



eISSN 3032-601X & pISSN 3032-7105

Vol. 1, No. 3, 2024

MISTER

**Journal of Multidisciplinary Inquiry in Science,
Technology and Educational Research**

**Jurnal Penelitian Multidisiplin dalam Ilmu
Pengetahuan, Teknologi dan Pendidikan**

**UNIVERSITAS SERAMBI MEKKAH
KOTA BANDA ACEH**

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Journal of Multidisciplinary Inquiry in Science Technology
and Educational Research

Journal of MISTER

Vol. 1, No. 3, 2024

Pages: 367–378

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Article in Journal of MISTER

Available at	: https://jurnal.serambimekkah.ac.id/index.php/mister
DOI	: https://doi.org/10.32672/mister.v1i3.1580

How to Cite this Article

APA	: Zahrotul Ulya, C. M., & Casmiwati, D. (2024). Implementation of Community Based Tourism in the Development of Kampung Lawas Maspati in Surabaya City. <i>MISTER: Journal of Multidisciplinary Inquiry in Science, Technology and Educational Research</i> , 1(3), 367 – 378. https://doi.org/10.32672/mister.v1i3.1580
Others Visit	: https://jurnal.serambimekkah.ac.id/index.php/mister

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Implementation of Community Based Tourism in the Development of Kampung Lawas Maspati in Surabaya City

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Received: 05 07, 2024

| Accepted: 05 10, 2024

| Published: 05 12, 2024

ABSTRACT

Kampung Lawas Maspati, which is located on Jl. Maspati, Bubutan District, Surabaya City has many achievements. Kampung Lawas Maspati also has a historical icon and local wisdom that is still maintained. The people of Kampung Lawas Maspati implement a community based tourism destination. The purpose of this study is to describe and analyze the application of community-based tourism of Kampung Lawas Maspati in Surabaya City. The research method used is descriptive with a qualitative approach. The theory uses the Community Based Tourism (CBT) theory according to Suansri. The results of this study show that the application of community-based tourism in the development of Kampung Lawas Maspati is still not successful, because there is still no regeneration in managing Kampung Lawas Maspati into a tourist village. Kampung Lawas Maspati has been good and has become an independent and more developed Village. Beside that, the community benefits from the development of Kampung Lawas Maspati, Surabaya.

Keywords: Community; Based; Tourism; Surabaya

INTRODUCTION

According to Law No. 10 of 2009 concerning Tourism, tourism means a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and Local Government (Undang-Undang Republik Indonesia, 2009). Tourism is something that needs to be developed and preserved by the entire community and of course it needs to get participation from residents to preserve and develop. Tourism development is carried out through development in the tourism industry sector and destinations.

East Java has village tourism that is not much interesting from other tours. One of this interesting village tourism is Kampung Lawas Maspati. It is a village tourism, precisely located in Kampung Lawas Maspati, Bubutan, Surabaya City. Kampung Lawas Maspati is located in alley V and gang VI which include RW 06 and consists of RT 01 to RT 05. Kampung Lawas Maspati was originally a slum and arid village. The community worked together to buy plants and clean up the village and make recycling innovations from waste. In 2012 it received an award for the best village independent from waste (Murtikasari & Tukiman, 2021).

Kampung Lawas Maspati area was once a palace area. This historical building still maintains and is used as one of the icons of tourist destinations. In addition to a leading icon of Kampung Lawas Maspati, there are also several uniqueness such as there are streets painted and toys in ancient times, interesting crafts, wood carvings, and toga plants (Imanah, 2018).concerning Guidelines for Sustainable Tourism Destinations, tourism development is developed with a growth approach, economic equality for people's welfare and development oriented towards regional development, which relies on the community and is empowering for the community covering various aspects (Kemenparekraf, 2021).

The management of tourism villages or tourist villages in Indonesia is part of a sustainable tourism development program. The community makes creative ideas to make their village more attractive. On the other hand, the community also manages plastic waste into costumes to welcome tourists, flower pots and other decorations to be displayed on the road of Kampung Lawas Maspati. This program is in accordance with the 2020-2024 Development Planning, in order to accelerate the revival of tourism and national economic growth. Beside that, many awards won by Kampung Lawas Maspati.

Although Kampung Lawas Maspati is one of the best villages in Surabaya, there is an obstacle in Kampung Lawas Maspati development, namely human resources. The management and development of Kampung Lawas Maspati is still mostly managed by old people, because many young people work outside and are busy with outside activities. Thus, Kampung Lawas Maspati has no regeneration to support the development of community-based tourism.

Referring to those facts, this study aims to analyz Community Based Tourism. This study aims to describe and analyze the application of Community Based Tourism in the development of Kampung Lawas Maspati Surabaya tourism. Furthermore, this research aims to analyze the supporting and inhibiting factors in community based tourism.

This research different with previous study in term of the theory it used, in which using theory by Suansri (2003) who defines that Community Based Tourism (CBT) is as tourism that takes into account and sees aspects of environmental, social and cultural sustainability within the community. Community Based Tourism (CBT) is a mean to build community and preserve the environment. In other words, CBT

is a mean of realizing sustainable tourism development. This CBT theory proposed 5 dimensions, these are:

1. Economic Dimension

This economic dimension has several aspects in it, namely:

- a. Aspects in funds for community or community development.
- b. Job creation in the tourism sector.
- c. The generation of local community income from the tourism sector.

2. Social Dimension

The social dimension has several aspects in it, namely:

- a. Improved quality of life.
- b. Increased community pride.
- c. Fair division of roles between men and women, young and old generations.
- d. Build strengthening community organizations.

3. Cultural Dimension

The cultural dimension has aspects, namely:

- a. Cultural preservation efforts.

4. Environmental Dimensions

The environmental Dimension has several aspects, namely:

- a. Study the carrying of capacity area.
- b. Environmental conservation efforts.

5. Political Dimension

The political dimension has several aspects, namely:

- a. Increase participation from the local population.
- b. Increased power of the wider community.
- c. Guarantee rights in the management of natural resources.

METHODS OF RESEARCH

The research approach used in this study is qualitative approach, and the type of research used is descriptive. The focus of this research is towards describing the development of community-based tourism in Kampung Lawas Maspati, Surabaya City through the theory of Community Based Tourism (CBT) according to Suansri (2003). The focus of the research are Community Based Tourism with the is at Kampung Lawas Maspati, Surabaya City. The collecting data method is observation, interviews, and documentation. The analysis data is using qualitative analysis according Miles and Huberman, with steps: data collecting, data classifying, reduction data, interpretation data, analysis data and making interpretation and conclusion.

RESULT AND DISCUSSION

Economic Dimension

a. The existence of funds for community or community development.

The existence of funds for community development or tourism consists of independent funds and assistance. All this funds are coming from Surabaya City government. Moreover, the funds are also gathered from community, through selling some local produce by themselves.



Picture 1. Community Medium and Small Enterprises

Source: Pradewo, Bintang (2022).

From the picture above shows the existence of funds is obtained from the government. This independent fund is obtained from the results of tourism cash funds and from the results of community MSMEs (Micro, Small and Medium Enterprise) and the second is in the form of assistance assisted by the Surabaya City government in the form of infrastructure. The assistance from the Surabaya City Tourism Office in the form of a tour guide and collaboration with Pelindo III. At the beginning of the development of Kampung Lawas Maspati uses funds from the people besides receives from the government. From the analysis, it has been well realized that the funds derived from government assistance. This fund is in physical form, namely street lights and tour guides. In addition, according to data, this development

fund also comes from tourism funds generated from tourists who visit, and also from the sale of MSMEs in Kampung Lawas Maspati.

With these two sources of funds, Kampung Lawas Maspati has become a developed and independent Village (Table 1)

Table 1. Tour Packages in Kampung Lawas Maspati

Package Pricing	Facilities	Information
Rp5.000	Without guide	Surround the old village by yourself without any explanation from the guide
Rp15.000	Accompanied by guide	Surround the old village accompanied by a guide with a minimum requirement of 5 people
Rp50.000	Accompanied by guide and lunch package	Surround the old village with a guide and get food after walking around. The minimum requirement for this package is 10 people
Rp2.000.000	Complete Package	Surround the old village accompanied by a guide but do not get food. Facilities are: getting a loan for sarong udeng which is a typical symbol clothing of arek Surabaya, welcome drink, music patrol, elderly choir, recycling practices for MSME production. The requirements for this package are 20-25 people.

Source: Agustina et al. (2022)

b. Job creation in the tourism sector

The existence of Kampung Lawas Maspati tourism creates jobs in various fields. The job is entrepreneurial, namely MSMEs (67%), then followed by pensions (17%) and employees (11%) and the last is not yet working (5%). The creation of tourism sector jobs in Kampung Lawas Maspati is by providing tour guide services which are managed by the community and also MSMEs that sell processed food and beverage products made by the people of Kampung Lawas Maspati. Every resident in RW 6 Kampung Lawas Maspati has their own MSMEs products like food, drinks, and souvenirs. The products made are sold to tourists who come.

The community is directly involved in the management of village tourism and the impact is their economically empowered. Some of them are become tour guides, opening food businesses and parking guards. The existence of jobs in the tourism sector can increase the income of the people in Kampung Lawas Maspati.

c. The generation of income from the tourism sector

In this dimension, Kampung Lawas Maspati emerge the local community income and provides economic benefits for local communities. One example is from selling food in Kampung Lawas Maspati. They get net income around IDR. 3,000,000- IDR. 3,500,000 for a day of sales.

d. The generation of income from the tourism sector

In this dimension, Kampung Lawas Maspati emerge the local community income and provides economic benefits for local communities.

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Table 2. MSME Products of Kampung Lawas Maspati

RT	Featured Products	Price
RT 01	Processed jelly	IDR. 5.000
RT 02	Aloe vera sticks and bitter melon chips	IDR. 15.000/product
RT 03	Ginger syringe dan simpeda (synom dan pecut kuda)	Ginger syringe IDR. 25.000/jars Simpeda IDR. 5.000/portion
RT 04	Herbal drinks rubber kebo (packaged drinks and dry powder) and goat curry	Rubber kebo IDR. 15.000 Curry goat IDR. 25.000/portion
RT 05	Processed passion fruit (drinks and syrups)	Drink IDR. .000 Syrup IDR. 30.000

Source: Agustina et al. (2022)

Table 2. shows there is an income from the community obtained from local MSME. This data also shows the emergence of local people's income from the tourism sector, especially from food businesses or souvenir.

So, the tourism sector has built the people's income. Every community in area has MSMEs products that are offered to tourists. MSMEs have a variety of menus, and also every RT in Kampung Lawas Maspati has a superior menu to be traded to tourists.

Social Dimension

a. Improved quality of life

In the social dimension, tourism will certainly improve the quality of community life. The community is more aware of their environment, such as arranging plants, cleaning the yard, arranging and tidying up the environment around their homes to make it look more beautiful, and creating used goods into crafts.

b. Increased Community Pride

Kampung Lawas Maspati has received a lot of awards both awards from within the city held by the Surabaya government, as well as awards from the province, national and also received awards from international, namely from Japan. Kampung Lawas Maspati can also be used as a role model for other tourist villages, where Kampung Lawas Maspati will also collaborate with other villages to become independent villages, and with this tourism the community can also build their small businesses. So that, it makes the people and communities in Kampung Lawas Maspati more proud of their village.

c. Fair division of roles between men and women

In this community-based tourism theory, there are points of division of roles between men and women. The population in Kampung Lawas Maspati is dominated by women, where almost all tourist activities in Kampung Lawas Maspati are managed by the female. Men only participate in the management of the tour. In Kampung Lawas Maspati there is a division of roles. Women carry out activities to welcome guests, manage plastic waste into creations, manage villages, and also most MSMEs in each community are also managed by women, and for men only help.

This unfair division of roles is like mothers who play a role in culinary, handicrafts, and also tour guide activities. The gentlemen here act as tour guides, village management, and others, the youth also participate in guiding their village tours.

d. Building Community Organization Reinforcement.

Kampung Lawas Maspati has several organizations, including organizations about RW and also about tourism. To build organizational strengthening in Maspati, each party will certainly hold regular meetings every month for evaluation and programs that will be made next. Like the PKK holds regular meetings every month and invites the head of tourism so that if there is an announcement that there are guests coming, the tourism team will convey it to the PKK. There was a regular meeting to discuss village activities and also cooperation with Pelindo III in bringing cruise ship guests to visit Maspati.

However, there are support from other parties to support all activities in Kampung Lawas Maspati. One of which is from academics, Surabaya City Governments, and Pelindo III.

1. Cultural Dimension

a. Cultural Preservation Efforts

Cultural preservation efforts referred to in the cultural dimension here are maintaining historical buildings and traditional customs in Kampung Lawas Maspati. The people of Kampung Lawas Maspati are still preserving and implementing the culture in their village, because currently the development of the cultural age will be eroded so that the community continues to apply the culture. Kampung Lawas Maspati has an interesting cultural history surrounded by modern buildings but still has cultural value, besides that the people of Kampung Lawas Maspati are famous for their hospitality and have a very high enthusiasm to protect the environment of their village area and the culture in their village such as playing old dolanan, village art entertainment (Novira & Satiawan, 2021).

Picture 3. explains that the preservation of religious culture in Kampung Lawas Maspati is still maintained. The purpose of this aspect is that the culture in Kampung Lawas Maspati must be maintained and remain sustainable, such as historical buildings in the village must be maintained.

2. Environmental Dimension

a. Area capacity.

The area capacity in Kampung Lawas Maspati is in the form of historical buildings. The people use their house as a tourist icon and for their business. Like in the 1907, house is used for a mini café and earned income from it. A place of business was also maintained so the tourists could also see the building.

The historical building in Kampung Lawas Maspati must be maintained both from the building owner and the Maspati community. They must keep the building unforgettable along with the times. The historical building can also be used as a place for business so that the community benefits from business. Maintenance of the building is carried out by giving maintenance money to the owner of the building. The money is used to maintain or clean up around the historic building.

b. Environmental conservation efforts

Environmental Conservation is one of the important aspects in the environmental dimension, which in tourism is of course also important to preserve the environment in the region. The application of environmental conservation in Kampung Lawas Maspati was originally the champion of the green and

clean competition which until now will continue to be applied, such as with waste recycling activities, and the existence of waste banks, as well as environmental preservation in the form of arranging and beautifying the village.

The purpose of this aspect is that the community manages plastic waste into useful and unique items.

With a comfortable environment, of course, it has reciprocity in the form of many tourists visiting and brings benefits to the Maspati community.

3. Political dimension

a. Increase participation from the local population.

Participation is a symptom of democracy where people are involved in planning and implementation and also bear responsibility according to the level of maturity and level of obligation. That participation becomes both in the physical and mental spheres as well as the determination of wisdom (Casmiwati, 2013).

In increasing participation to support the development of Kampung Lawas Maspati into a tourist village, of course, it requires the role of the head of RW, POKDARWIS (a group for tourism) and also the government. The role of the RW chairman is to mobilize community participation in working together to follow the development of his village, to be a liaison between fellow community members and the government, to take care of and supervise village activities.

Furthermore, the role of POKDARWIS in managing and developing Kampung Lawas Maspati tourism is to improve the ability and skills of the community in managing tourism and other related businesses, encourage and motivate the community to be a good host in supporting tourism activities in Maspati, encouraging and motivating the community to improve the quality of the environment and the attractiveness of Maspati, and collect, process and provide tourism information services to tourists and the Maspati community.

In the management and development of Kampung Lawas Maspati, of course, it gets assistance from other stakeholders, such as the Surabaya city government and there is also cooperation with Pelindo III. The role of the Surabaya city government in developing Kampung Lawas Maspati is to support the infrastructure of Kampung Lawas Maspati. Pelindo III also has a role, which is to provide guests from abroad.

From the analysis of increasing participation from local populations, this is still not well realized. This can be seen based on data that there are still many people who still lack community to participate, especially for young people. Thus, Maspati have no regeneration to take care of tourism.

The way to increase this community participation is to embrace the community and educate the benefits of participating in managing this tourism. Although the participation of the young people of Kampung Lawas Maspati who participated was still small, it was still assisted by the role of RWs, the role of POKDARWIS and also the role of stakeholders in it to support Kampung Lawas Maspati to become a tourist village.

b. Increased power of the wider community

Increase the power of community means in collaboration with other parties, both from the government, private sector, academics and the media.

The purpose of this aspect is that the people of Kampung Lawas Maspati are expanding cooperation with other partners.

From the analysis of the increase in power of the wider community has been well realized. With this collaboration, Kampung Lawas Maspati is more developed and can even become a developed Village, and from the media can also further promote Kampung Lawas Maspati so that more tourists are interested to visit.

c. *Guarantee rights in natural resource management.*

Natural Resources in Kampung Lawas Maspati are toga plants and hydroponics. The community understands and care for the toga plants.

The purpose of this aspect is that there is an organizational structure that manages and there is a daily management of the village community itself.

From the analysis of ensuring the rights in the management of Natural Resources has been well realized. This can be seen based on data in the field that in Kampung Lawas Maspati has Natural Resources that can be needed for daily needs. In addition, toga plants and hydroponic plants in Kampung Lawas Maspati there is also a WWTP which is used to water plants and with the WWTP residents do not need to pay expensive PDAM money anymore.

Supporting and inhibiting factors

a. *Supporting factors*

Based on the results and conditions in the field, the supporting factors of the implementation of community-based tourism in the development of Kampung Lawas Maspati in Surabaya City are:

1. Aid fund

The supporting factor of the development fund for the community or community is the assistance from the government, Pelindo, and also academics. The assistance provided is physical assistance such as checking the road, providing street lights, and bringing guests from cruise ships. The existence of funds for the development of this physical community helps Kampung Lawas Maspati to look more beautiful so that many tourists visit and it can also make money.

2. Division of Roles

The driving factor in the division of roles is the division of jobdesks distributed to each community, so that with the division of jobdesks, the community will not be confused with other tasks and it is also easier to direct them.

3. Cultural Preservation

The supporting factor in the preservation of this culture by performing traditional dances to tourists and also in the tour of Kampung Lawas Maspati is also still raising local wisdom and maintaining it so that it does not become extinct.

4. Natural Resources

The supporting factor in natural resources is that this comes from the people of Kampung Lawas Maspati themselves by continuing to maintain and manage well the natural resources. It started when Maspati won in a green and clean competition.

5. Participation from local residents

The supporting factor in community participation is growing because of the achievements of the competitions obtained and to participate comes from the person of each community. But so that many people can participate, the community will be paid if they want to participate.

From the explanation of the supporting factors for the implementation of community-based tourism in the development of Kampung Lawas Maspati Surabaya City, it is inseparable from the characteristics of Kampung Lawas Maspati in the form of mutual assistance and will continue to maintain local wisdom as well, not only that the people of Kampung Lawas Maspati also continue to preserve and care about the environment and existing natural resources. This is proven by the participation of many communities in preserving historical buildings and preserving existing local wisdom. community is also continuing preserve toga cultivation, and hydroponics.

The people of Kampung Lawas Maspati work together and often receive assistance from the Surabaya City. government, Pelindo III, and academics to develop Kampung Lawas Maspati. With the development of Kampung Lawas Maspati into tourism, the community is also empowered through open jobs such as the existence of MSMEs, the community is increasingly advanced and the community can also become a tour guide in traveling in Kampung Lawas Maspati.

b. Inhibiting factors

Based on the results and conditions in the field, the inhibiting factors of the implementation of community-based tourism in the development of Kampung Lawas Maspati in Surabaya City are:

1. Technology

The inhibiting factor of mothers who manage MSMEs in Kampung Lawas Maspati is still unable to market their products online so that they can only be reached offline by selling their products in the Kampung Lawas Maspati area.

2. Human Resources

The inhibiting factors of these human resources vary, namely that many people, both young and old, work outside so that when there is a meeting, they must find the right time to gather and also the people of Kampung Lawas Maspati still do not have the regeneration to participate in caring for and developing Kampung Lawas Maspati. In addition, the people of Kampung Lawas Maspati still lack understanding about tourism, lack of participation, as well as environmental preservation and natural resource management which otherwise will not be treated.

3. Building Maintenance

The inhibiting factor of building maintenance is that the historical building that is the carrying capacity is not treated specifically as well as the maintenance of cultural heritage. The building is also occupied by the owner, so the maintenance of this historical building is cared for by the owner himself.

Another inhibiting factor is that this historical building is not treated specifically like the maintenance of cultural heritage buildings.

CONCLUSION

The results of this study can be drawn in the conclusion that the application of community-based tourism in the development of Kampung Lawas Maspati in Surabaya City has not been fully said to be

successful in implementing. it is because there are still several obstacles in it. This can be seen from the five dimensions of community-based tourism as follows:

1. Judging from the economic dimension, social dimension, cultural dimension, environmental dimension, and political dimension in the application of community-based tourism in the development of Kampung Lawas Maspati is still not said to have succeeded in developing Kampung Lawas Maspati, because there is still no regeneration in managing Kampung Lawas Maspati into a tourist village. In other cases, Kampung Lawas Maspati has been said to be good and become an independent and more developed village and its community as well benefit from the development of Kampung Lawas Maspati.
2. The supporting factor in the implementation of community-based tourism in of Kampung Lawas Maspati in Surabaya City comes from the existence of assistance funds from the government, Pelindo, and academics, in terms of culture, namely local wisdom that is still maintained. The community also participates in a division of tasks, and in terms of natural resources in Kampung Lawas Maspati is still cared for and preserved.
3. While the inhibiting factor in the implementation of community-based tourism of Kampung Lawas Maspati in Surabaya City comes from human resources. Many old people manage. the Kampung so they face difficulty in adopting the technology. MSMEs are still unable to market their products through online. The place or location of the historical building in Kampung Lawas Maspati is not specifically maintained because the building is still occupied and only carried out regular maintenance by the community who owns the building.
4. the Kampung so they face difficulty in adopting the technology. MSMEs are still unable to market their products through online.
5. The place or location of the historical building in Kampung Lawas Maspati is not specifically maintained because the building is still occupied and only carried out regular maintenance by the community who owns the building.

Based on the results of the analysis in this study, the researcher wants to provide advice and input to the tourism team and the community of Kampung Lawas Maspati, as follows:

1. There needs to be encouragement for the community to participate in managing and developing Kampung Lawas Maspati.
2. There needs to be regeneration in managing and developing Kampung Lawas Maspati by inviting young people to participate in managing Kampung Lawas Maspati.
3. There needs to be training for the community, regarding online MSME marketing.
4. There needs to be special care for existing historical buildings by collaborating with the Surabaya government in caring for historical buildings.

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