

# THE ECONOMIC, SOCIO-CULTURAL, AND ENVIRONMENTAL IMPACTS IN THE DEVELOPMENT OF PAKSEBALI TOURIST VILLAGE, KLUNGKUNG REGENCY

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THE ECONOMIC, SOCIO-CULTURAL, AND ENVIRONMENTAL IMPACTS IN  
THE DEVELOPMENT OF PAKSEBALI TOURIST VILLAGE, KLUNGKUNG  
REGENCY

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**Abstract**

The purpose of this study was to analyze the impacts of Pakseballi tourism village development on the economy, socio-culture, and the local environment. The data were collected through observation, interviews, and Focus Group Discussion. The data were analyzed using qualitative descriptive analysis techniques. The findings of this study showed that the development of a tourist village had direct impacts on the local community. The village-owned enterprises (*BUMDes*) Pakseballi received quite good revenue which could be distributed to the community. It provided workplace for the community members, who work as waiters, cooks, cleaners, security guards, cashiers, administration staff. In addition, the communities could run businesses such as coffee shops, selling souvenirs, making traditional umbrellas. From the socio-cultural aspects, the community became more aware of the preservation of their own culture since they were used as attractions in the management of tourist villages. The community were more motivated to perform the attractions and until now they never had any conflict with the visitors. The impacts on the environment was also very positive, as the community became aware of environmental preservation. This research was expected to provide feedbacks and self-evaluations on the management and the development of Pakseballi as a tourism village in the Klungkung regency.

**Keywords: economic impact, environmental impact, socio-cultural impact, tourism village development**

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## 1. Introduction

The tourism sector is a driving force for the community's economy, which is expected to run sustainably through the development of populist tourism. To realize the development of community-based sustainable tourism, it is necessary to diversify tourist attractions that are oriented towards improving community welfare, preserving cultural arts, and developing eco-friendly tourism. Such tourism development is now also known as 'pro-people tourism' (Putra and Pitana, 2010).

Community-based tourism development is increasingly being considered as a sustainable tourism alternative because it emphasizes the active involvement of local communities in tourism development. Community-Based Tourism (CBT) is tourism that takes into account environmental, social, and cultural sustainability aspects. CBT is a tool for community development and environmental conservation or in other words, CBT is a tool for sustainable tourism development (Suansri, 2003; Putra ed. 2016). One representation of community-based tourism development is the development of a tourist village. The development of tourist villages today continues to be encouraged by the Indonesian government, including in Bali.

In line with the Tourism Village Development Acceleration Program implemented by the government through the Ministry of Tourism in synergy with the Ministry of Villages for Development of Underdeveloped Regions and Transmigration to create 2000 tourist villages, the Klungkung Regency Government has issued Regent Regulation No.2 of 2017 concerning the designation of tourist villages, one of which is the Pakseballi village.

The tourist village of Pakseballi has started operating as a tourist village since it was established as a tourist village on January 1st, 2017, until now, under the management of the Village Owned Enterprise of Pakseballi Village. Pakseballi Village is one of 12 villages in Dawan District and is located in the east of Semarang City which is 1 Km away. Pakseballi Village is also one of the supporters of the Adipura winner. Pakseballi Village consists of 5 Banjar Dinas, namely Banjar Dinas Kanginan, Banjar Dinas Kawan, Banjar Dinas Peninjoan, Banjar Dinas Bucu, and Banjar Dinas Timbrah and is divided into 8 Banjars / Pesamuan, namely Banjar Kanginan, Banjar Kawan, Banjar Peninjoan, Banjar Timbrah, Banjar Bucu, Pesamuan Puri Satria Kawan, Pesamuan Puri Satria Kaleran, and Pesamuan Puri Satria Kanginan. Territorial boundaries are as follows: In the North (Loka Sari Village, Sidemen District, Karangasem Regency ), In the East (Sulang Village), In the South (Sampalan Tengah Village), In the West (Kali Unda River).





Tourist attractions that become a mainstay are (1) Natural tourism, including: (a) Unda River that stretches wide and a dam is built by forming a giant curtain, in addition to being used for selfie and prewedding, the Unda river is also used for rafting ( b) The hills of Pakseballi Village, is a row of hills that stretches across Pakseballi Village from the west to the east, these hills are usually used for tracking, selfie and photo facilities (c) Seganing Park, is a place of eternal holy water (*tirta*) by Hindus or the community commonly used as a place to purify oneself or as spiritual tourism (2) Cultural tourism, among others: (a) *Dewa Masruman*, this activity is carried out by the people of Pakseballi Village every six months, to be precise on *Kuningan* holidays, this culture has been known to foreign countries; (b) *Lente* dance, is a sacred dance that is usually danced during piodalan at the Panti Timbrah Temple, to be precise at the time of the Piodalan pahing. This dance is danced by local young women; (c). *Malukat geni* or fire war, this activity is carried out by the community of Desa Pakseballi, in this case the congregation/ br. Puri Satria Kawan coincides with *Pengerupukan* holidays the day before Nyepi and is carried out annually; (d) *Barong* Dance performance, this activity is carried out if there is a request from visitors or guests who want to see this performance, usually during pre-wedding activities on the Unda river tour. (3) Community social tourism in the form of various handicrafts, Pakseballi Village has various kinds of handicrafts that are in great demand by local and foreign guests, e.g. handicrafts of *endek* weaving, velvet *prada*, *alang-alang* roofs, *gambelan*, traditional umbrellas, glass painting, and many others.

It is very easy to access the tourist village of Pakseballi. Located approximately 2 kilometers to the center of the city of Semarapura, it is close to other tourist destinations such as Besakih Temple, Kertagosa, and Taman Ujung. The accessibility includes the main road which connects the city of Semarapura to Karangasem Regency in good condition and is close to the By-Pass Prof. Ida Bagus Mantra.

Amenities (Amenities or facilities) owned by Pakseballi Tourism Village include Kali Unda Restaurant, Lodging, Tracking Tracks, Public Toilets, Parking Lot Ancillary services (tourism support services), others available in the form of the provision of motorized vehicle rental both two-wheeled and four-wheeled by Public

As we know, starting in March 2020 in Bali the Covid 19 pandemic has spread, which has a huge impact on businesses in the world, especially the tourism business. Since March the tourist village of Pakseballi has closed its operations and has opened operations since November 2020 with the implementation of health protocols.

Since the operation of the tourist village, until now there has never been a study of the impacts economically, socio-culture, and environment, therefore this study aimed to analyze the economic, socio-cultural, and environmental impacts of the community from the development of the Pakseballi tourism village.

## 2. Literature review and hypotheses development

### 2.1 Tourism Village Development Concept

Tourism Village is a community or community consisting of residents of a limited area who can interact with each other directly under management and have the care and awareness to play together according to their respective skills and abilities to empower potential conducive to the growth and development of tourism and the realization of security. Tourism Village consists of a whole rural experience, natural attractions, traditions, unique elements that as a whole can attract tourists (Pantiyasa et al, 2018). Another opinion states that a tourist village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that is integrated with the prevailing customs and traditions. A tourism village has a unique attraction (it can be in the form of a unique physical environment in the rural area, as well as the socio-cultural life of its people) which is packaged naturally and attractively so that rural attractions can drive tourist visits to the village (Ministry of Culture and Tourism, 2011: 1).

According to Priasukmana & Mulyadi (2001), a tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village, both from socio-economic life, socio-culture, customs, daily life, having a typical building architecture and village spatial structure, or economic activity, which is unique and interesting and has the potential to develop various components of tourism, such as attractions, accommodation, food and beverages, souvenirs, and other tourism needs. This is also confirmed by the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, which states that tourism potential is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural and man-made wealth that is the target or purpose of tourist visits.

According to Putra and Pitana (2010), tourism development will directly touch and involve the community, so that it has various impacts on the local community, both positive and negative impacts. For the community, tourism development has enormous potential benefits for the economy, socio-culture, and the environment. However, sometimes the wrong tourism development occurs, it brings many losses to the local community itself. The existence of



various benefits and challenges illustrates that tourism development is like managing a fire, where managers can use it for the benefit of the community but on the one hand it can cause losses if management is not effective. For this reason, research on economic impacts is considered indispensable as an evaluation step and a preventive step in determining the next development step, because the development of a tourist village has a multisectoral character of the activity. The implementation of tourism development must be planned in an integrated manner with considerations especially on the economic and socio-cultural aspects of local communities (Goeldner, 2000). At each stage of the development, tourism actors should be able to minimize as much as possible the negative impacts that will arise and are closely related to the economic and socio-cultural development of the local community.

## 2.2 Positive and Negative Impacts of Tourism

According to Inskip (1991) and Page et al (2001), tourism development in an area may have a positive impact as well as a negative impact. Tourism development which is carried out in a certain well-planned area can have a positive impact on the environment (Page et al, 2001). According to Godfrey et al (2000), various tourism activities have multiple impacts on the environment. Godfrey illustrates this impact in the following image:

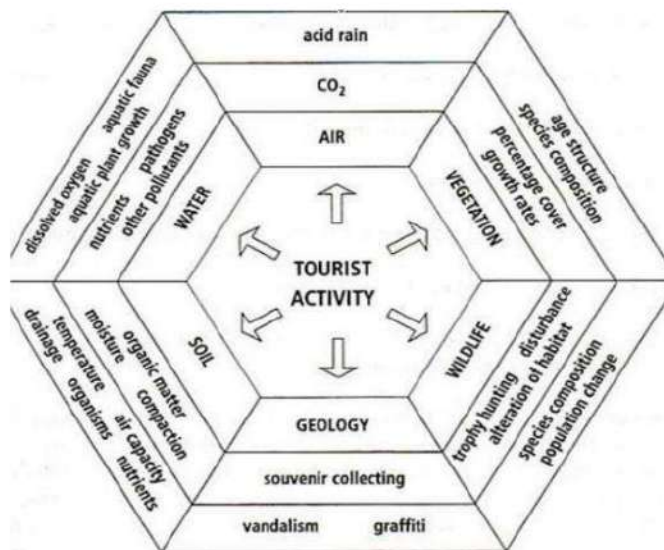


Figure 1. Multiple Impacts of Tourism Activities (Godfrey and Clarke, 2020)



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#### Positive Impact of Tourism Development

Various positive impacts arising from tourism development according to Page et al (2001) are the conservation of historical buildings for various alternative uses, strengthening the local environment, and protection of wildlife, while according to Inskip (1991) the positive impact of planned tourism development is the conservation of natural areas. which is very important, conservation of historical and archaeological sites and architecture, improvement of the environment and environmental quality, improvement of infrastructure, and increasing public awareness of the environment.

#### Negative Impacts of Tourism Development

Tourism development that is not well planned might bring various negative impacts, (Page et al, 2001; Inskip, 1991). These impacts include; water pollution, air pollution, crowd pollution, vision pollution, waste disposal problems, ecological disturbances, environmental hazards, damage to historical and archaeological sites, and land-use problems.

### 2.3 The Impact of Tourism Village Development

The development of a tourism village will certainly result in changes, especially in the local community where tourist villages are developed. Several studies on the impact of developing tourist villages were mentioned as follows.

Hermawan (2016) researched the impact of the development of the Nglanggeran tourism village on the economy of the local community. The results showed that the development of a tourist village had a positive impact on the economic development of local communities in Nglanggeran village, including increased community income; increased employment and business opportunities; increasing ownership and control of local communities; and increased government revenue through tourist fees. Meanwhile, there is no indication of a negative impact on the local economy in the form of an increase in the price of goods.

Choiriyah (2017) studied the delta fishing in Sidoarjo and its socio-economic impact on local communities. The results showed that the social impact of tourism activities on the local community, among others, the types of community work have more variations, development and improvement in the education level of the local community, as well as increasing community participation and concern in maintaining the Sidoarjo delta fishing tourism area. Meanwhile, the economic impact of tourism activities includes changes in the level of income



of the community which are quite significant in employment and entrepreneurship opportunities for local communities.

Shantika and Mahaggangga (2018) observed the impact of tourism development on the socio-economic conditions of people on the island of Nusa Lembongan. The study showed that tourism had an impact on the community and government on the island of Nusa Lembongan from eight aspects, including the impact of increased foreign exchange, an impact on local people's income which increased before tourism, had an impact on prices that were higher than real prices, had an impact on employment for opportunities for local communities, ownership, and control of tourism accommodation, sharing of benefits and benefits to customary villages, general development seen from the 4A of tourism and government tax revenue in terms of PHR. They also suggested the government and businessmen and tourism services on the island of Nusa Lembongan to improve the facilities and infrastructure to support tourism, reinforce the rules regarding the distribution of proceeds against traditional villages, increase access and employment for local communities on the island of Nusa Lembongan.

Rendra and Fadhilah, (2017) analysed the impact of Lakkang tourism village development on the economic growth of the community. The results of this study indicated that the impact of developing a tourist village on the economic growth of the Lakkang community was very positive because it had opened many jobs for the community, many business opportunities for the local community so that community's income increased. Meanwhile, the factors that supported the economic development of the people of Lakkang village were the potential tourist attractions in the village of Lakkang which attracted tourists. Even though there were many positive impacts on the community, many people were still not aware of the natural potentials did not make use of them.

### **3. Research methodology**

Data collection was carried out by field observations, and in-depth interviews. 28 respondents were selected through purposive sampling (Pantiyasa, 2019). i.e. the residents of the five *Banjars* (neighborhoods) in Pakseballi village area, the *Kelian Banjar* (head of the neighborhood), the managers of tourism village, and Bumdes, the village Head, and his staff. Data collection was also carried out by studying documents through files, documents in the form of photos of tourism village activities, online media regarding the Pakseballi tourism village. In the next stage, a Focused Group discussion (FGD) was held at the Kali Unda



Restaurant on October 15, 2020, which was attended by Heads of the Environment / Kelian Banjar, BUMDES Administrators, Tourism Village Managers, Head of Youth Organization, Village Supervisory Babin, Village Heads and village secretary, head of village section totaling 30 people. The FGD was conducted to obtain data on the impact of developing a tourist village from an economic, socio-cultural and environmental perspective. The data analysis technique used is descriptive qualitative based on qualitative data analysis concept guidelines from Miles and Huberman (1992), data analysis was carried out by (1) data reduction, namely the selection of all data obtained related to the conditions of tourism village management, including adding field data or looking for new data if deemed insufficient, (2) presenting selected data which is done descriptively and narrative, and (3) conclusions from all previous data presentations and analyzes.

**4. Results and discussions**

4.1 Economic Aspects

Paksebali Tourism Village development has provided direct and indirect economic benefits to the community. The direct benefits that have been felt by the local community (host community) include community members being able to work in the management of a tourist village as waiters, cooks, administrative staff, and cashiers. Direct income from management of tourist villages by BUMDes from 2017, 2018, and 2019 is as follows:

No	Unit	Modal	R/L	Omsel	Aset
1	Air	1.166.168.439	(14.081.264)	330.087.538	1.350.587.175
2	GSM	890.935.321	46.642.120	130.324.393	940.577.441
3	Umum	26.823.501	19.097.305	98.519.600	1.016.594.705
4	Sampah	33.073.876	(38.611.052)	79.205.784	377.361.824
5	Wisata	791.842.680	26.303.469	458.573.434	823.146.149
6	Pasar	636.033.000	3.349.686	85.269.704	660.882.686
7	Gabung	3.544.876.817	45.700.264	1.181.980.453	5.169.149.980

Figure 2 Bumdes Financial Report 2017  
Source Bumdes Paksebali

From the data above, it can be seen that the tourism village in 2017 can contribute to the Paksebali BUMDES of Rp. 26,303,469. Of the total profits of 45,700,264. If you look at it as

a whole, it turns out that water and waste management has suffered a considerable loss. So the management of a tourism village can contribute 57.56%.

No	Unit	Modal	R/L	Omset	Aset
1	Air	1.152.087.174	(4.695.934)	331.236.299	1.352.891.241
2	GSM	918.784.805	31.920.796	89.509.621	950.705.601
3	Umum	34.691.614	(12.807.514)	99.802.760	973.908.870
4	Sampah	439.126	(62.101.084)	92.384.473	452.654.740
5	Wisata	743.805.108	29.870.110	797.236.713	1.114.783.837
6	Pasar	708.439.761	17.639.566	191.487.470	831.856.769
7	Gabung	3.558.247.589	19.825.940	1.601.657.336	5.678.801.058

Figure 3. Paksebalı BUMDes Financial Report 2018.  
Source: Paksebalı BUMDes.

In 2018 the profit from managing a tourist village was Rp. 29,870,100. When compared to 2017, the benefits of managing a tourism village increased by 11.94% and contributed 150.66%. In other words, the benefits of managing a tourism village can cover the losses experienced in other parts, namely water, and waste management.

No	Unit	Modal	R/L	Omset	Aset
1	Air	1.147.391.241	(31.468.323)	312.520.765	1.339.041.918
2	GSM	945.329.361	21.216.299	106.851.999	966.545.660
3	Umum	125.484.100	6.938.379	126.711.806	1.048.276.627
4	Sampah	439.126	(71.415.569)	81.810.021	471.617.671
5	Wisata	760.214.184	36.770.877	653.239.571	1.206.158.822
6	Pasar	713.542.980	12.454.519	186.363.636	907.870.414
7	Gabung	3.692.400.992	(25.503.818)	1.467.497.798	5.939.511.112

Figure 4. Paksebalı BUMDes Financial Report 2019.  
Source: Paksebalı BUMDes.

In 2019, the profit from managing a tourist village is Rp. 36,770,877, an increase of 18.77% from the previous year's profit. However, the Paksebalı BUMDes in 2019 experienced considerable losses from water, public, and waste management. So that BUMDes suffered a loss of Rp. 25,503,818. Until now, there is no comprehensive financial report of the income from tourism village management, as can be seen in Table 1.

As it is known, since March 26, 2020, the tourist attraction and restaurant of Kali Unda were closed due to the Covid-19 pandemic so that the main source of income for the tourist village and BUMDes Pakseballi has decreased drastically. The economic benefits that are indirectly felt by the community include the development of local craftsman businesses, such as weaving, Hindu religious ceremonies (traditional umbrellas, wastra, temple decorations), as well as food and snack stalls.

Table 1. Financial report of BUMDes in Pakseballi 2020. Source: Pakseballi BUMDes

No.	Period	Income (IDR)	Notes
1.	January	48.490.454	
2.	February	40.478.161	
3.	March	29.168.468	Since March 26 <sup>th</sup> , the restaurant in Unda river was closed due to Covid-19 Pandemic
4.	April	0	
5.	May	0	
6.	June	0	
7.	July	0	
8.	August	0	
9.	September	0	
10.	October	0	

#### 4.2 Socio-cultural aspects

The socio-cultural life of the people in Pakseballi Tourism Village is still very strong, this is proven by the enthusiasm of the local community to carry out various kinds of religious ceremonies such as: piodalan, pecupdate, pamungkahan melukat geni, god mesraman ceremony and others. In the case of religious ceremonies at temples, the implementation is fully carried out by members (krama) of traditional villages and the costs are obtained from local traditional villages and donations from BUMDES.

The people of Pakseballi had no problem if the holy places (temples) in the tourist area are also used as tourist objects as long as they still fulfill or comply with the applicable regulations (*awig-awig*). The local community did not expect money or donations for their use as tourist



performances during religious ceremonies. But if there are tourists who want to donate, the donation is entered or received by the traditional village.

The social life of the Pakseballi community is going well and there are no indications of conflicts of interest between residents because the management of a tourist village is managed by a Village-Owned Enterprise and a temple is used as a tourist attraction. Ten percents of temples in Pakseballi Village are categorized as public temples that are occupied by the entire community such as *Pura Dalem Kahyangan*, *Pura Bale Agung*, *Pura Puseh* and special temple status for the clan such as the *Timbrah Panti* Temple which is taken care by Timbrah residents who come from Karangasem. In this temple, a unique ceremony is held, namely the *Dewa Mesraman*. Pura Bujangga which is specifically for Bujangga residents.

Basically, the Pakseballi community received it well and felt proud that their village became one of the tourist villages in Bali. The community agreed that the Tourism Village at least contributed to their village even though the direct impact had not been evenly spread throughout the community.

The local people of Pakseballi expected to preserve tourism assets so that they remain natural, beautiful and have the uniqueness that differentiates them from other tourist objects. With this particularity, it is hoped that it will be able to attract tourists to visit this tourist attraction. Local people also expect infrastructure improvements such as roads, parking lots, street lighting, procurement of trash bins and construction of trekking routes. local communities can be directly involved and have a more role in the development of the Pakseballi Tourism Village

With the development of a tourist village, the village community is increasingly aware of the preservation of arts and culture that is owned and inherited by their ancestors such as the lence dance (a traditional dance that only exists in Pakseballi village) which is staged during the odalan at the temple, a ceremony of god Mesraman ceremony that only exists in the village of Pakseballi. , the preservation of other dance arts such as lence dance, barong dance and other dance arts.

#### 4.3 Environmental aspects

Tourism development in the Tourism Village of Pakseballi does not result in negative impacts on the environment and a decrease in the quality of land or agricultural land, both agricultural and rice fields. Preservation of the hill is still well preserved. The community jointly and agreed to preserve the Mandeian hill which is in the north of Pakseballi village. The local community has been aware of the need for environmental preservation. In Pakseballi

Village, a waste processing center for KSM Nangun Resik has been established (see fig.5). Not found any sewage treatment system that comes from livestock manure such as; cows, pigs, and chickens. Cattle and pig manure is used directly by the local community as an organic fertilizer. The River Unda river is preserved and the community is prohibited from dumping waste into the river.



Figure 5. Pakseballi Village Waste Processing Site

## 5. Conclusion

The development of Pakseballi tourism village brought positive impacts on the local communities. Economically, the Bumdes gained high revenue, and provided job vacancies for the community members, i.e. waiters, cooks, cleaners, security officers, cashiers, and administration staff, while others can make businesses such as coffee shops, selling souvenirs, and making traditional umbrellas. Socio-culturally, the community became more aware of their own unique culture, such as *Lente* dance, *Dewa masraman* processions, and Melukat Geni ceremonies. Environmentally, the community become more aware of environmental preservation. In the past, Mandeian hills were neglected, many trees were cut down, now many trees have been planted and arranged more neatly. The Unda river, where the people used to bath and dispose plastic waste, now is carefully maintained. It is expected that the development of Pakseballi tourism village will be more sustained and supported by the government and the community.





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