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# Tourism village development for sustainable tourism in West Java-Indonesia (hexa helix tourism collaboration perspective)

T Kartika<sup>1,2\*</sup>, E Edison<sup>1</sup> and E Maryani<sup>2</sup>

<sup>1</sup> Sekolah Tinggi Ilmu Ekonomi Pariwisata YAPARI, Indonesia

<sup>2</sup> Universitas Pendidikan Indonesia, Indonesia

\*Corresponding author: nengtiting\_kartika@yahoo.co.id

**Abstract:** Tourism has a very important contribution to national development. West Java, one of the provinces in Indonesia has extraordinary tourism potential both natural, cultural, historical, and artificial. This study aims to analyze how stakeholders are involved in the Hexa Helix perspective (ABGCMT-Academician, Business, Government, Community, Media, and Tourist) in developing tourism that is sustainable in relation to the growth of tourism villages. This study used a descriptive qualitative method. Data collection techniques include literature studies, observations, and interviews with stakeholders related to tourism. The results of the study show that the Hexa Helix approach which involves six sectors, namely the government, business, academics, community, media, and tourist sectors is very important in the development of sustainable tourism. The resulting strategic recommendations include the need for policies to increase community participation in the management of tourist villages, strengthening the role of each Hexa Helix sector through program integration that supports sustainable tourism village development, and the need for training programs to improve the quality of human resources in the tourism sector, especially in a tourism village.

## 1. Introduction

West Java is a province in Indonesia that has an important role in Indonesia's national development. Referring to the GRDP (Gross Regional Domestic Product) level in 2019, West Java supports the Indonesian economy by 13.42%. One sector that contributes is the tourism sector. The tourism sector has a significant contribution to national economic development as illustrated in Table 1.

**Table 1.** Contribution of the tourism sector to the national economy.

Indicator	Unit	2016	2017	2018	2019	2020
Tourism GDP Contribution	%	4,13	4,11	4,5	4,8	4.05
Tourism Foreign Exchange Value	Billion USD	11,21	13,14	16,43	16,91	3.38
Number of International Tourists	Million	12.02	14.04	15,81	16,1	4.05
Number of Domestic Tourists	Million	264,34	270.82	303,40	722,19	518,59

Source: Ministry of Tourism and Creative Economy Republic Indonesia (2022)

According to the Ministry of Tourism and Creative Economy of the Republic of Indonesia, the growth of tourist villages in Indonesia is now becoming a national policy. According to data from the West Java Province Tourism and Culture Office (December 2022), West Java Province has 434 Tourism



Villages with the category of 346 Pioneering/Embryonic Tourism Villages, 76 Developing categories, 10 Advanced categories, and 2 Independent categories.

Hexa Helix is one of the approaches that involves six important elements in the development and management of sustainable tourism destinations. The stakeholders must work together to ensure the long-term success of tourism villages. Moreover, essential principles of sustainable tourism in context of tourism village can be done through reducing environmental impact, encouraging community engagement, and safeguarding cultural heritage

Meanwhile, Hexa Helix also strengthens collaboration between various stakeholders, including government, local communities, the private sector, academia, media, and tourists. Moreover, this study aims to analyze how stakeholders are involved in the Hexa Helix perspective (ABGCMT-Academician, Business, Government, Community, Media, and Tourist) in creating sustainable tourism development.

## 2. Literature review

### 2.1 Tourism village

A tourism village is conceptually described as a way to integrate lodging, dining options, and other amenities into the fabric of community life through customs and practices that are widely recognised [1]. On the other hand, according to Inskeep [2]. A tourism village is a type of travel where small groups of visitors stay in traditional settings, frequently in isolated villages, to gain knowledge of the local way of life and environment. Moreover, a tourism village is a rural area that offers a whole atmosphere that reflects the authenticity of the countryside both from socio-economic life, socio-culture, daily customs, building architecture, and village spatial structure [3] [4] Another concept of tourism village is a tourism product that is developed based on village potential in the form of community, nature, and culture as an identity with a tourist attraction [5].

Tourism village includes several aspects including [5]

- a. Cultural and Heritage Preservation  
Tourism villages attach great importance to the preservation of local culture and heritage. This includes maintaining the local traditions, arts, crafts, language, and way of life. Tourism villages create opportunities for visitors to interact with local people and learn about their traditions, whether through art performances, festivals, or daily activities.
- b. Natural Beauty and Environment  
Tourist villages are often located in attractive natural settings. The concept of a tourist village focuses on preserving nature and the environment through sustainable management. Conservation efforts are carried out to maintain biodiversity, natural ecosystems, and natural resources around tourist villages. Visitors are invited to respect nature and keep the environment clean.
- c. Community Participation and Economic Empowerment  
The local community actively participates in the development and management of tourism through the tourism village. Communities are given the opportunity to be involved in tourism activities, such as providing homestay accommodation, food and drinks, and handicrafts. This participation provides direct economic benefits to the community, to improve their welfare.
- d. Development of Infrastructure and Facilities  
To support sustainable tourism, tourism villages build and improve the necessary infrastructure and facilities, such as good access to transportation, waste management, sanitation, and improving the quality of accommodation. This aims to provide comfort and safety to visitors, while still paying attention to the impact on the environment.
- e. Tourist Education and Empowerment  
Tourism villages also play a role in providing tourists with an understanding of local culture, the environment, and ethics and responsibilities in traveling. Through educational activities and interactions with local communities, tourists can gain valuable learning experiences and practice a responsible tourism lifestyle.

It might be concluded that the concept of a tourist village aims to create a mutually beneficial relationship between tourists and local communities, taking into account cultural, environmental, and economic sustainability. Tourism villages provide an opportunity for visitors to explore authentic rural life and provide positive benefits to the local community

## 2.2 Sustainable tourism

According to the United Nations World Tourism Organization (UNWTO) and the United Nations Environment Program (UNEP) (2005), the concept of sustainable tourism involves the long-term implementation of various programs that consider economic, socio-cultural, and environmental aspects. It can be said that the concept of sustainable tourism is an approach to tourism development and management that takes into account the social, economic, and environmental impacts of tourism activities, and seeks to conserve and use resources responsibly for the long term [6]. Sustainable tourism is crucial since it will foster positive qualities and raise standards of living [7]. Besides that, the idea of sustainable tourism is essential for changing the economic structure and fostering long-term development [8].

The concept of sustainable tourism includes several important aspects, including:[8]

- a. Nature and Environment Conservation: Sustainable tourism aims to preserve nature and the environment in tourism destinations. Efforts are made to protect natural ecosystems, and biodiversity, reduce negative impacts on the environment and promote sustainable practices such as water and energy management, waste reduction, and protection of natural habitats.
- b. Sustainable Economic Development: Sustainable tourism is concerning on participation and empowerment of local people in the economic benefits generated by tourism. Revenue generated from tourism should be distributed fairly and equitably among local communities, by promoting local businesses, employing local labor, and promoting sustainable and inclusive economic development.
- c. Preservation of Culture and Heritage: Sustainable tourism pays attention to the preservation of local culture and heritage in tourism destinations. Efforts are made to promote respect for local traditions, art, architecture, customs, and community life. Tourism is directed at enriching local culture, maintaining community identity, and encouraging the community participation.
- d. Community Participation and Involvement: Sustainable tourism promotes the participation and involvement of local communities in tourism decision-making, planning, and management. Community opinions and interests must be heard, and they must have an active role in managing their tourism destinations. By involving local people, tourism can provide wider and more sustainable benefits for local communities.

## 3. Methodology

The method used in this study is a qualitative descriptive analysis. This method is an approach used to understand and describe phenomena in a deeper context [9]. [10]. This is reinforced by Creswell that qualitative research is an approach to examining the relationship between human and social problems [11]. Meanwhile, data collection techniques include literature studies, observations, and interviews with stakeholders related to tourism.

### a. Study of literature

At this stage, the researcher conducted a literature review from various sources such as journals, books, official websites, and relevant news related to the study.

### b. Observation

Observations were made at several tourism villages located in West Java randomly integrated into research activities and community service. Some of the tourist villages studied include Puspamukti Tourism Village (Tasikmalaya Regency), Alamendah Tourism Village (Bandung Regency), Ciburial Tourism Village (Bandung Regency), Belekok Tourism Village (Bandung City), Braga Creative Village (Bandung City), Lebak Tourism Village Muncang (Regency, Bandung), Panjalu Village

(Ciamis District). The village was chosen based on village observations and clustering based on the data Ministry RI Tourism and Creative Economy.

c. Interview

Interviews were conducted with tourism village managers, village officials, and other parties involved in village management either directly or indirectly. In addition to managers, researchers also conducted interviews informally the tourist tourists visiting the Tourism Village.

## 4. Results and discussions

### 4.1 Tourism village for sustainable tourism

The concept of developing a tourist village is closely related to the basic principles of sustainable tourism. Sustainable tourism is an approach to tourism development that takes into account the social, economic, and environmental impacts of tourism activities and strives to conserve and responsibly use resources for the long term. In the context of a tourist village, there are efforts to preserve nature, the environment, and local culture so that it will provide authentic experiential value to tourists. Some research regarding the tourism village has been done in different contexts [12] [13] and [14].

The following are some examples or activities in context of tourist villages that demonstrate the principles of sustainable tourism including preservation of culture and heritage, nature and environment conservation, community participation and empowerment of the local economy, and tourist education and awareness.

- a. Preservation of Culture and Heritage: Tourism village often has a distinctive cultural heritage and traditions. In the development of sustainable tourism, tourist villages can function as a place to preserve and promote local culture. This can be done by introducing tourists to traditional activities, handicrafts, festivals, and the daily life of village people. Thus, tourist villages can build awareness and appreciation of cultural heritage and encourage local community participation in tourism development. In another example is when the traditional dance is still demonstrated when welcoming the guests (tourists).
- b. Nature and Environment Conservation:  
Tourism villages are often located in an area that has natural beauty or biodiversity. In the context of sustainable tourism, it is important to preserve nature and the environment in tourist villages. Efforts such as forest preservation, water management, use of renewable energy, and reduction of waste can be implemented to maintain healthy ecosystems. Tourism villages can also play a role in educating visitors about the importance of nature conservation and promoting environmentally friendly practices.
- a. Community Participation and Empowerment of the Local Economy: The development of a sustainable tourism village involves the active participation of the local community. Through this participation, communities can have a greater role in decision-making, resource management, and the economic benefits generated from tourism. Tourism villages can be an important source of livelihood for local residents through businesses such as homestays, local restaurants, handicrafts, or the provision of tourism services. Thus, tourism villages can improve the economic welfare of local communities and reduce dependence on the unsustainable tourism sector. As an example, local people are involving in creating local culinary product not only for selling for the tourists but also for educating, how the local food is cooked and served.
- b. Tourist Education and Awareness: A tourist village can become an education and awareness center for tourists. Visitors can learn about local culture, traditions, and nature through direct interaction with the village community. Tourist villages can also provide information on sustainable practices that tourists can adopt during their travels. By increasing tourist awareness and understanding of sustainable tourism, tourism villages can influence tourist behavior and encourage more responsible travel. As an example, tourists can wear kebaya (traditional cloth) when they are in tourism village while the guide explaining what is the philosophical and history

values behind the cloth. Indirectly, it will be part of education and creating the tourists' awareness.

Likewise, the contribution of tourism villages in efforts to achieve the Sustainable Development Goals (SDGs) can be described in table 2 below:

**Table 2.** Tourism village contribution to sustainable development goals (SDGs).

No.	Sustainable Development Goals	Target	Description
1	SDGs 1. Reduce Poverty	Target 1.4	Ensure that all men and women, particularly the poor and vulnerable, have equal access to economic resources, as well as ownership and control over land and other forms of property, inheritance, natural resources, new technologies, and appropriate financial services, including microfinance
2	SDGs 4. Quality Education	Target 4.4	Increase the number of youth and adults with necessary skills, including technical and vocational abilities, for employment, decent work, and entrepreneurship
3	SDGs 6. Clean Water and Proper Sanitation	Target 6.6	Protect and restore water-related habitats, such as mountains, forests, wetlands, rivers, groundwater, and lakes.
4	SDGs 8. Decent Work & Economic Growth	Target 8.3	Promote development policies that support productive activities, job creation, entrepreneurship, creativity, and innovation, while also promoting the formalisation and expansion of micro, small, and medium-sized firms, including financial services.
		Target 8.9	Create and implement strategies to promote sustainable tourism that produces jobs and promotes local culture and products
5	SDGs 10. Reducing Inequalities	Target 10.2	Enable and encourage social, economic, and political inclusion for everyone, regardless of age, gender, handicap, race, ethnicity, origin, religion, or economic ability
6	SDGs 11. Sustainable Cities and Communities	Target 11.4	Protect cultural heritage and natural heritage and make people proud of their territory
		Target 11.a	Strengthen national development planning to enhance economic, social, and environmental links among urban, suburban, and rural areas.
7	SDGs 12. Responsible Consumption and Production	Target 12.2	Ensure sustainable management and efficient use of natural resources
8	SDGs 17. Partnerships to achieve goals	Target 17.17	Promote and strengthen effective public-private and civil society partnerships that are founded on experience and drawn from strategic alliances

Source: Data processed from <http://sdgsindonesia.or.id/>

#### 4.2 Hexa helix tourism collaboration

There have been several patterns of collaboration in tourism development such as Triple Helix and Penta Helix (Academics, Business, Government, Society, and Media). Then it developed into the involvement

of 6 sectors (Hexa Helix), namely with the addition of the tourist aspect. The Hexa Helix collaboration (ABGCMT-Academician, Business, Government, Community, Media, and Tourist) is very important because they have respective roles that can complement each other.

a. Academician

Academicians have an important role in the development of a sustainable tourism village. This can be done through the integration of the *Tridharma* of Higher Education such as carrying out research activities, community service, and studies relevant to village needs. The results of the research that has been carried out can become policy recommendations or can become an implementable discovery and open up business opportunities for the community. Academics also have a role in applying the curriculum that is customized to the needs of the industry, so that the absorption of graduates from a tertiary institution can be well received by industry (user).

b. Business

Industry players have a role as a driving force in the development of the tourism sector (Bahrudin, 2017). The business is also engaged as a developer and provider of sustainable tourism services. Businesses can develop tourism products that are environmentally and socially friendly, and pay attention to cultural aspects and environmental sustainability in the development of tourism products.

c. Government

The government plays a role in creating regulations and policies that support sustainable tourism development. Governments can also provide financial support and assistance to communities and businesses in developing sustainable tourism.

d. Community

The community acts as a party directly involved in the development of sustainable tourism. Communities can be involved in developing tourism products, such as homestays, local culinary delights, and handicrafts. The community also plays a role in preserving the environment and local culture, as well as being a friendly host to tourists.

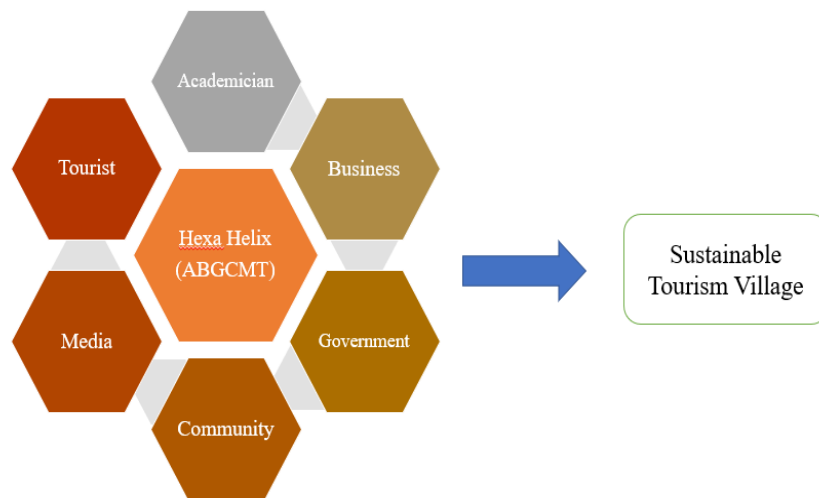
e. Media

The media plays a role in promoting sustainable tourism and providing information to the public and tourists about the importance of sustainable tourism. Dissemination of information quickly and accurately through the media to the public will have a positive impact on the development of a destination including a tourist village.

f. Tourist

Tourists are the part that can't be separated in the creation of a sustainable tourism village. Education to tourists is very important to preserve the environment and respect other tourists. Likewise, the behavior of tourists (Tourist behavior) when interacting with the host, so as not to bother or generate unrest which resulted in disharmony in various parties. A good tourist is a tourist who respects the local culture of the community and does not leave a negative trail when he returns to his place of origin.

Figure 1 below is the Hexa Helix concept that creates a sustainable tourism village.



**Figure 1.** The hexa helix concept framework in building a Sustainable Tourism Village.

Each sector has its roles and functions. If the function goes well, the management of the tourism village can be carried out optimally. Cross-sectoral collaboration has an important role in the field of tourism such as for:

- a. **Creating synergies and pooling of resources.**  
Collaboration allows the pooling of resources between stakeholders, such as government, private sector, non-governmental organizations, and local communities. By working together, they can combine their knowledge, skills, and expertise to achieve common goals, such as developing tourism infrastructure, promoting destinations, and improving service quality.
- b. **Diversification and Innovation**  
Collaboration encourages diversification and innovation in the tourism industry. Through collaboration, stakeholders can share different ideas, experiences, and knowledge, triggering the creation of new tourism products, services, and experiences that are attractive to tourists. Collaborations can also trigger the creation of new business partnerships and initiatives that can enrich and expand tourism offerings.
- c. **Sustainability and Conservation**  
Collaboration plays a key role in promoting sustainable tourism and environmental preservation. Stakeholders working together can develop policies and practices that focus on nature conservation, biodiversity, and cultural sustainability. Collaboration also enables the adoption of sustainable practices in the operation and management of tourism destinations, thereby reducing negative impacts on the environment and ensuring the long-term sustainability of the tourism industry.
- d. **Empowerment of Local Communities**  
Collaboration in tourism provides an opportunity to encourage the empowerment of local communities. Through collaboration, local communities can be involved in the decision-making, planning, and management of their tourism destinations. Collaboration can also encourage the development of micro and small businesses owned by local communities, providing broader and more equitable economic benefits.
- e. **Shared Responsibility**  
Collaboration in tourism also creates shared responsibility for the success and sustainability of the tourism industry. By working together, stakeholders can share responsibility for addressing challenges, such as social, environmental, or over-visiting management issues. Collaboration allows them to support each other, share knowledge, and take the necessary actions to keep tourism sustainable.

It is hoped that with effective collaboration between all stakeholders, tourism can develop sustainably, provide positive economic and social benefits for local communities, and ensure the preservation of the environment and cultural heritage for future generations.

#### *4.3 Tourism village management challenges*

Based on the findings of observations and interviews in several tourist villages in West Java, there are several obstacles faced by the community as managers of tourist villages, including:

- a. **Limited financial resources:** Tourist villages often experience limited financial resources to develop infrastructure, tourism facilities, and training of local people. Lack of adequate investment can hinder growth and improve the quality of tourism villages.
- b. **Ineffective management:** Ineffective management can be a serious obstacle in the development of tourism villages. Lack of managing tourism destinations skill, financial management, marketing, and infrastructure maintenance can result in a decrease in the quality and attractiveness of tourist villages.
- c. **Dependence on fragile natural resources:** Some tourist villages depend on natural beauty, biodiversity, or other natural resources as their main attraction. However, unsustainable management can cause environmental damage and long-term losses. Overcrowding (excessive population density) can also occur if the tourism village is unable to manage the high number of visits.
- d. **Lack of accessibility and infrastructure:** Poor accessibility, including damaged roads, limited transportation, and lack of supporting facilities, can become obstacles in the development of tourism villages. Infrastructure limitations can limit tourist visits and hinder local economic growth.
- e. **Social and cultural change:** The development of a tourism village can face challenges of social and cultural change that can threaten the integrity of local culture. Modernization, globalization, and cultural adaptation to suit tourist demands can change the original cultural identity of the village.
- f. **Lack of community awareness and participation:** Lack of awareness and participation of local communities in the development of tourism villages can hinder sustainability. The active participation of the community in planning, decision-making, and operational village tourism is very important to achieve mutual agreement and long-term sustainability.
- g. **Lack of creativity and innovation in the management division,** which seem to imitate other village concepts. This has an impact on the loss of identity, values, and rural spirit from the village.

#### *4.4. Sustainable tourism village development strategy*

To realize the tourism village development policy, the West Java Provincial Government also focuses on several important aspects, including:

- a. **Development and Empowerment of Local Communities:** The government provides guidance and training to village communities to develop the skills and knowledge needed to manage tourism businesses. This includes training in destination management, tourism marketing, local crafts, and environmental management.
- b. **Development of Infrastructure and Facilities:** The government is committed to increasing accessibility to tourist villages by improving roads, transportation, and other supporting infrastructure. In addition, the government also supports the development of facilities such as lodging, places to eat, information centers, and recreational facilities in tourist villages.
- c. **Preservation of Culture and Nature:** The Provincial Government of West Java encourages the preservation of culture and nature in tourist villages. These steps include efforts to preserve local traditions, customs, crafts, dance, music, and other cultural heritage. In addition, nature conservation efforts are carried out by maintaining environmental sustainability, protecting ecosystems, and promoting eco-friendly tourism practices.

- d. Marketing and Promotion: The government also provides support in the marketing and promotion of tourist villages in West Java. They work with the private sector, tourism organizations, and related institutions to promote tourism destinations through campaigns, events, social media, and other digital platforms. This aims to increase the visibility and attractiveness of tourist villages in the eyes of local and foreign tourists.

## 5. Conclusion and recommendation

There are several obstacles in implementing the development of tourist villages in West Java in several ways including management aspects, human resource readiness, community and government participation that are not yet optimal, and policies that as a whole have not touched the needs of the community at the village level. The results of the study show that the Hexa Helix approach which involves six sectors, namely the government, business, academics, community, media, and tourist sectors is very important in the development of sustainable tourism. This form of synergy should be manifested in cross-sector real-action collaborations.

Some strategic recommendations to increase the development of tourism villages towards sustainable tourism are:

- a. Policies are needed to increase community participation in the management of tourism villages
- b. The important role of each Hexa Helix sector is through integration programs that support the development of sustainable tourism villages.
- c. The development of training programs to improve the skill and competency level of human resources in the tourism sector, particularly in tourism villages.

Hexa Helix collaboration model can specifically address challenges related to certain issues of sustainable tourism development such as local cultural conservation, quality education, reducing inequalities and responsible consumption. However, not all activities in tourist villages reflect the principles of sustainable tourism. In this way, this can be an input for tourism village managers, especially in West Java, to prioritize sustainable tourism management that involves connected sectors through the hexa helix model.

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