

Regional Government Authority in Digital Tourism Development: A Case Study on the Big Farmer Tourist Attraction

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ABSTRACT

This study examines the constitutional and statutory authority of regional governments in Indonesia to develop digital tourism, using the Rimbun Conservation Village in South Tangerang as a case study. Under Law No. 10 of 2009 on Tourism and Regional Regulation No. 5 of 2022, district and municipal governments are empowered to formulate tourism master plans, designate local attractions, regulate operations, and facilitate digital promotion. Employing a normative-juridical approach combined with qualitative case analysis, this research reviews national and regional legislation and integrates in-depth interviews with local tourism officials and program reports. Findings reveal that the South Tangerang City Government effectively translated its legal mandate into concrete initiatives by embedding “digital” and “community-based” tourism objectives into local bylaws, investing in digital infrastructure, and leveraging public–private partnerships such as the Green Camp 2024 collaboration. The digitalization of marketing, virtual tours, and e-commerce platforms significantly enhanced local income streams, increased participation of micro, small, and medium enterprises (MSMEs), and generated employment within agritourism activities. However, implementation challenges persist, notably digital literacy gaps, uneven internet access, and infrastructure deficits. The study concludes that, while robust legal frameworks provide a solid foundation for digital tourism development, sustainable outcomes depend on ongoing investment in digital capacity building and inclusive policymaking. Recommendations include strengthening digital literacy programs, expanding broadband connectivity, and fostering multi-stakeholder governance to ensure equitable economic benefits. This research contributes to administrative law scholarship by demonstrating how proactive local legislation and collaborative governance can align statutory authority with innovation in the digital tourism sector.

1. Introduction

Tourism has long been recognized as one of the strategic sectors capable of serving as a driving force for a region’s economic development. This sector holds significant potential to generate employment opportunities, increase local government revenue, and bring prosperity as well as

welfare to the local community.¹ In Indonesia, as an archipelagic state endowed with abundant natural resources, cultural wealth, and historical heritage, the tourism industry holds a crucial role in national development. However, alongside the rapid advancement of technology, particularly within the digital economy era, the paradigm of tourism development is undergoing a fundamental shift. Digital transformation is reshaping the ways destinations are marketed, managed, and experienced, thereby creating new opportunities for innovation and growth.²

The development requires an adaptive response from stakeholders, particularly the Regional Government, which possesses autonomous authority in managing tourism affairs within its jurisdiction. Law Number 10 of 2009 concerning Tourism specifically mandates both the Central Government and Regional Governments to regulate and administer matters related to tourism.⁷ However, the implementation of this authority in the context of tourism, which is increasingly directed toward digitalization, requires an in-depth study. To what extent can such authority be applied to facilitate a sustainable model of digital tourism, and in what concrete ways can its implementation generate direct benefits for the local economy?

Based on this background, there are two fundamental issues that become the focus of this study. First, from the perspective of constitutional law, it is necessary to precisely identify the scope and limitations of the authority of Regional Governments, particularly at the regency/municipal level, in the development of digital-based tourism. The central question is whether the existing laws and regulations are adequate to accommodate technology-based initiatives. Second, from the perspective of practical implementation, challenges arise in realizing digital tourism that produces tangible economic impact. This study examines how a program known as "Big Farmer" in South Tangerang serves as a case study for analyzing how governmental authority is translated into concrete actions.

This analysis goes beyond a mere description of statutory provisions. By employing a constitutional law approach, the study analyzes how the delegation of authority from the central government to regional governments is regulated, the consistency of its implementation, and whether local-level policies rest on a solid legal basis. The review focuses on how Regional Regulations (Perda) function as an essential legal instrument to elaborate and provide legitimacy for innovative tourism policies implemented by Regional Governments.

Data exploration reveals an important clarification regarding the chosen case study. The term "Big Farmer" in the title of this article refers to a program or concept related to agrotourism, similar to the program implemented in Kertawangi Tourism Village. There is no detailed data regarding a physical tourist destination specifically named "Big Farmer." Instead, the available data extensively point to "Kampung Konservasi Rimbun" in South Tangerang, which serves as an educational tourism and agritourism destination located in Serpong.³

Therefore, in order to provide an accurate and data-driven analysis, this report will treat Kampung Konservasi Rimbun as its primary case study. This destination serves as a concrete representation of how an agricultural-based tourism concept, comparable to the "Big Farmer" program, is implemented. Accordingly, the analysis will focus on how the authority of the South Tangerang City Government in the field of digital and community-based tourism can be actualized through

¹ Harish Hasbi Rahman Wakila, Mas Dadang Enjat Munajat, and Imanudin Kudus, "Implementasi Program Pengembangan Destinasi Wisata Di Kawasan Pantai Pangandaran Oleh Dinas Pariwisata Dan Budaya Pangandaran Saat Covid-19," *JANE - Jurnal Administrasi Negara* 14, no. 1 (August 10, 2022): 32–48, <https://doi.org/10.24198/jane.v14i1.41263>.

² Ratna Sari et al., "Tourism Digital Economy Model Based on Digital Transformation Concept for Tourist Village in Indonesia," *International Journal of Emerging Technology and Advanced Engineering* 11, no. 10 (October 15, 2021): 81–87, https://doi.org/10.46338/ijetae1021_10.

³ Selfia Alke Mega, "Dampak Tren Global Terhadap Pariwisata Dan Bisnis Kreatif Di Provinsi Lampung," *Visi Sosial Humaniora* 6, no. 1 (2025): 27–50, <https://doi.org/10.51622/vsh.v6i1.2804>.

partnerships with destinations such as Kampung Konservasi Rimbun. This approach ensures that the study remains relevant and substantiated by robust empirical evidence.

2. Research Methods

This study employs a constitutional law approach utilizing normative-juridical methods and a case study to analyze the implementation of regional government authority in the development of digital tourism. Normatively, the legal framework is examined through a review of legislation, government regulations, and local bylaws (Law No. 10/2009 and Regional Regulation No. 5/2022) to map the scope of authority and legal basis for digital tourism policy. The Rimbun Conservation Village in South Tangerang serves as the empirical focus, with primary data collected via in-depth interviews with Tourism Office officials and destination managers, and secondary data comprising program reports, regulatory documents, and official publications. Data are analyzed using a qualitative-descriptive approach, integrating normative and empirical findings to elucidate legal authority consistency, stakeholder synergy, and policy implications for implementing community-based digital tourism.

3. Result and Discussion

3.1. Theoretical Framework and Legal Basis

3.1.1. Theoretical Foundations of Digital-Based Tourism and Local Economy

Digital tourism, also known as Digital Tourism, constitutes a tourism ecosystem that is fully integrated with digital technology. This concept extends beyond mere online marketing; it encompasses the entire tourism value chain, ranging from travel planning, reservations, on-site experiences, to post-visit experience sharing. It involves the utilization of various technologies, including social media, e-commerce, digital payment systems, virtual reality, and data analytics. The adoption of these technologies enables both governments and industry stakeholders to monitor, regulate, and promote tourism activities more effectively, even without the intermediation of third parties.⁴

The synergy between digital tourism and the local economy constitutes a strong causal relationship. Successful tourism development has a direct impact on increasing regional revenue and enhancing community welfare. Within the context of the digital economy, tourism can serve as a catalyst for the growth of Micro, Small, and Medium Enterprises (MSMEs). Digitalization facilitates MSMEs in expanding their market reach, strengthening competitiveness, and ultimately driving rapid economic growth through job creation and the improvement of living standards. Therefore, the role of Local Government in facilitating the adoption of digital technology becomes highly crucial.⁵

3.1.2. Legal Basis for Regional Government Authority

The legal framework of governmental authority in the tourism sector is regulated hierarchically, beginning from national legislation down to regional regulations. Law Number 10 of 2009 concerning Tourism serves as the primary foundation that delineates this authority.

- a. **The Authority of the Central Government:** The central government possesses strategic powers, such as formulating and determining the national tourism development master plan, coordinating development across sectors and provinces, and facilitating the promotion of national tourism.

⁴ Sari et al., "Tourism Digital Economy Model Based on Digital Transformation Concept for Tourist Village in Indonesia."

⁵ Mega, "Dampak Tren Global Terhadap Pariwisata Dan Bisnis Kreatif Di Provinsi Lampung."

- b. Provincial Government Authority: The provincial government holds the authority to formulate the master plan for provincial tourism development, to coordinate the implementation of tourism within its jurisdiction, and to facilitate the promotion of provincial tourism destinations and products.
- c. Authority of District/Municipal Governments: The authority most directly involved in the development of local destinations rests at the district/municipal level. Article 30 of Law Number 10 of 2009 grants broad mandates to District/Municipal Governments, which include:
 - 1) The drafting and establishment of a master plan for tourism development in the regency/city.
 - 2) Designation of local tourist destinations and attractions.
 - 3) Regulation of tourism organization and management.
 - 4) Facilitate the promotion of tourism destinations and products in its region.
 - 5) Facilitate the development of new tourist attractions.
 - 6) The organization of training, research, and community guidance on tourism awareness.

This detailed authority provides a strong legal basis for the Regency/City Government to formulate specific and innovative policies, including those related to digitalization. The implementation of this authority is further elaborated in Regional Regulations. Tangerang Selatan City Regional Regulation Number 5 of 2022 is a real example of how the Local Government uses its legislative instruments to translate a national mandate into a clear policy vision.

This Regional Regulation explicitly establishes the tourism vision for Tangerang Selatan City as: "Realizing Tangerang Selatan as a Smart, Modern, and Religious Community- and Digital-Based Tourism Destination." This vision is a legal interpretation and justification that allows the local government to actively invest in digital infrastructure, literacy programs, and collaborations relevant to digital tourism. Thus, the Regional Regulation serves as a bridge connecting the abstract authority from national laws with concrete policy actions on the ground:

Table 1. Government Authority in the Tourism Sector Based on Legislation

Level of Government	Legal Foundation	Primary Authority
Central Government	Law no. 10 of 2009 Article 28	Develop and establish a national tourism development master plan, coordinate cross-sector development, facilitate national tourism promotion, and allocate budgets.
Provincial Government	Law no. 10 of 2009 Article 29	Prepare and establish a master plan for provincial tourism development, coordinate implementation in the region, and facilitate the promotion of provincial tourism destinations and products.
Regency/City Government	Law no. 10 of 2009 Article 30	Prepare and determine the master plan for district/city tourism development, determine tourist destinations and attractions, regulate tourism

management, facilitate promotions, and allocate budgets.

3.2. Analysis of Digital Utilization in Tourism Development

3.2.1. The Role of Digitalization in the Tourism Value Chain

The utilization of digital technology has transformed the way the tourism industry operates. In terms of marketing, digital platforms have become the most effective promotional tool for reaching a wide audience. Tourist destinations such as Kampung Konservasi Rimbun rely on social media as their primary promotional medium. The concept of "Instagrammable tourism" leverages the power of digital visuals to attract visitors and expand promotional reach without significant cost.⁶

In terms of management, digitalization allows governments and destination managers to more precisely monitor, control, and fund tourism activities. A digital tourism economic model can assist the government in this aspect, even enabling the promotion and distribution of products and services without the involvement of a third party.⁷ This demonstrates the potential for enhanced efficiency and transparency through the adoption of technology.

In addition, digitalization plays a crucial role in empowering local MSMEs (Micro, Small, and Medium Enterprises). The Ministry of Tourism and Creative Economy emphasizes the importance of digitalization for MSME players to enhance their competitiveness, economic revival, and job creation. By facilitating website creation, expanding online marketing, and improving marketing management competencies, Local Governments can help MSMEs significantly increase their turnover.⁸

3.2.2. The Impact of the Digital Economy on the Local Economy

Digital tourism has a significant economic impact on local economies. Firstly, there is an increase in regional revenue, which is partially derived from tourism-supporting sectors such as restaurants and cafes. In South Tangerang, revenue from this sector is targeted to reach IDR 390 billion, indicating that this sector is a major contributor to regional income.⁹ Second, tourism creates substantial employment, both directly at tourist sites and indirectly through MSMEs (Micro, Small, and Medium-sized Enterprises) that sell products at these destinations. Third, digitalization encourages product diversification. In the Rimbun Conservation Village, for example, the products offered include not only tourism activities but also the sale of plantation harvests, plant seedlings, and processed foods. This creates a circular economy that connects the tourism sector with the agricultural sector, empowering local communities and producers.

⁶ Kumparan, "Kampung Konservasi Rimbun, Tempat Wisata Tangsel Yang Viral Di TikTok," Kumparan, 2023, <https://kumparan.com/berita-hari-ini/kampung-konservasi-rimbun-tempat-wisata-tangsel-yang-viral-di-tiktok-21NhOu1iXXd/full>.

⁷ Sari et al., "Tourism Digital Economy Model Based on Digital Transformation Concept for Tourist Village in Indonesia."

⁸ Heliani et al., "Akselerasi Digital Pengembangan UMKM Berbasis Pariwisata Di Desa Wanajaya Kecamatan Cisolok," *Eastasouth Journal of Effective Community Services* 1, no. 03 (April 28, 2023): 91–100, <https://doi.org/10.58812/ejecs.v1i03.99>.

⁹ Achmad Irfan, "Pemkot Tangsel Target Pendapatan Dari Sektor Pariwisata Rp390 Miliar," Banten Antara News, 2023, <https://banten.antarane.ws.com/berita/251370/pemkot-tangsel-target-pendapatan-dari-sektor-pariwisata-rp390-miliar>.

3.2.3. Challenges and Opportunities in Implementing Digitalization

While the potential of digitalization is vast, its implementation faces several fundamental challenges often referred to as the "digital divide." A case study in Banten showed that the primary barriers to digital transformation in tourism are limited digital infrastructure, a lack of digital literacy among the public and tourism stakeholders, and resistance to change.¹⁰ This challenge indicates that legal authority alone is insufficient; local governments must proactively bridge this gap with concrete policies.

Therefore, the role of village or regional governments is crucial for digital-based community empowerment efforts. This includes developing digital infrastructure, implementing digital literacy training, and facilitating promotion and marketing. The success of digital initiatives is highly dependent on access to technology, active government support, community participation, and the availability of resources and funding. Without addressing these challenges, the economic potential of digital tourism will be difficult to realize optimally.¹¹

3.3. Implementation of Regional Government Authority: A Case Study of the Rimbun Conservation Village

3.3.1. Profile of the Rimbun Conservation Village Tourist Attraction

Kampung Konservasi Rimbun, located in Serpong, South Tangerang, is a tourist destination that integrates nature, education, and culinary experiences. This destination originated from a 2.4-hectare urban forest area that was developed into an educational center for visitors to learn about plants. With a semi-outdoor concept, the venue offers a lush atmosphere, often referred to as an "alternative to Puncak" within the city. Its main attractions include educational tours on agriculture and animal husbandry, photo spots, children's play areas, and a restaurant and cafe section.¹²

3.3.2. The Form of Authority of the South Tangerang City Government

The South Tangerang City Government has effectively translated its legal authority through various tangible actions, in line with the vision outlined in Regional Regulation Number 5 of 2022. The manifestation of this authority is divided into several aspects:

- a. **Regulatory Framework:** The vision for South Tangerang's tourism as a "Community-Based and Digital Tourism Destination" provides a strong legal basis for the Department of Tourism to intervene and facilitate. This Regional Regulation (Perda) sets the direction for the development of local tourism until 2025.
- b. **Digital Facilitation and Promotion:** The Municipal Government of South Tangerang City actively promotes tourism through its official digital channels, including its website and social media. This promotion not only focuses on general destinations but also encompasses digital experiences such as virtual tours of religious, culinary, and recreational destinations. This is highly relevant to the promotion of Kampung Konservasi Rimbun, which is also heavily reliant on social media.
- c. **Public-Private Collaboration:** Regional Regulation No. 5 of 2022 allows local governments to collaborate with private entities and the community in tourism

¹⁰ Cich Heliawati and Munawaroh Munawaroh, "Peran Teknologi Digital Dalam Pengembangan Pariwisata Budaya Dan Religi Di Banten," *Jurnal Ilmiah Ekonomi Dan Manajemen* 3, no. 2 (2023): 398–403, <https://doi.org/10.61722/jiem.v3i2.3860>.

¹¹ Agustina Setiawan, "The Role of Village Government in Digital-Based Community Empowerment in Tourism Villages," *Journal of Governance* 9, no. 3 (September 29, 2024): 461–75, <https://doi.org/10.31506/jog.v9i3.28017>.

¹² Travel Bestie, "Liburan Hijau Di Kampung Konservasi Rimbun Tangsel," *Traveloka*, 2025, <https://www.traveloka.com/id-id/explore/destination/kampung-konservasi-rimbun-tangsel-trp/621220>.

development. Its implementation is seen in the collaboration between the South Tangerang City Government and Sinar Mas Land for the 2024 Green Camp program at the Rimbun Conservation Village. This collaboration demonstrates how the government acts as a facilitator, bridging private entities with local destinations.

3.3.3. Impact on the Local Economy

The establishment of the Rimbun Conservation Village has yielded positive economic impacts on the surrounding community, a result strengthened by the role of local government. These impacts include:

- a. **Direct Economic Benefits:** This destination serves as a market for local products. Visitors can purchase crops such as vegetables, fruits, and plant seedlings. The presence of cafes and restaurants within the tourist area also contributes directly to local income and creates employment for the local population.
- b. **Community Empowerment and Job Creation:** This agrotourism model implicitly empowers communities by creating business opportunities in the tourism and agricultural sectors. Rather than solely focusing on entrance fees, the destination establishes a circular economy where tourism serves as a point of sale for local agricultural products.
- c. **Synergistic Economic Ripple Effect:** The economic impact extends to other sectors. Tourists not only spend money at tourist destinations but also in surrounding areas, such as on transportation and accommodation services. Digital promotion by the city government and destination managers creates wider visibility, which in turn can increase visits and strengthen the entire local economic ecosystem.

The following is a table that links the South Tangerang City Government's policy vision with its digitalization implementation in the Rimbun Conservation Village.

Table 2. Vision, Mission, and Implementation of Tourism Digitalization in South Tangerang City in the Case of Rimbun Conservation Village

Policy Aspects (Regional Regulation No. 5 of 2022)	Regulation (Excerpt)	Implementation in the Case of Rimbun Conservation Village	Relatedness
Vision	"Realizing South Tangerang as a Smart, Modern, and Religious Community-Based and Digital Tourism Destination."	Destination marketing through digital platforms (social media, the official website of the South Tangerang City Government) and development of a community-based agrotourism model (urban farming).	The digital vision is realized through online promotion, while the community-based vision is implemented through empowering local communities.
Mission (Marketing)	"Building the image of regional tourism through intensive,	Promotion on social media such as TikTok and promotion by the	The local government carries out its mission to

	efficient, effective and comprehensive tourism promotion and marketing by utilizing information technology."	Tourism Office through digital channels.	utilize information technology in promotions efficiently and effectively.
Mission (Institutional)	"Developing Tourism Institutions and Tourism Governance that are able to synergize Tourism Destination Development, Tourism Marketing, and the Tourism Industry in a professional, effective, and efficient manner."	Collaboration with Sinar Mas Land for the Green Camp 2024 program.	The synergy between the government and the private sector demonstrates professionalism and effective governance in accordance with the institutional mission.

3.4. Discussion and Analysis of Constitutional Law

3.4.1. Consistency of Authority and Implementation

The analysis shows that the South Tangerang City Government's actions in developing digital tourism are highly consistent with the authority granted by Law Number 10 of 2009. Furthermore, Regional Regulation Number 5 of 2022 not only legitimizes these actions but also serves as an instrument for policy innovation. By explicitly including "digital" and "community-based" in its vision, the regulation provides a strong legal basis for the government to allocate budgets, form partnerships, and launch programs relevant to modern tourism trends. Without this proactive regulation, these initiatives might face legal challenges in terms of budgeting or delegation of duties. This demonstrates that the Regional Government can use its legislative instruments to effectively adapt to economic and technological changes.

3.4.2. Synergy Between Parties

The success of the Rimbun Conservation Village does not solely depend on government authority. Synergy between the local government, the private sector, and the community is key to effective implementation. This report demonstrates that such collaboration is not only a best practice but also a legal and practical necessity. Existing regulations facilitate this partnership, which is crucial to address resource constraints, such as funding and expertise.¹³ In the context of the Rimbun Conservation Village, partnerships with private entities such as Sinar Mas Land for special programs exemplify how collaboration can accelerate the achievement of regional tourism goals. This also aligns with national legal mandates that encourage partnerships between micro, small, and medium enterprises (MSMEs) and large-scale businesses.

¹³ Tunik Lindiani et al., "Model Pengembangan Taman Wisata Alam Mooi Park Di Kota Sorong," *Abdimas: Papua Journal of Community Service* 3, no. 1 (June 7, 2021): 38–42, <https://doi.org/10.33506/pjcs.v1i1.1350>.

3.4.3. Legal Implications and Policy Recommendations

Based on the analysis, several legal implications and policy recommendations can be drawn. First, legally, the model implemented in South Tangerang demonstrates that the regional government's authority is not limited to regulatory functions but also includes a proactive facilitative and promotional role. This implication encourages other regional governments to not only adopt national laws but also formulate more detailed and visionary regional regulations for digital-based tourism.

Second, practically, the government must continue to invest in digital infrastructure and literacy programs. Even if policies are in place, real challenges such as lack of internet access and digital literacy can hinder success. Regional governments need to provide training for communities and tourism actors so they can utilize technology for marketing and management.¹⁴ This recommendation also includes the importance of collaboration with the private sector and local communities to ensure that the economic benefits of digital tourism can be felt equally and sustainably by the community, in accordance with the mandate of the law.

4. Conclusion

Local governments in Indonesia have a strong legal basis for developing tourism, including the digital dimension. A review of constitutional law shows that Law Number 10 of 2009 provides clear authority, and district/city governments, in particular, play a central role in managing destinations within their jurisdictions.

The case of South Tangerang City and the Rimbun Conservation Village is a relevant case study and provides strong empirical evidence. The South Tangerang City Government effectively translated this authority through a visionary Regional Regulation, which explicitly targets digital and community-based tourism. This regulation serves as a crucial legal instrument for guiding policy, allocating resources, and legitimizing partnerships. Its implementation on the ground, as seen in the Rimbun Conservation Village, demonstrates the tangible economic benefits for local MSMEs through an agrotourism model supported by digital promotion.

However, this success is not driven by the legal framework alone. This report concludes that developing sustainable digital tourism to boost the local economy requires comprehensive synergy. This synergy encompasses three main pillars: a strong and proactive legal framework, facilitating and innovation-oriented government policies, and active and integrated participation from communities and the private sector. Without close collaboration and sustained efforts to address the digital divide, the economic potential of digital-based tourism will not be fully realized.

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