



Development of Community-Based Accommodation Business in Seba Baduy Luar Village, Banten Province

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ABSTRACT

The development of community-based accommodation businesses in Desa Seba Baduy Luar, Banten, Indonesia, holds significant potential amidst its unique cultural and natural features. This study explores the supporting and inhibiting factors influencing the development of such businesses in the region. Leveraging the cultural and traditional uniqueness of the area, aligned with principles of community-based and sustainable tourism, presents opportunities to attract tourists seeking authentic experiences. However, challenges such as limited infrastructure, ineffective marketing efforts, and natural disaster threats hinder the full realization of this potential. Through a comprehensive analysis integrating SWOT and TOWS frameworks, this study identifies strategic pathways for enhancing community-based accommodation development while addressing key challenges. By involving local communities, leveraging government support, and prioritizing sustainability, the development of community-based accommodations can contribute to the economic prosperity and cultural preservation of Desa Seba Baduy Luar, ultimately enriching the tourism landscape of Indonesia.

Keywords: *Development, Community Based Tourism, Accomodation Business, Seba Baduy Luar Village*

1. Introduction

Indonesia is a country rich in natural resources and diverse cultures. This is not only evidenced by the captivating characteristics of nature that always arouse our curiosity but also by the multitude of ethnicities and civilizations living side by side. Consequently, the abundant wealth of natural resources and cultural heritage is an attractive factor for many people to visit Indonesia. Each region has its own unique culture and has the ability to attract both local and international tourists. The tourism sector in Indonesia plays a significant role and serves as one of the supporting sources of income for the community and also generates foreign exchange for the country. In order to enhance the attractiveness of natural and human resources, it is therefore crucial to develop tourism infrastructure, taking into account the conditions and locations of tourist destinations.

Law Number 32 of 2004, known as the Regional Autonomy Law, was subsequently amended by Law Number 34 of 2014, relating to Regional Governance. This law has brought about significant changes in the governance system, transforming it from a centralized structure to a decentralized one. In the Unitary State of the Republic of Indonesia, regions are granted greater power and authority to manage their respective territories. This includes the utilization of other potential resources, such as tourism.

Indonesia is known for its tourism industry. The growth of tourism in a region, whether at the local, regional, or national level within a country, is closely related to the advancement of the region's economic prosperity. Simply put, the development of tourism in a region is always assessed based on the benefits it brings to many people.

As outlined in Tourism Law Number 10 of 2010, the objectives of tourism development include:

- a. Enhancing economic sector growth,
- b. Improving the welfare of society,
- c. Reducing poverty,
- d. Addressing unemployment,
- e. Ensuring long-term tourism sustainability,
- f. Addressing unemployment and promoting sustainable tourism,

- g. Preserving the environment and natural resources,
- h. Encouraging cultural progress,
- i. Enhancing the nation's prestige,
- j. Fostering patriotism,
- k. Enhancing the collective identity of society, and
- l. Strengthening national unity and fostering friendships between nations.

The development of rural tourism, which utilizes local resources to attract tourists, provides opportunities for tourist villages to improve the welfare of all stakeholders involved. The development of the tourism sector in Baduy Village has significant potential to increase the income of the local community, especially the Baduy community. This additional income has the potential to reduce the poverty rate, provide access to education and healthcare facilities, and ultimately enhance their overall welfare. The welfare referred to encompasses both economic and non-economic aspects. Economically, rural tourism can be enhanced by creating job opportunities, increasing the income of the local community, and stimulating economic activities in rural areas. From a non-economic perspective, rural tourism has the potential to improve the quality of social interactions, foster understanding, cultivate connections, facilitate technology transfer, and much more.

Although tourism growth can bring economic benefits, a significant challenge is maintaining a balance between economic growth and the preservation of culture and the fragile natural environment in Desa Seba Baduy Luar. Additionally, there is an increasing demand from tourists seeking authentic community-based experiences. They not only want to visit but also to engage in the life of the local community, learn about their culture, and contribute positively to village development.

Visitors flock to Seba Baduy Luar Village to see, learn, and experience the way of life of the Baduy people, who still uphold their traditional values. Kanekes Village, located in Lebak Regency, Banten Province, is a village that has become one of the tourist destinations offering natural and cultural richness. This village is within the customary territory of the Baduy Tribe. In this regard, the Baduy Tribe is a native group that firmly opposes the imposition of modernization in all aspects of their lifestyle, including clothing. The Baduy Tribe, originating from Banten, is well-known among most Indonesians. In fact, many local tourists travel to discover and experience the customs of this indigenous community.

Desa Seba Baduy Luar, located in Lebak Regency, Banten Province, Indonesia, has attracted attention as a unique tourist destination. Located approximately 120 kilometers from Jakarta, this village offers an experience showcasing cultural richness and traditions rarely found in the modern era. Visitors flock to Baduy Luar Village to see, learn, and experience firsthand the way of life of the Baduy people who still uphold their traditional values.

In recent years, tourism in Seba Baduy Luar Village has experienced rapid growth. More and more tourists seeking unique experiences, deep cultural immersion, and the tranquility of rural nature are visiting this village. However, one of the main obstacles faced by tourists who want to visit Seba Baduy Luar Village is the limited availability of accommodation facilities. Although some homestays and simple lodgings exist, more accommodation options are needed to accommodate the increasing interest from visitors. Therefore, an analysis of community-based accommodation business development in seba baduy luar village is also an effort to involve the Baduy community more intimately in preserving their culture. By involving them in the management and promotion of accommodation businesses, the Baduy culture can continue to thrive and evolve amidst the challenges of the times.

Based on the Tourism and Culture Department's Visitor Data Information System for Lebak Regency from 2017 to 2021, the highest number of visitors occurred in 2019, with a total of 42,228 people. However, there was a decline in visitor numbers in 2021, with only 6,274 visitors, attributed to the COVID-19 pandemic. Based on the Tourism and Culture Department's Visitor Data Information System for Lebak Regency from 2017 to 2021, the highest number of visitors occurred in 2019, with a total of 42,228 people. However, there was a decline in visitor numbers in 2021, with only 6,274 visitors, attributed to the COVID-19 pandemic.

The annual number of local and international tourists has shown fluctuations between 2017 and 2023. According to the Visitor Data Information System of the Department of Tourism and Culture of Lebak Regency, the number of tourist visits to Baduy reached its peak in 2019. In that year, there were 42,174 domestic tourists and 54 international tourists. In 2020, during the initial stages of the pandemic, Baduy received a total of 20,319 local tourists and 8 international tourists, indicating a relatively high number of visitors. However, the number of tourists decreased to 6,274 in 2021. Nevertheless, it increased again in 2023, with 57,348 domestic tourists and 23 international tourists visiting Baduy.

Accommodations plays a central role in the tourism industry, not only providing accommodation for tourists but also offering experiences and services that influence the overall journey. The presence of good accommodation is crucial in attracting and retaining tourists, as well as having a positive impact on the local economy. Comfortable, safe, and tailored accommodation can enhance the appeal of a destination and drive economic growth.

Currently, based on the number of tourists visiting Seba Baduy Luar Village, it can be said to be overloaded due to the limited and basic accommodation available in the village. With approximately 46 homestays, some potential issues may include inadequate accommodation facilities, lack of training in accommodation management, and accessibility challenges. The analysis of community-based accommodation business development in seba baduy luar village holds several potentials that can have a positive impact on the community and tourism, including Local Economic Empowerment, Cultural and Environmental Preservation, Infrastructure Improvement, Tourism Attraction Enhancement, Community Empowerment, and Income Diversification. In the analysis of community-based accommodation business development in seba baduy luar village, it is important to consider management training,

environmental sustainability, and community involvement in all stages of development. Thus, accommodation development can provide long-term sustainable benefits for the community, culture, and tourism in Seba Baduy Luar Village.

2. Methodology

Descriptive statistics are used to analyze data by describing or depicting the collected data as it is without intending to make general conclusions or generalizations (Sugiyono, 2015). In descriptive statistics, data presentation can be done through tables, graphs, pie charts, pictograms, calculation of mode, median, mean (measures of central tendency), calculation of deciles, percentiles, calculation of data dispersion through mean and standard deviation, percentage calculation (Sugiyono, 2009: 207-208). The function of descriptive analysis is to clarify a variable data based on its respective groups, which previously were not organized and easily interpreted by those who need information about a variable (Arikunto, 1993: 363).

Variables measured on a Likert scale are described as variable indicators. These indicators will serve as reference points in developing instruments in the form of statements using questionnaires and will be elaborated in the form of assessments with scores ranging from 1 to 5.

A range scale is used to determine the ranking of variables used by the questionnaire, including categories ranging from strongly disagree, disagree, neutral, agree to strongly agree. The use of this range scale aims to determine the percentage of variables regarding tourism potential, community participation, tourist needs, and social structure of the community in the analysis of community-based accommodation business development in seba baduy luar village.

In this study, the researcher employs SWOT analysis, a strategic analysis technique used for planning and assessing opportunities and threats related to business competition and planning. This method will aid in identifying the strengths and weaknesses, as well as the opportunities and threats, in the development of community-based accommodation businesses in the Baduy tourist village. The accommodation analysis is conducted through question and answer sessions to gather useful information about each category, allowing for the identification of competitive advantages. The SWOT analysis technique is employed as part of this method, enabling informed decision-making and strategic planning in the development of community-based accommodation data in the Baduy Tourist Village, both in the province and for strategic planning in the development of community-based accommodation in the Baduy Tourist Village, Banten Province. In using the SWOT data analysis technique, it is essential to consider its strengths and weaknesses to ensure accurate and relevant results.

According to Rangkuti (2001:31-32), the alternative strategies resulting from the SWOT analysis matrix include:

- a) SO Strategy: This strategy is developed based on utilizing all strengths to the fullest extent to seize and exploit opportunities.
- b) ST Strategy: This strategy involves utilizing strengths to overcome threats.
- c) WO Strategy: This strategy is applied based on leveraging existing opportunities while minimizing weaknesses.
- d) WT Strategy: This strategy is rooted in activities aimed at minimizing weaknesses and avoiding threats.

The TOWS Analysis is a strategic analysis framework that is an extension of the SWOT analysis framework. TOWS Analysis helps organizations identify strengths, weaknesses, opportunities, and threats, and establishes action links between these elements. The TOWS Matrix is used to identify relationships between these factors and select strategies based on these relationships. Before conducting a TOWS Analysis, it is recommended to gather feedback from customers, engage in discussions with employees, and ensure the honesty and accuracy of the facts in the analysis.

3. Results

Overview

The method used in this writing is interviews, with the interviewees being village officials, tourism department staff, and tourists. From the results of the interviews and questionnaires distributed, they are then input into the SWOT analysis for analysis. The interviewees included Mr. Hudri, the Head of the Economic, Development, and Community Welfare Section, Mr. Nourman, a Design & Graphics Officer at the Lebak Tourism Office, and Mr. Ahmad, a tourist. Mr. Hudri's opinion about Kanekes Village is that it preserves customs and traditions passed down through generations, so the Baduy community does not overly concern itself with modernization, although modernization is progressing rapidly. However, the modernization process is still ongoing in some aspects. If there are any discrepancies with the rules of Kanekes Village's customs, the Customary Institution will intervene. The uniqueness of Kanekes Village lies in being a traditional village where all activities are conducted in a traditional manner, attracting many tourists who wish to visit Baduy. Therefore, this presents an opportunity to become one of the attractions for tourists to visit.

Not only that, but souvenir sales and sales of traditional Baduy crafts (such as woven fabrics, koja bags, and traditional Baduy machetes) experienced an increase in 2023. Therefore, the Banten Provincial Government strongly supports and recommends Kanekes Village (Baduy) as one of the tourist destinations. One of the proofs is the strong appreciation shown by the Banten Provincial Government through the facilities provided for the annual traditional event of the Baduy community called Seba Baduy. This event is quite popular and attracts both local and international tourists.

Although the economy has not fully stabilized due to the Covid-19 pandemic, resulting in less crowded tourist visits, the market impact significantly influences the emerging accommodation businesses. If the market conditions are unfavorable, it will affect the interest in accommodation businesses.

Therefore, the community strongly supports the development of community-based accommodation businesses considering the numerous positive aspects that can be gained. One of them is the attraction of tourists who wish to visit Baduy due to its traditional activities. Despite the limited human resources, lack of experience, and poor access to Baduy tourism, as long as it does not disrupt the customs of Baduy, tourists are still interested.

Furthermore, there were interview results with Mr. Nourman. He expressed that the development of accommodation businesses this year has progressed significantly, especially with the involvement of interviewees. Activities in Baduy Village have advanced compared to previous years when it was difficult to find guest houses. Now, tourists can stay in decent guest houses in addition to homestays. The uniqueness of Baduy Village lies in the experience for tourists to stay in Baduy residents' homes without electricity and mobile phones, which can be seen as a unique aspect of the village.

One challenge for tourists is culture shock due to the vast cultural differences. Regarding opportunities, there are many, such as encouraging tourists to participate in activities rarely done by tourists in daily life. However, challenges include limited accessibility and traditional facilities. Anything outside the customs of Baduy Village is sensitive to the village elders. Occasionally, *angklung* festivals are held to celebrate the harvest season. However, *angklung* is considered a sacred traditional instrument, and there are also woven fabrics. Local support from the government includes creating a room filled with information about Kanekes Village to address the threat of natural disasters, particularly floods, which frequently occur in Baduy Village.

The third interview result is from Mr. Ahmad, a tourist. According to him, the development of community-based accommodation businesses is excellent, especially considering the uniqueness of Baduy Village without electricity and mobile phones in daily activities. Despite this, the access to Baduy Village is not good. Mr. Ahmad shared his experience of staying overnight in a homestay in Baduy Village, where he could experience the village's way of life. Additionally, many tourists visit Baduy Village, and the village offers various souvenirs such as typical Baduy crafts (woven fabrics, *koja* bags, traditional Baduy machetes), and more.

Lastly, there is an interview result from Mr. Farid, the Head of the Creative Economy Section of the Lebak District Tourism Office. According to him, the development of accommodation businesses has a positive impact on Baduy Village as it increases income for the residents and encourages them to provide suitable accommodation. The uniqueness of Baduy lies in its community, which strictly adheres to the customs of their ancestors, where electricity, vehicles, and cement buildings are prohibited. The Baduy community still practices mutual cooperation, which complements each other. Challenges faced by Baduy include not meeting external standards; only cleanliness and tidiness can be adopted from external sources, but modern beds and toilets are not allowed. The opportunity for Baduy Village lies in increasing income for the community, maintaining cleanliness and safety, and finally, experiencing the sensation or merging with nature.

Threats to the Baduy Village include potential impacts on lifestyle, including accommodation in Baduy. The Baduy community still practices mutual cooperation, which complements each other. Factors affecting operational costs include the strict adherence to customs, such as the absence of electricity and ceramic floors, which serve as one of the cost-saving measures. Lack of resources and experience can be weaknesses in the analysis of community-based accommodation business development in Seba Baduy Luar Village. Often, Baduy residents participate in training provided by the Tourism Office. The impact of a limited market could lead to Baduy accommodations becoming exclusive and catering to a specialized tourism segment. The opportunity for developing accommodation businesses lies in the current tourism trend, where nature-oriented tourism is favored, making Baduy a potential destination. The government aims to introduce Baduy's culture and preserved customs.

In the research on developing accommodation businesses in Baduy Tourism Village, community participation is crucial. Community involvement in the research can include decision-making, management, and promotion. In other studies, the involvement of the Baduy Luar community in developing tourism areas is in the form of labor, goods, ideas, concepts, and skills. Therefore, the participation of the Baduy community is essential in developing accommodation businesses in Baduy Tourism Village. By involving community participation in developing accommodation businesses, it is hoped to gain support and participation from the local community in tourism development. Additionally, developing community-based homestays can be an effective strategy in developing accommodation businesses in Baduy Tourism Village.

In the development of community-based accommodation businesses in Baduy Tourism Village, Banten, community participation can be achieved by involving local residents in the process of developing accommodation businesses. This includes gathering input and suggestions regarding the types of accommodation needed by tourists and participating in the management and marketing of these accommodation businesses. Additionally, the community can be involved in the development of infrastructure and public facilities around Baduy Tourism Village to enhance the comfort of tourists. By engaging the community in the development of community-based accommodation businesses, it is hoped that the quality and sustainability of these businesses can be improved, providing greater benefits to the local community.

The impact of economic instability is that the community may not consistently provide services, but continuous reminders and mentoring can address this issue. The Baduy community is highly concerned about the environment, and the building structures in Baduy are earthquake-resistant, similar to those found in Japan, thus ensuring safety.

Based on the interview results, it can be concluded that the analysis of the development of community-based accommodation businesses in Seba Baduy Luar Village has great potential. However, the village faces challenges and obstacles that need to be addressed. Government support, local community involvement, and a concept of sustainable community-based tourism can be strengths in developing these businesses. However, weaknesses and threats such as lack of resources and experience, limited market and promotion, and competition from other tourism businesses need to be addressed in the development of these businesses.

SWOT and TOWS Analysis

Based on the results of interviews and questionnaires, researchers can categorize and utilize them as part of SWOT and TOWS analysis. Therefore, the SWOT and TOWS analysis of this study are as follows:

Strengths	Opportunities	Weaknesses	Threats
- Unique cultural and natural features of Desa Seba Baduy Luar can be a strength in community-based accommodation development.	- Tourists can engage in Baduy community cultural activities, fostering authentic experiences.	- Lack of resources and experience in community-based accommodation development may hinder progress.	- Competition from similar non-Baduy tourism ventures.
- Community-based accommodation offers authentic experiences for tourists, facilitating direct engagement with local life.	- Development of the tourism industry in Indonesia presents opportunities.	- Limited market and insufficient promotion may hinder growth.	- Economic instability poses a threat to development efforts.
- Desa Kanekes (Baduy) maintains strong adherence to traditional customs, less affected by rapid modernization.	- Tourists can enjoy the natural beauty and environment, such as tropical rainforests and clean rivers.	- Absence of adequate healthcare facilities.	- Natural disasters could disrupt development efforts.
- Government support.	- Tourists can stay in local homes or community-based lodgings to experience daily life of the Baduy.	- Surrounding infrastructure limitations, such as poor road access, may impede progress.	- Competition from similar tourism businesses not originating from Baduy villages.

Strengths-Opportunities (SO)	Weaknesses-Opportunities (WO)	Strengths-Threats (ST)	Weaknesses-Threats (WT)
- Leveraging the unique cultural and natural features of Desa Seba Baduy Luar to support high-potential tourism and creative industry.	- Enhancing promotion and market development by utilizing high potential in tourism and creative economy.	- Overcoming competition from other tourism ventures through sustainable, community-based tourism and government and local community support.	- Addressing economic instability and natural disaster threats by enhancing resources and experience in community-based accommodation development.
- Involving the entire community in homestay development activities.	- Supporting small businesses in the local community to facilitate the development of nature and culture-based homestays and limited public facilities.		- Addressing natural disaster threats and infrastructure limitations by improving resources and experience in community-based accommodation development.

TOWS Program

Strengths-Opportunities (SO):

1. Creating tour packages by leveraging the uniqueness found in the Baduy village.
2. Establishing micro-businesses based on principles of nature and culture.
3. Allocating responsibility to all community members to advance homestay development initiatives.
4. Developing the concept of community-based tourism and sustainable tourism, utilizing human resources and local potential.

Strengths-Threats (ST):

1. Providing tour package offerings to travel agents.
2. Educating local communities on how to become tour guides to sell tour packages.

Weaknesses-Opportunities (WO):

1. Utilizing the budget provided by surrounding villages to develop community-based homestays.

Weaknesses-Threats (WT):

1. Reducing village budget usage by utilizing natural and cultural resources for homestay development.

From this SWOT and TOWS analysis, it can be concluded that the development analysis of community-based accommodation in Desa Seba Baduy Luar has great potential, but also faces challenges and obstacles that need to be addressed. Government and local community support, as well as the concept of sustainable community-based tourism, can be strengths in developing the business. However, the lack of resources and experience, limited market and insufficient promotion, as well as competition from other tourism ventures, can be weaknesses and threats in the development of the business.

No	Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total	Average Criteria
1	Do you agree with the development of community-based accommodation businesses in Desa Wisata Baduy?	10	10	5	11	9	134	2.97 Less Agree
2	Do you feel that the development of community-based accommodation businesses in Desa Wisata Baduy will help the local community?	7	12	7	11	8	136	3.02 Less Agree
3	Do you wish that the development of community-based accommodation businesses in Desa Wisata Baduy will help improve the local community's economy?	14	15	2	10	4	110	2.44 Disagree
4	Do you believe that the development of community-based accommodation businesses in Desa Wisata Baduy will help improve the quality of tourist services?	17	11	3	11	3	107	2.37 Disagree
5	Do you wish that the development of community-based accommodation businesses in Desa Wisata Baduy will help improve the quality of local craftsmanship?	15	14	4	10	2	105	2.33 Disagree
6	Do you believe that the development of community-based accommodation businesses in Desa Wisata Baduy will help increase local community awareness of tourism development?	14	14	4	10	3	109	2.42 Disagree
7	Do you wish that the development of community-based accommodation businesses in Desa Wisata Baduy will help increase local community awareness of halal tourism development?	13	17	3	10	2	106	2.35 Disagree
8	Do you wish that the development of community-based accommodation businesses in Desa Wisata Baduy will help increase local community awareness of community empowerment-based tourism development?	15	13	4	11	2	107	2.37 Disagree
9	Do you believe that the development of community-based accommodation businesses in Desa Wisata Baduy will help increase local community awareness of community empowerment-based tourism development?	14	17	8	3	3	99	2.2 Disa

Average: 112.5 Criteria: 2.49 Disagree

The statements fall under the criteria of "less agreeable." However, the average score for these statements is the highest at 3.02, indicating that many tourists agree that community-based accommodation development in Desa Wisata Baduy will help the local community. Conversely, in statement 9, the average score is the lowest at 2.2, suggesting that tourists are not convinced that community-based accommodation development in Desa Wisata Baduy

will help raise awareness among the local community regarding community-based empowerment tourism development. This could be due to the existence of many activities and facilities that can be developed aside from relying solely on community-based accommodation.

Supporting Factors and Inhibiting Factors in the Analysis of Community-Based Accommodation Development in Seba Baduy Luar Village

Supporting and Inhibiting Factors in Tourism Development in Desa Seba Baduy Luar, Banten.

Supporting Factors:

1. Cultural and Traditional Uniqueness: The cultural and traditional uniqueness of the area can attract tourists' interest and encourage them to visit.
2. Homestay Concept Alignment: The homestay concept in the village is aligned with community-based tourism and sustainable tourism principles, enhancing its appeal.
3. Authentic Experiences: Community-based accommodation offers authentic experiences to tourists, allowing them to engage directly with the local community and understand its unique wisdom.
4. Preservation of Tradition: Desa Kanekes (Baduy) strongly upholds its traditions, minimizing concerns over rapid modernization, thereby preserving its cultural heritage.

Inhibiting Factors:

1. Limited Infrastructure: Infrastructure surrounding Desa Seba Baduy Luar is still limited, with poor road access and insufficient public facilities.
2. Ineffective Advertising and Marketing: Inadequate advertising and marketing efforts hinder the attraction of tourists to the area.
3. Lack of Resources and Experience: Insufficient resources and experience pose challenges to the development of community-based accommodations.
4. Natural Disaster Threats: Natural disasters such as floods pose a significant threat to the area.

In the analysis of the development of community-based accommodation in Desa Seba Baduy Luar, Banten, leveraging supporting factors can enhance the quality and sustainability of accommodation businesses. Simultaneously, addressing inhibiting factors is crucial to ensuring smooth development and operation of accommodation businesses.

4. Conclusion

In conclusion, the analysis of community-based accommodation development in Seba Baduy Luar Village reveals both promising opportunities and significant challenges. Leveraging the unique cultural and natural features of the area, aligning with sustainable tourism principles, and offering authentic experiences through community-based accommodations are key strengths that can drive the development of tourism in the village. However, limited infrastructure, ineffective marketing efforts, lack of resources and experience, and the threat of natural disasters pose significant obstacles. To capitalize on the strengths and overcome these challenges, it is essential to foster government support, enhance community participation, invest in infrastructure development, improve marketing strategies, and prioritize environmental sustainability. By addressing these factors strategically, Seba Baduy Luar Village can unlock its full potential as a thriving community-based tourism destination while preserving its rich cultural heritage and natural resources.

In summary, the journey towards sustainable tourism development in Seba Baduy Luar Village requires a holistic approach that integrates community empowerment, environmental preservation, and strategic planning. By embracing these principles and actively addressing the identified challenges, the village can not only enhance its economic prosperity but also safeguard its cultural identity and natural treasures for generations to come.

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