations that align with Indonesia's broader vision of sustainable and inclusive tourism development as articulated in the National Tourism Development Master Plan (RIPPARNAS).

In conclusion, Genggelang Village represents both the opportunities and challenges inherent in Indonesia's rural tourism agenda. While its natural and cultural assets offer a solid foundation for sustainable tourism growth, critical interventions—especially in the area of homestay development—are needed to translate potential into practice. This study endeavors to provide a grounded, context-specific contribution to the discourse on rural tourism, homestay planning, and community empowerment in Indonesia, with the ultimate goal of supporting Genggelang in becoming a model of sustainable tourism excellence.

METHOD

This study uses a qualitative descriptive method that aims to identify the causes of the lack of homestay development in Genggeling Tourism Village and explore its development potential.

Research data was obtained through interviews with several main sources, namely the Head of the Genggeling Village Pokdarwis, the Owner of the Genggeling Village Homestay, and the Traditional Leader of Genggeling Village. This interview aims to gain an in-depth understanding of the obstacles faced in managing homestays, the potential that can be developed, and cultural and social perspectives related to the community-based accommodation industry in the tourism village.

In addition to interviews, this study also uses direct observation in the field and literature studies from various related sources. There are several aspects that researchers use as references in this study based on research that has been carried out, such as the development of homestays in tourist villages must consider natural, cultural, and artificial attractions that attract tourists (Cooper et al., 2013) and offer authentic experiences (Setiawan & Nurhidayah, 2020). Its success depends on active community participation (Arnstein, 2019) and tourism service training (Sunaryo, 2013). Adequate infrastructure, including transportation and internet, is the main supporting factor (Gunn, 1994; Wijayanti & Kusuma, 2019). The quality of homestay services must meet the standards of reliability, responsiveness, assurance, empathy, and cleanliness in order to attract tourists (Parasuraman et al., 1988; Rahayu & Pramono, 2021). In addition, the homestay business model must be sustainable, providing economic benefits to the community without damaging the environment and culture (UNWTO, 1998; Sutomo, 2020). Digital marketing through social media and online platforms is an effective strategy in increasing homestay occupancy (Kotler & Keller, 2016; Indrayani & Kurniawan, 2022).

With this approach, the study is expected to provide concrete recommendations for the development of homestays in Genggeling Tourism Village to support sustainable tourism and local economic growth.

RESULTS AND DISCUSSION

Tourist Destination Attractions

Genggeling Tourism Village in North Lombok Regency has great tourism potential with advantages in natural beauty, cultural richness, and creative economy based on agriculture and education. This destination offers attractions such as Tiu Pituq Waterfall, Senara Chocolate Village, and Village Museum, as well as superior commodities such as cocoa, coffee, and coconut that can be integrated into tourism. As a buffer village for the main destination in Gili Matra, Genggeling faces challenges in developing infrastructure and increasing human resource capacity, especially in tourism services and mastery of foreign languages.

Table. 1 The Attraction of Genggelang Tourism Village

No	Tourist Attractions	Type of Tourism
1	Kampung Cokelat Senara	Educational Tourism
2	Museum Desa	Cultural and Educational Tourism
3	Air Terjun Tiu Pituq	Nature Tourism
4	Air Terjun Kerta Gangga	Water Tourism
5	Rumah Pohon Gangga Murmas	Nature Tourism

Source: Researcher Processing, 2024

To realize sustainable tourism villages, a strategy is needed to strengthen infrastructure, improve community skills, and collaborate between the government, community, and private sector to increase the competitiveness and welfare of local communities.

Local Community Readiness

Sasak culture in Lombok upholds the values of family, politeness, and respect for guests, which are the basis of the community's friendliness in interacting with tourists (Muhlisin et al., 2018). The Genggelang Tourism Village community shows an open and friendly attitude towards tourists, although they still need to improve their skills in hosting guests. To improve the quality of tourism services, coaching is needed in mastering foreign languages and training for tourism business actors. In addition, increasing the capacity of the community in managing tourist attractions and services is an important step so that Genggelang Tourism Village can provide quality experiences for tourists and develop the tourism sector sustainably.

Supply and Demand for Homestays in Tourist Villages

Hotels are one of the most common types of accommodation found in tourist destinations and are one of the most requested by tourists. However, investment in destinations to build hotel-type accommodation is quite large and takes a long supply development process. This creates a gap between the supply and demand of accommodation in tourist destinations, especially tourist destinations of the tourist village type, so that the presence of homestays is one solution in resolving the gap between demand and supply. This phenomenon of the gap in demand and supply has the potential to be experienced by the Genggelang Tourist Village Destination if tourism activities in the village begin to be active, so it is important to develop it.

In the 2019-2023 period, tourists in several destinations have preferences in choosing accommodation, and the most widely chosen accommodation is homestay accommodation. This is due to the flexibility and competitive prices offered to tourists. Based on this trend, the findings indicate that the demand for homestays is quite good and in terms of supply can still be developed, considering that investment in building homestays is still considered quite cheap and easy.

Tourist History

The history of tourist visits provides an important picture of a destination. This visit history can provide a picture of the destination, related to the visibility of the

destination to tourists and a reference source for tourism movements in a destination.

Genggeling Tourism Destination as a destination in North Lombok Regency still has a fluctuating visit pattern. This is concluded from the history of tourist visits based on the number of hotel occupancies in the North Lombok area as follows:

Table. 2: Number of Foreign and Domestic Tourists in North Lombok Regency Based on Hotel Occupancy

Tourist	Number of Foreign and Domestic Tourists in North Lombok Regency Based on Hotel Occupancy				
	2019	2020	2021	2022	2023
Abroad	588.074	113.218	17.604	232.357	581.978
Domestic	48.362	23.882	14.151	46.162	74.470
Amount	636.436	137.100	31.755	278.519	656.448

Source: Central Bureau of Statistics, 2024

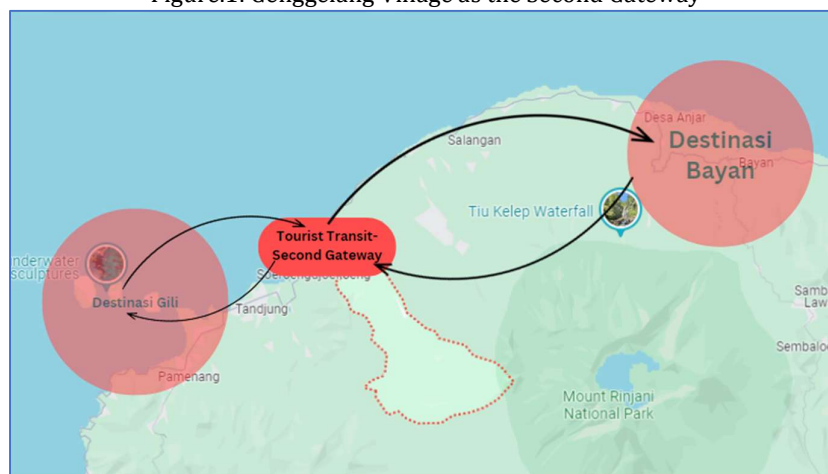
Based on data from the Central Statistics Agency, in general, tourist visits to this area experienced a drastic decline in 2020 to 2021 due to the impact of the COVID-19 pandemic. In 2019, the number of tourists reached 636,436 people, then decreased sharply to only 137,100 people in 2020, and continued to decline to its lowest point of 31,755 tourists in 2021.

However, starting in 2022, the visit trend began to show recovery, with an increase to 278,519 people, and soaring again in 2023 to reach 656,448 tourists, even exceeding the number before the pandemic. This shows that destinations in North Lombok, including Genggeling, have an attraction that can invite back the interest of both domestic and foreign tourists.

Infrastructure and Accessibility

The results of the study show that infrastructure and accessibility in Genggeling Village still face various challenges in supporting the development of the tourism sector. In general, access to this village is adequate, but intra-destination connectivity still needs to be improved to ensure the comfort and smooth mobility of tourists.

Figure.1: Genggeling Village as the Second Gateway



Source: Researcher Processing, 2024

Genggelang Village acts as a second-level gateway for tourists departing from Gili Trawangan, Gili Meno, and Gili Air to tourist destinations in East Lombok, such as Bayan Traditional Village, Sembalun, and Mount Rinjani. This strategic position provides the potential for the village to be developed as a transit and resting place for tourists. However, the availability of supporting infrastructure such as adequate road networks, clean water supplies, and sanitation facilities is still limited and needs more attention. However, by taking advantage of tourists' resting moments, Genggelang Village is able to present various light but meaningful activities such as educational and cultural visits, shopping for local products, and enjoying typical village cuisine. These activities not only enrich the tourist experience, but also provide a direct economic impact for the local community, making Genggelang Village an inclusive and sustainable community-based tourism destination.

Service Quality and Standardization

The quality of homestay services in Genggelang Village still needs to be improved in order to meet the standards expected by tourists. Based on the research results, the available homestays are still on a home scale with limited adequate facilities. The village community is actually ready to manage homestays, but still needs training in hospitality, service management, and cleanliness. In addition, the management of homestays in this village is not well organized because there is no group or association that specifically handles the management and standardization of homestay services.

In developing homestays in Genggelang Tourism Village, there are two guest management approaches that can be applied, namely the home space approach and the new building approach. The home space approach refers to the concept of a traditional homestay, where tourists stay with the homeowner in a specially provided room, allowing direct interaction and exchange of cultural insights between the host family and guests. This approach is more cost-effective because it only requires minor repairs to the existing house, but has limitations in terms of privacy for the homeowner and tourists.

Figure. 2 : Home Space Approach



Source: Researcher Processing, 2024

Meanwhile, the new building approach is more oriented towards the business aspect, where the community builds additional houses or rooms that are specifically commercialized as homestays. This concept offers better privacy for tourists and the potential for greater economic benefits, but requires significant initial investment. This approach is more suitable for communities who already have homestay management skills and when the number of tourist visits increases. Therefore, the selection of a homestay management model in Genggeling Tourism Village needs to consider community readiness, investment capacity, and the balance between authentic tourism experiences and economic benefits.

Figure. 3 : Home Space Approach



Source: Researcher Processing, 2024

Economic and Sustainability Aspects

The development of homestays in Genggeling Tourism Village must consider the principle of sustainability that includes environmental, socio-cultural, and economic aspects. In terms of the environment, homestays must implement environmentally friendly practices through good waste management and conservation of the surrounding environment so that the impact is regenerative, not degenerative. In addition, socio-cultural sustainability must be maintained by ensuring that customary rules and community norms are respected by tourists, so that the existence of homestays does not cause a cultural shift towards excessive commercialization.

From an economic aspect, homestays must contribute to improving community welfare by creating job opportunities, strengthening the village economic value chain, and functioning as a tool for poverty alleviation. The existence of homestays is also expected to be able to reduce environmental costs by ensuring resource efficiency in their operations. Therefore, a sustainable homestay development strategy must prioritize a balance between economic benefits, environmental preservation, and protection of local cultural values.

Promotion and Digitalization

Promotion and digitalization strategies are important elements in developing homestays in Genggelang Tourism Village to increase competitiveness and market reach. Promotion is carried out through Online Travel Agents (OTA), partnerships with travel agents (B2B), and digital marketing based on social media (B2C) to expand the reach of domestic and foreign tourists. Meanwhile, digitalization in homestay management is still in its early stages, but has great potential in increasing operational efficiency, reservation systems, and data-based marketing. Optimization of technology is expected to increase the professionalism of homestay management while strengthening the appeal of community-based tourism in Genggelang Village.

Figure. 4 : Homestay Promotion Scheme



Source: Researcher Processing, 2024

In terms of arrangement and readiness, the community in Genggelang Tourism Village already has the most basic capital in developing homestays. From technical and non-technical feasibility, efforts to develop homestays in the Tourism Village can be carried out.

There are 3 key elements that are important to consider in developing homestays in Genggelang Tourism Village, namely:

- Sustainability aspect of homestays

- Marketing aspect of homestays

- Quality product aspect

CONCLUSIONS

In terms of accommodation, homestay development is a potential solution to address the gap between demand and availability of accommodation in this destination. The trend of tourists who are increasingly interested in the homestay concept shows an opportunity for the community to develop community-based

accommodation. However, the feasibility of homestays in Genggelang Village still requires improvements in terms of standardization, infrastructure, and marketing strategies. With a sustainability-based approach, including environmental management and local economic empowerment, homestay development in Genggelang Tourism Village can be one of the main strategies in increasing tourist attractions and supporting village economic growth holistically.

ACKNOWLEDGEMENTS

This research would not have been successful without the support of various parties. We would like to express our gratitude to the Head of Genggelang Village, Mr. Almaududi, along with all village officials and the community of Genggelang Village who have provided information and support during the research process. We would also like to express our gratitude to the Head of Pokdarwis, Mr. Fahrurrizal, and members who have actively participated in interviews and discussions. We would also like to express our gratitude to the Tourism Office of North Lombok Regency for the very useful data and information. Finally, we would like to express our gratitude to the editorial team of Jurnal Media Pariwisata who have provided direction and support during the editing and publishing process of this article so that it becomes a quality article and hopefully will help in the implementation of further research.

REFERENCES

- Ariqa, F. A. (2021). *Analisis Prospek Usaha Dan Penyerapan Tenaga Kerja Homestay Di Kota Pekanbaru*. <http://repository.uir.ac.id/id/eprint/14052>
- Arnstein, S. R. (2019). A ladder of citizen participation. *Journal of the American Institute of Planners*, 35(4), 216-224.
- Badan Pusat Statistik, 2021;
- Basak, Debanjan & Bose, Arghadeep & Roy, Subham & Roy Chowdhury, Indrajit & Sarkar, Bipul Chandra. (2021). Understanding sustainable homestay tourism as a driving factor of tourist's satisfaction through structural equation modelling: A case of Darjeeling Himalayan region, India. *Current Research in Environmental Sustainability*. 3. 100098. 10.1016/j.crsust.2021.100098.
- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (2013). *Tourism: Principles and practice*. Longman Group.
- Gunn, C. A. (1994). *Tourism planning: Basics, concepts, cases*. Taylor & Francis.
- Haryani Dhita., 2020. (2020). Studi kelayakan wisata kampung 99 Sebagai Daerah Tujuan Wisata. *Universitas Islam Negeri Syarif Hidayatullah*.
- Herdiana, D. (2019). Desa Wisata Berbasis Masyarakat. *Jumpa*, 6(1), 63-86.
- Indrayani, L., & Kurniawan, H. (2022). Pengaruh pemasaran digital terhadap okupansi homestay di Indonesia. *Jurnal Pariwisata dan Ekonomi Kreatif*, 5(2), 150-165.
- Jadesta Kemenparekraf (2022);

- Kamal, M. (2020). Pengembangan Homestay Dalam Peningkatan Kunjungan Wisata di Kabupaten Toba Samosir Kecamatan Lumban Julu. *Jurnal Akademi Pariwisata Medan*, 8(2), 196–206. <https://doi.org/10.36983/japm.v8i2.67>
- Karomi, et.al. (2021). Pengembangan Standar Pengelolaan Homestay Sesuai Protokol Covid-19 (Studi Kasus Di Kota Mataram Dan Kabupaten Banyuwangi). *Jurnal Media Ina Ilmiah* Vol.15 No.11.
- Koestanto, D. (2015). Profil Profesionalisme Kerja Bartender di Star Hotel Semarang.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Mumtaz, A. T., & Karmilah, M. (2022). Digitalisasi Wisata di Desa Wisata. *Jurnal Kajian Ruang*, 1(1), 1. <https://doi.org/10.30659/jkr.v1i1.19790>
- Noor, M. F., Indriani, N., & Sukmana, E. (2020). Pembangunan Homestay Sebagai Fasilitas Pariwisata Penunjang Kesejahteraan Masyarakat Desa Budaya Pampang, Samarinda. *Epigram*, 17(2), 133–142. <https://doi.org/10.32722/epi.v17i2.3460>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Peraturan pemerintah nomor 43 tahun 2014 tentang peraturan pelaksanaan undang-undang nomor 6 tahun 2014 tentang desa;
- Peraturan Pemerintah Nomor 60 Tahun 2014 tentang dana desa;
- Pramesti, D. S. (2020). Strategi Pengembangan Homestay Di Desa Wisata Bongan, Tabanan-Bali. *Journey : Journal of Tourism Preneurship, Culinary, Hospitality, Convention and Event Management*, 3(1), 95–108. <https://doi.org/10.46837/journey.v3i1.63>
- Rahayu, D. P., & Pramono, S. (2021). Kualitas layanan dan kebersihan homestay dalam meningkatkan kepuasan wisatawan. *Jurnal Manajemen Pariwisata*, 10(1), 45–60.
- Ratmaja, L., Pattaray, D. A., Pariwisata, P., Lombok, N., Raden, J., No, P., Jonggat, P., & Ntb, P. (2019). Homestay As A Community Business In Village Tourism Kembang Kuning. *East Lombok District*. 13(2), 37–48.
- Setiawan, B., & Nurhidayah, S. (2020). Pengaruh keunikan budaya terhadap daya tarik desa wisata. *Jurnal Destinasi Pariwisata*, 8(1), 23–35.
- Sunaryo, B. (2013). *Kebijakan pembangunan destinasi pariwisata: Konsep dan aplikasinya di Indonesia*. Gava Media.
- Suranny, L. E. (2020). Pengembangan Potensi Desa Wisata Dalam Rangka Peningkatan Ekonomi Perdesaan Di Kabupaten Wonogiri. *Jurnal Litbang Sukowati: Media Penelitian Dan Pengembangan*, 5(1), 49–62. <https://doi.org/10.32630/sukowati.v5i1.212>
- Surat Keputusan (SK) Gubernur Provinsi Nusa Tenggara Barat Tahun 2019 tentang Penetapan 99 Lokasi Wisata di Provinsi Nusa Tenggara Barat Tahun 2019–2023.

- Sutomo, R. (2020). Model bisnis berkelanjutan dalam pengelolaan homestay. *Jurnal Ekonomi Pariwisata*, 7(2), 120-135.
- UNWTO. (1998). *Sustainable tourism development: Guide for local planners*. World Tourism Organization.
- Wang W, Yang Q, Gan X, Zhao X, Zhang J, Yang H. Spatial Distribution Pattern and Influencing Factors of Homestays in Chongqing, China. *Applied Sciences*. 2022; 12(17):8832. <https://doi.org/10.3390/app1217883>
- Website Desa Genggelang, 2024;
- Wibawa, M. I., & Budiasa, I. G. S. (2020). Made Indra Wibawa dan I Gede Sudjana Budiasa. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 4, 1051–1078. <https://ojs.unud.ac.id/index.php/EEB/article/view/37186>
- Widyaningsih, H. (2020). Pengembangan Pengelolaan Homestay Dalam Mendukung Desa Wisata Diro Sendangmulyo, Kecamatan Minggir, Kabupaten Sleman. *Jurnal Pariwisata Dan Budaya*, 11(1), 9–15.
- Widyaningsih, H., Voon, B. H., Jee, T. W., Joseph, C., Hamzah, M. I., Jussem, P. M., Teo, A. K., Doan, T., Aquino, R., Qi, H., Pradana, G. Y. K., Arcana, K. T. P., Pendapatan, A., Dan, P., Iii, B. A. B., Penelitian, M., Pratiwi, W. D., Priscilia, K., Khairunnisa, A., ... Qurratulain, I. (2020). Analisis Pengembangan Potensi Desa Wisata Dalam Upaya Pemberdayaan Ekonomi Masyarakat Di Gampong Nusa, Lhoknga Aceh Besar. *Jurnal Ilmiah Hospitality Management*, 11(1), 124.
- Wijayanti, R., & Kusuma, H. (2019). Aksesibilitas dan jumlah kunjungan wisatawan ke desa wisata. *Jurnal Transportasi dan Pariwisata*, 6(2), 75-89.

AUTHOR BIOGRAPHY

Saiful Fahmi

Saifu Fahmi adalah dosen pada Program Studi D3 Divisi Kamar Politeknik Pariwisata Lombok dengan keahlian di bidang Manajemen Pariwisata. Ia aktif dalam publikasi ilmiah dan terdaftar di SINTA (ID: 6788319) serta ORCID (0009-0003-8847-2757). Email: Saifu.fahmi@ppl.ac.id. Profil Google Scholar: <https://scholar.google.com/citations?user=RgIgemwAAAAJ&hl=en&oi=ao>

M. Ihdal Karomi

M. Ihdal Karomi merupakan Dosen Program Studi D3 Divisi Kamar Politeknik Pariwisata Lombok dengan keahlian di bidang Manajemen Pariwisata. Terdaftar di SINTA (ID: 6723357) dan aktif menulis publikasi ilmiah. Profil Google Scholar: <https://scholar.google.com/citations?user=wWsq7IIAAAAJ&hl=en&oi=ao>