

## Optimizing Local Wisdom-Based Ecotourism Development: Village Community Economic Transformation Through Gili Iyang Tourism Development

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Article History	
Received: 03 - 08 - 2022	Received in revised form: 15 - 11 - 2022
Accepted: 29 - 11 - 2022	Available online: 30 - 12 - 2022

**Abstract:** This paper discusses optimizing the development of ecotourism based on local wisdom on *Gili Iyang Island, Sumenep*. Methodologically, the type of research used in this research is descriptive qualitative, with data collection techniques of literature study (reading books, journals, magazines, newspapers, documents, and other media information that has to do with being researched). In addition, researchers also conducted observations and interviews. The results show that tourism potential has not been utilized as an opportunity to improve the welfare of the community. All aspects are still in the medium and low categories, so it can be said that they are not optimal. Therefore, environmental conservation is very important so that tourism objects on *Gili Iyang* can develop. In this case, the concept of tourism that is in line with the role of environmental conservation is ecotourism.

**Keywords:** *Ecotourism, Tourism, Local Wisdom, Optimization of Development*

**Abstrak:** Tulisan ini membahas tentang optimalisasi pengembangan ekowisata berbasis kearifan lokal di Pulau Gili Iyang, Sumenep. Secara metodologis, jenis penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif, dengan teknik pengumpulan data studi kepustakaan (membaca buku, jurnal, majalah, surat kabar, dokumen-dokumen, serta media informasi lain yang ada hubungannya dengan yang diteliti). Selain itu, peneliti juga melakukan observasi dan wawancara. Hasil penelitian menunjukkan bahwa potensi wisata belum dimanfaatkan sebagai peluang dalam meningkatkan kesejahteraan masyarakat. Semua aspek masih dalam kategori sedang dan rendah, sehingga dapat dikatakan belum maksimal. Karena itu, konservasi lingkungan sangat penting dilakukan supaya objek wisata di Gili Iyang berkembang. Dalam hal ini, konsep wisata yang selaras dengan peran konservasi lingkungan adalah ekowisata.

**Kata kunci:** *Ekowisata, Pariwisata, Kearifan Lokal, Optimalisasi Pengembangan*

### INTRODUCTION

Tourism is positioned as one of the mainstay sectors in Indonesia's national development (Del Rosa, 2019., Sukriah, 2014). It can be seen that in the last few years, many regions have emerged promoting the uniqueness and local wisdom related to their own resources, but not a few have experienced stagnation, and even failed in efforts to prosper their people through tourism development (Mardani, 2018). At present and in the future, tourism is expected to make the biggest contribution to increasing the country's foreign exchange in the government's efforts to realize people's welfare and prosperity. One of the efforts made by the tourism sector is to continue to improve its performance by strengthening existing networks and increasing the competitiveness of Indonesian tourism businesses (Haryanto, 2014).

Economic development through the development of tourism natural resources does not only talk about the availability of facilities and the availability of facilities and infrastructure for tourist attractions. It is far from people's attention that, the right concept and in harmony with resource potential, is actually a strength and the main door related

to competitive tourism. Studies on tourism and economic development, especially rural areas, have been elaborated on by several previous researchers, including: Development of Local Wisdom-Based Tourism Villages (Komariah et al., 2018). Then the Tourism Communication Concept Based on Local Wisdom in Lake *Toba*, *Samosir* Regency, North *Sumatra* (Marizki et al., 2022). Then the next research is about economic development through the tourism Sector (Wibowo et al., 2017). These three studies discuss tourism and the economy. However, these three studies have different conceptual specifications, both in terms of characteristics and potential objects that become the identity of each tour.

The concept of Indonesian tourism as far as the author currently searches rests on socio-cultural and management as well as the discourse of a general governance system. Meanwhile, the strategy of mapping potential objects, which can allow boosting the attractiveness and competitiveness of a characteristic of tourism resources has not been widely discussed, therefore the concept of ecotourism in preserving the existence of a quality natural environment and healthy air is Indonesia's main weapon to become a competitor to tourist destinations.

The *developmentalist* perspective study by Pye and Lin (Nugroho, 1997), confirms that the international tourism market tends to contribute more to the speed, acceleration, and direction of tourism development in a region or developing countries. Tourism has the potential to allow for the formulation of development strategies in developing countries, so it is considered an "entrance" for people's welfare. However, in the development of tourism in an area it is necessary to pay attention to the potential of the region. If an area develops, then the area will become a tourist destination that can generate profits for a country (Kriswibowo, 2018., Saadah, et al, 2021).

Currently, a promising form of tourism development is the development of ecotourism-based tourism. Ecotourism is a concept and implementation that is different from other characteristics or forms of tourism. There are several notions that confirm this difference, such as the opinion of Ryel and Grasse, that ecotourism is a journey full of goals to create a radical understanding of cultural and natural history, by maintaining the integrity of the ecosystem and producing an economic benefit that encourages conservation (McCool & Moisey, 2001).

Ecotourism offers an integrated unity of travel values between the balance of enjoying a natural beauty and efforts to preserve it. This ecotourism can also play an active role in providing solutions in solving various problems that may occur in the development of tourism areas (Kristiana, 2019., Yulianda, 2020). The main focus of the development of the ecotourism model is based on the basic potential of tourism, where environmental, natural, and cultural sustainability is prioritized (Dirawan, 2006).

As one of the branches of the tourism industry, ecotourism has the potential to support the success of an area, from an underdeveloped area to an area that can develop. In the context of entrepreneurship, the development of ecotourism is included in the intention of entrepreneurship (Mulyana, 2013). So that the running of ecotourism is expected to make a real contribution to the economic development of the community. But even so, one of the problems of the tourism industry is that although it does not bring

economic benefits, it does not improve the protection of society, culture, and the environment. After the development of tourism, many social problems arise in the community. The same goes for cultural and environmental issues. The key to promoting *mass* tourism to become a substitute tourism is a wise step to realize sustainable tourism (Putra, 2021).

Sustainable tourism development, as mentioned in the sustainable tourism charter (1995) is a development that can be supported ecologically, as well as economically feasible, as well as ethically and socially towards the community (Prathama, et al, 2020). That is, sustainable development is an integrated and organized effort to develop the quality of life by regulating the provision, development, utilization, and maintenance of resources in a sustainable manner (Ira & Muhammad, 2020). This can only be done with a *good governance* system that involves active and balanced participation between the government, the private sector, and the community (Haryanto, 2014).

As a country that has natural and cultural diversity, of course each region in Indonesia has its own charm and advantages regarding natural resources and cultural wealth (Akhmad, 2020). With the natural and cultural wealth owned by each region in Indonesia, it will make tourists tempted to visit, so that it will provide its own benefits for the local government, especially the local community. One of the regions or islands in Indonesia that has the potential for the tourism industry to develop, even developed is Gili Iyang, an island located in *Sumenep* Regency.

Gili Iyang's potential is like an oxygen point (Wibisono, Anekawati, and Annisa, 2021., Izzudin and Ilahiyah, 2022) which is claimed to be the best in the world after the Dead Sea in Jordan (Resdianah, Alfiyah, and Hasanah, 2021). Also, having caves, fish fossils, and white sand coastlines (Ulfa, 2021) has the opportunity to further increase attractiveness and increase the variety of tourism in Indonesia. With limited facilities and infrastructure, the local village government gives management confidence to the community independently. However, in fact, awareness and implementation of the role of conservation and optimization from the community to local potential is still minimal (H. M. S.H., personal communication, 2016) Efforts to manage natural potential need to be conceptualized appropriately, considering that environmental problems in Indonesia are generally caused by the weak role of conservation. (Measey, 2010). Based on this description, this study will examine the optimization of ecotourism based on local wisdom on Gili Iyang Island, Sumenep. The goal is to find out whether the tourist attractions on the island have been managed optimally or are still stagnant (not optimal).

## **METHOD**

Methodologically, the type of research used in the study is descriptive qualitative, with techniques for collecting literature study data (reading books, journals, magazines, newspapers, documents, and other information media that have to do with the researched). In addition, researchers also make observations, namely observing the objects studied with the aim of describing in real terms in the field the condition of tourist objects in Gili Iyang, such as the best oxygen points in the world, caves, fish fossils, and white sand

coastlines. Researchers also conducted interviews with six informants, namely local village heads, tourist attraction managers, and local residents. This interview is important to find out the opinions and views of informants regarding the object under study. Then the researcher classifying the data to analyze the data then interpretate the data.

## **FINDINGS AND DISCUSSION**

### **Local Wisdom as a Tourist Attraction**

The culture and local wisdom of a community is one of the strategic choices to minimize the impact of globalization, and becomes a *counter* culture of mass cultural dominance, which is controlled by developed countries and tends to have a major influence on the mindset and "culture" of the people of developing countries. Local culture can be a source of local wisdom, namely as a source of critical attitudes towards globalization. The emergence of new lifestyle tendencies rooted in the art of certain community traditions is a positive indication of the rise of local values in people's lives. Traditional art that still survives and is still preserved by people in various places has a high philosophical value and is deeply rooted (Mansour Fakh, 2002). From the perspective of decentralization or regional autonomy in Indonesia, regions can explore and develop local culture as capital to become tourist attractions and characteristics, so that they can have an effect on the socio-economic development of local communities.

However, every tourist destination is often unable to maintain the authenticity and uniqueness of the culture and social life of the community. This happens because the social structure of the community undergoes a system of changing or adding products in accordance with the development of the tourist business. Not a few of these new products can damage a society's noble values that should be maintained and maintained. Therefore, it is necessary to have a concept of thinking about the steps of the community and the government so that the development of tourist destinations does not change the value and characteristics of tourist attractions and the lives of the people in them (Komariah et al., 2018).

In general, local culture has high values, both philosophical and sociological. It can be said that the local culture is something exotic. The word exotic is interpreted as unfamiliar or not yet known to the crowd, thereby stimulating curiosity. Natural beauty, social life, and spiritual wealth are attractions that can invite people's curiosity. Therefore, this exoticism must be displayed in authenticity, so that it becomes the main attraction in tourist destinations (Komariah et al., 2018).

To preserve the values of local wisdom in tourist areas, community participation must be involved through community-based tourism activities. This can be done by building an active community group that cares about tourist areas as well as other potential natural resources. The form of local wisdom exists in the life of people who know their environment well, people coexist with nature harmoniously, and understand how to use natural resources wisely and wisely. Local wisdom in the form of natural resource and environmental management is a form of community conservation (Komariah et al., 2018).

*Gili Iyang*, with its local wisdom and natural wealth has the potential to attract tourists both local and foreign to come to travel to the island, but if the tourist attractions are managed properly. *Gili Iyang* is a small island consisting of two villages, namely *Banraas Village and Bancamara Village*. Geographically, *Gili Iyang* Island is located at coordinates 06 0<sup>59'</sup> 9" LS and 114<sup>0</sup> 10' 29" BT with an area of 921.2 Ha in the eastern part of *Sumenep* Regency (*Website | Sumenep Regency*, t.t., p. 29 11 2016). The island is separated by an ocean that is about one to one and a half hours from *Madura* Island using a small fleet that has a capacity of between forty and fifty people.

This island was developed as a health tourism island area by the *Sumenep* Regency Government because *Gili Iyang* is claimed to have a fairly high oxygen content, which is around 3.3-4.8% above normal according to lapan research results (Heppy S, 2022). However, this matter is still controversial and has become a debate because it is irrational. Based on measurements made by the Center for Atmospheric and Climate Science in 2006 and its analysis, oxygen levels in *Gili Iyang* are normal and cannot be said to be the island with the second highest oxygen content in the world (Sumaryati -, 2015). The existence of other measurement results that show high oxygen levels needs to be checked again in more depth to ensure the accuracy of the tool, the absence of *human error* or it is true that there are spot points with oxygen levels exceeding normal conditions (Husamah et al., 2018).

Regardless of the issue of whether the oxygen point in *Gili Iyang* is really the second best in the world or not, but obviously, this island has the potential to become one of the places in *Sumenep* that will be flooded with tourists. Because, in addition to having an oxygen point, which is said to be the second best in the world, this island also has other tourist attractions, such as caves and fish fossils, as well as of course a panoramic view of the beach that spoils the eye. If the *Sumenep* Regional Government, managers, residents, village heads, and all *stakeholders* work together to maximize this potential, it will have an impact on the development of the *Gili Iyang* Island community itself, especially from an economic point of view.

### **Optimization of Ecotourism Development**

The results showed that the concept of ecotourism has not been applied on *Gili Iyang* Island. Because, so far, tourism potential has not been utilized as an opportunity to improve community welfare. Accessibility, facilities and infrastructure, proper management, and lack of public knowledge in increasing their potential are obstacles in managing the tourism potential of *Gili Iyang* Island to the fullest. Thus, the management is expected to carry out the role of environmental conservation and overcome social and economic problems of the community. The most important responsibility is to prioritize the role of environmental conservation on *Gili Iyang* Island.

This conservation is important because so far, the management of *Gili Iyang* has not been directed to the responsibility, responsibility, and commitment to nature conservation, especially potential points, as well as development that follows ecological rules. This is precisely contrary to *Gili Iyang's "brand"* as Oxygen Island and Longevity Island. This is in accordance with the real conditions of *Gili Iyang* where the island is



very quiet from visitors. There is no clear zoning, and a sufficient number of vehicles. Residents said that currently on this island there are motorcycles and almost 30s of *odong-odong*. This is as a result of the road that has been paved. However, it is feared that the increasing number of motor vehicles is adding to the level of air pollution on the island.

Thus, conservation is needed to maintain or care for the *Gili Iyang* environment so that oxygen levels remain natural. In this case, the concept of tourism that is in harmony with the role of environmental conservation is ecotourism. According to (Butarbutar & Soemarno, 2013) ecotourism is a tourism that is closely related to the values and principles of environmental conservation. In developing an ecotourism strategy, sustainable ecosystem management is used. Directly or indirectly, the application of the concept of ecotourism has an urgent role in maintaining and managing habitats and natural species and creating economic benefits for the community (Dalem, 2002).

Initially, ecotourism was carried out by nature-loving tourists who wanted these places or tourist destinations to remain intact and sustainable, in addition to the culture and welfare of the community to be maintained. However, it turns out that also in its development, this form of ecotourism has developed because it is much loved by tourists. Tourists want to visit a natural place or area, which can create business activities. Ecotourism is then defined as a new form of responsible travel to natural areas and adventures to areas that can create a tourism industry (Haryanto, 2014).

From the definition it can be understood that world ecotourism has developed very rapidly. Meanwhile, the *Australian Department of Tourism* defines ecotourism as a nature-based tourist area by following aspects of education and interpretation of the natural environment and community culture with an ecological sustainability management system. This definition confirms that the related aspect is not only business as well as other forms of tourism, but also closer to special interest tourism (Haryanto, 2014).

*The International Ecotourism Society* (TIES) describes that ecotourism consists of three key components, namely conservation, society, and interpretation. Ecotourism provides economic benefits in the role of biodiversity and cultural conservation. In this case, ecotourism is an effective effort in empowering local communities to reduce poverty and achieve *sustainable development*. With efforts to enrich the experience and awareness of individuals and community groups towards the environment through interpretation, ecotourism offers a long-term understanding and appreciation of nature, society, and culture (Chadijah, 2018).

The superiority of the *Gili Iyang* ecosystem, which is represented by high oxygen levels and exotic nature, requires a sustainable conservation role. With the concept of ecotourism, the role of environmental conservation can be carried out by many parties including the community, government, and tourists, considering that until now the management is still very minimal. It can be observed that there are sand and rock mining activities that can risk causing environmental damage such as abrasion and erosion. By involving various parties in the conservation role of *Gili Iyang* Island, the quality of the ecosystem can be maintained properly.

In addition to environmental conservation, a "clear" management system is also urgently needed so that tourist attractions in *Gili Iyang* can provide economic benefits to the local community. From interviews with local villages, the management of tourist attractions is completely handed over to the community (Banraas, 2016). However, in practice, its management is far from being as "clear" and unprofessional as the management of tourist attractions in other places.

At the point that is claimed to be the highest oxygen place in the *Gili Iyang* tourist area, visitors can simply pay or spend funds voluntarily. At some points such as gowa, there is only an inscription or sign that to enter the area, visitors are charged a certain rate. However, the place is not maintained or there are no "officers" on duty in the *field of ticketing* as tourist attractions in general. Thus, it can be said that the presence of visitors only has an impact on individuals, and the proceeds from the sale of tourist entrance tickets or visitor contributions are only for personal purposes, not used for conservation activities (Husamah et al., 2018).

In addition, managers have also not tried to prioritize hygiene and health in all forms or types of services, both facilities and services. In reality, some supporting facilities are still lacking, not even existent. One of the supporting facilities that does not exist is the port where visitors or tourists when they arrive at *Gili Iyang* have to jump from the boat or boat they are riding to the shoreline full of gravel and stones. In addition, from the observations of researchers, the entrance of the island is also unkempt, and even seems shabby. This scenery is very far behind when compared to the entrance at other tourist attractions in *Sumenep*, such as *Lombang Beach*, *Slopeng Beach*, *Gili Labak Island*, *Giligenting Island*, and others.

Thus, all aspects of tourism are still in the medium and low categories, so it can be said that it is not optimal. One of the factors that makes the management of tourist objects on *Gili Iyang* Island has not been maximized, according to Fathor, Head of Banraas Village, because the local community is not ready for the realization of the concept of tourism due to their relatively low education so it is feared that they will not get an important role or be alienated (H. M. S.H., personal communication, 2016).

However, continued (Fathor, 2016), in the future, the management of tourist attractions in *Gili Iyang* will be maximized and will be carried out collectively. According to him, with the management of tourist attractions collectively, people can be involved in economic activities such as selling *souvenirs*, providing lodging places, guide services, transportation services, and so on. Handicrafts such as bracelets that have been distributed to other islands can be sold directly on *Gili Iyang* Island with greater profits.

The facilities and infrastructure supporting the economic activities of the *Gili Iyang* community can be observed through the following table:

NO.	SARANA PRASARANA PENDUKUNG	DESA BANRA'AS	DESA BANCAMARA	JUMLAH
1	Pasar Tradisional	1	1	2
2	Kelompok Simpan Pinjan	1	3	4
3	Usaha Nelayan		700	700
4	Usaha Angkutan	28	16	44
5	Industri Rumah Tangga/Jahit/Meubel	12	5	17
6	Perdagangan/Toko/Kios/Warung	70	38	108
7	Kelompok Tani	7	7	14
8	Kelompok Nelayan	15	3	18
9	Gudang Ikan	15	4	19
10	Usaha Jasa Service Motor	4	3	7
11	Usaha jasa service Elektronik	1	4	5
12	Koperasi simpan pinjam	1		1
13	Bank	1		1

Sumber: Monografi Desa Bancamara & Desa Banra'as 2015-2020

The table confirms that the majority of *Gili Iyang* residents work as fishermen and work outside the island. If tourism potential is developed, it is not impossible that economic conditions in this area will be stable and support the lives of residents. Therefore, cooperative efforts from various parties to work hand in hand in realizing ecotourism on *Gili Iyang* Island are indeed very necessary (Lundgreen, 2013), which examines the economic impact of tourism in Indonesia concluded that there is good employment and economic opportunities if the government and local communities are cooperative. Awareness from various parties is the key to success in achieving common goals.

Through ecotourism, the management of tourist attractions on this island plays a role as conservation, an economic driver of the community, and an individual interpretation of the importance of protecting the environment. The uniqueness and superiority of the natural potential of *Gili Iyang* Island can be used as the right *destination branding*. Finally, the concept of ecotourism is expected to provide benefits or positive impacts on sustainable social, economic, and environmental conditions.

## CONCLUSION

*Gili Iyang* Island has the potential to become one of the areas or places in *Sumenep* that will be flooded with tourists. Because, in addition to having an oxygen point, which is said to be the second best in the world, this island also has other tourist attractions, such as caves and fish fossils, as well as of course a panoramic view of the beach that spoils the eye. However, the tourism potential on the island has not been utilized as an opportunity to improve people's welfare. Accessibility, facilities and infrastructure, proper management, and lack of public knowledge in increasing their potential are obstacles in managing the tourism potential of *Gili Iyang* Island to the fullest. Therefore, environmental conservation is very important so that tourist attractions in *Gili Iyang* develop. This conservation is important because so far the management of *Gili Iyang* has not been based on concern, responsibility, and commitment to the preservation of *Gili Iyang* tourism, as well as development that follows ecological rules. In this case, the



concept of tourism that is in harmony with the role of environmental conservation is ecotourism. With the concept of ecotourism, the role of environmental conservation can be carried out by many parties including the community, government, and tourists, considering that until now the management is still very minimal. It can be observed that there are sand and rock mining activities that can risk causing environmental damage such as abrasion and erosion. By involving various parties in the conservation role of *Gili Iyang* Island, the quality of the ecosystem can be maintained properly. If this concept is implemented properly, the island will be flooded with tourists, so it will have an impact on the development of the local community, especially in the economic field.

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