

UNDERSTANDING COLLABORATION DYNAMIC MANAGEMENT BETWEEN MSME AND MENDUT TOURISM VILLAGE

Katon Alvessha Dewi¹, Kurnia Hakiki², Kenyo Kharisma Kurniasari^{3*}, Atika Nur Hidayah⁴, Yusuf Indra Darmawan⁵

¹⁻⁴ Tourism Study Programme, Faculty of Economics, Universitas Tidar, Magelang, Indonesia

⁵ Department of Tourism, Youth and Sports of Magelang District, Indonesia

*Email corresponding author: kenyo.k@untidar.ac.id

Abstract

Village tourism is an alternative tourist model that capitalizes on local resources such as natural richness, culture, and the creative economy. Collaboration between Micro, Small, and Medium Enterprises (MSMEs) and tourist village managers is critical to developing a competitive, authentic, and sustainable destination. This study examines the inhibiting factors affecting collaboration dynamics between MSMEs and the management of Mendut Tourism Village in Magelang Regency. This study employs a case study approach using field observation and in-depth interview with several MSME actors and tourism village managers. The results showed that the collaboration in Mendut Tourism Village is ineffective due to several factors including lack of understanding of tourism village concept, inadequate external support, limited access to information and funding, and a weak strategic partnership. This finding indicates that tourism village managers should enhance tourism village literacy and promote support from academics and other stakeholders. This study contributes to the development of participatory collaboration strategies and capacity-building initiatives for local MSMEs actors in tourism village development.

Keywords: Tourism Village, MSMEs, Collaboration, Destination Development, Community Literacy.

INTRODUCTION

Mendut Tourism Village, located in Mungkid District, Magelang Regency, is one of the tourism villages that has the potential to become a popular tourist destination. Its strategic location in the vicinity of Mendut Temple and Borobudur Temple, as well as its rich culture and spirituality, make this village has its own charm for domestic and foreign tourists. In addition to cultural and historical potential, local communities also develop a variety of local products based on traditional wisdom in the form of Micro, Small and Medium Enterprises (MSMEs), such as batik, traditional food, handicrafts, and creative products based on puppet characters.

As an alternative form of tourism, village tourism is an approach that emphasizes active community participation, cultural preservation, and sustainable use of local potential. Within this framework, MSMEs play an important role as drivers of the village economy as well as providers of authentic tourism products and experiences. However, the results of field observations and interviews with Mendut Tourism Village managers show that most MSME actors do not fully understand the concept of tourism villages and have not been optimally involved in the planning and management of tourism activities. Communication among players is sometimes unreliable. The lack of a formal collaborative platform is a significant obstacle in developing strong synergies.

This finding is consistent with prior study by Rachmawati et al. (2021) which found that one of the major barriers to the development of tourism villages is a lack of collaboration between MSMEs and destination managers. Meanwhile, research by Yuliana and Prasetyo (2020) highlighted the importance of institutional collaboration in improving the competitiveness of tourist villages. However, these studies generally still focus on the general aspects of village tourism management, without specifically highlighting the dynamics of the relationship between MSMEs and tourist village managers in one particular location. Therefore, this study has the novelty of examining in depth the

dynamics of collaboration that occur in Mendut Tourism Village, including the forms of relationships, challenges, and strategies for improving collaboration that are relevant to the local context.

This article aims to provide a comprehensive overview of the state of collaboration between MSMEs and the management of Mendut Tourism Village. In addition, this study also aims to identify inhibiting factors, patterns of cooperation formed, and offer strategic recommendations to encourage stronger synergy and support the development of participatory, inclusive and sustainable tourism villages.

LITERATURE REVIEW

1. Collaboration

Collaboration is considered as a critical factor in the development of sustainable tourism destinations, particularly in rural areas. Collaborative efforts between stakeholders can foster innovation, increase resource efficiency, and ensure local participation in tourism development (Khaerul Rahman, Utami, and Pancasilawan, 2021). Collaboration is also supported by the pentahelix models which incorporated synergies between academia, business, community, government, and media (Bali, 2025). However, effective collaboration requires shared understanding, mutual trust, and formalized structures. Fatin, Devina, and Musleh (2024) point out that one of the challenges in collaborative tourism governance is the absence of strategic partnerships. It results in fragmented and temporary cooperation. In the context of MSMEs and tourism villages, many collaborations are limited to ad-hoc interactions without long-term planning or integration into broader destination strategies (Mijiarto et al., 2023). Therefore, strengthening collaborative literacy and institutional frameworks is vital to build sustainable and productive partnerships.

2. Tourism Village and MSMEs

Tourism village comprise the principles of local empowerment and sustainability, relying on the community's cultural, environmental and economic assets. MSMEs play a vital role by providing authentic goods, services, and experiences that align with the tourism village concept (Budhi Pamungkas Gautama et al., 2020). Traditional food producers, handicraft artisans, and cultural performers are those of MSMEs that contribute both economically and socio-culturally to the destination. MSMEs often face structural challenges despite their potential, which include, limited access to capital, weak marketing capabilities, and low integration with tourism planning processes. According to Rosari (2025), integration of MSMEs into tourism development is often impeded by the inadequate training, insufficient institutional support, and a lack of strategic vision. Therefore, it is necessary for tailored empowerment programs that support the economic sustainability of MSMEs in the tourism contexts. It suggests that tourism village development should include mechanism for capacity building, innovation support, and inclusion of MSMEs in planning and policy-making.

3. Tourism Village Management

Effective tourism village management relies not only on the operational planning but also community involvement and strategic stakeholder engagement. A successful tourism village requires the alignment of vision, mission, and goals among different actors to build a shared commitment to sustainable development (Lewomada et al., 2025). A strong leadership and institutional structure, such as POKDARWIS (Tourism Awareness Group), are essential to manage tourism activities, organize the resource and facilitate the participatory planning. However, many tourism villages operate without formal management frameworks or clear roles for each actor, resulting in inefficiencies and overlapping responsibilities (Prabujawa et al., 2024). The lack of participation of MSMEs in tourism planning and development reduces the opportunities for synergistic development. Hence, the integration of MSMEs into tourism village governance should be a priority in the destination management frameworks.

RESEARCH METHODS

This research uses a descriptive qualitative approach with a case study method to deeply understand the problems that occur in the development of Mendut Tourism Village. This research design was chosen because it allows researchers to explore the phenomenon of collaboration between MSME actors and tourist village managers in a specific social and cultural context. The research subjects consisted of Micro, Small, and Medium Enterprises (MSMEs) actors and tourism village managers who are members of Pokdarwis. Researchers also involved supporting informants such as local community leaders to enrich the data.

Data were collected through participatory observation, *in-depth* interviews, documentation of activities, and monitoring and evaluation of activities in Mendut Tourism Village. Field observations were conducted directly by the research team to observe tourism activities, interactions between actors, and forms of MSME involvement in tourism village activities. Interviews were conducted with Pokdarwis managers and a number of MSME actors to gather information related to local potential, constraints faced, their expectations for tourism village development, and the type of support or training needed.

Researchers were directly present at the location to ensure the depth of data and understanding of the local socio-cultural context. Data analysis was done thematically, by grouping data based on the main themes that emerged from observations and interviews. To ensure data validity, source and method triangulation techniques were used, by comparing information from various sources and data collection techniques. This step was taken to ensure consistency of findings and strengthen the validity of the research results.

RESULTS AND DISCUSSION

Conditions of collaboration between MSMEs and Mendut Tourism Village managers

Based on the identification results, it is known that there are eight micro, small, and medium enterprises (MSMEs) that have been operating in the Mendut Tourism Village area. Although the existence of these MSMEs shows promising local economic potential, until now the collaboration between MSMEs and tourist village managers has not been optimally established. The synergy that should be a strength in the development of tourist villages is still limited to individual aspects and has not been integrated in existing tourism programs. The complete list of MSMEs active in Mendut Tourism Village can be seen in the Table 1.

Table 1 UMKM Desa Wisata Mendut

No	Product Name	Description
1	Batik	The industry offers a batik experience to tourists by involving them directly in the process of making batik cloth, from drawing motifs using malam (wax) to the coloring stage.
2	Sandal Kupanat	This industry crafts kupanat sandals for distribution to the Borobudur Temple tourist attraction region, which will be utilized as special footwear for tourists ascending the temple.
3	Omah Kuluk	The industry produces <i>kuluk</i> , a head covering specifically designed for use in traditional dance performances of Magelang known as "Topeng Ireng".
4	Jenang Lot	This industry processes traditional cuisine in the form of <i>jenang lot</i> , a sort of typical <i>jenang</i> with a soft texture and a sweet taste. It is commonly produced from sticky rice flour, brown sugar, and coconut milk and is served as a traditional meal at traditional and daily occasions.

5	Produk Tape	This industry is engaged in traditional food processing by utilizing <i>tape</i> (fermented cassava) as the main basic ingredient in various types of processed products produced.
6	Rengginang	This industry is engaged in the production of traditional food in the form of rengginang, a glutinous rice-based product that is dried and then fried until crispy. This product is widely known as a typical snack with a savory taste and crunchy texture.
7	Lemper Bakar	This industry is engaged in traditional food processing in the form of grilled lempur, which is a sticky rice-based food filled with shredded seasoned chicken meat, then wrapped in banana leaves and grilled to produce a distinctive aroma and delicious taste.
8	Petruk	This industry processes traditional Mendut specialties made primarily from cassava. Cassava is prepared, packed with chayote, then fried till done before eating.
9	Rempeyek	This industry produces rempeyek, offering a variety of products, including gotu kola rempeyek, peanut rempeyek, and peto rempeyek.

Two out of eight MSMEs operating in Mendut Tourism Village actively collaborated with tourism village managers. Those are Batik industry, Kupanat sandals, and Omah Kuluk. It demonstrates that the collaboration between small enterprises and tourism village managers is still limited and has not been fully developed or effective. It also implies a lack of coordination and a collective understanding of the importance of cross-sector collaboration in enhancing the development of tourism village as integrated, competitive, and sustainable destinations.

Local business players continue to play an unstructured and passive role in the planning, management, and promotion of Mendut Tourism Village. Their participation is often confined to incidental activities, with no active role in decision-making or the development of the tourism village's strategic plan. This situation is caused by the business actors' lack of knowledge on the importance of tourism as an economic opportunity that may assist their business' long-term viability. Moreover, the village managers' limited knowledge on the concept of tourism village hinders MSMEs' joint endeavors.

Collaboration Barrier Factors

There are numerous challenges to achieving synergies between MSMEs and tourism village managers that continue to provide a significant difficulty in partnership process. These obstacles arise from a variety of internal and external factors that have an impact on the efficacy of the collaboration of the two parties. Therefore, it is critical to identify these limitations for developing a more successful and sustainable cooperation approach in the future. The followings are the barriers that arise in Mendut tourism village.

First, there is a lack of awareness of the importance of collaboration. Mendut Tourism Village has significant potential in MSME sector which includes culinary, handicraft, and local culture-based items. However, the actual conditions indicate that coordination between MSME players and tourism village managers is still not effective. One of the primary causes is the lack of understanding of MSME players on the need of cross-sectoral collaboration in promoting community-based tourism development. As a result, the development of Mendut Tourism Village is not optimal. MSME actors continue to express uncertainty or reluctance when their business is directed as part of a tourism attraction. It is due to the misunderstanding of the potential economic and promotional benefits of collaboration with the tourist industry. On the other hand, tourism village managers have been unable to give comprehensive education and assistance to MSME participants on the relevance of local companies in sustaining tourism village sustainability. This leads to the impediments to establishing a successful and mutually beneficial relationship.

The development of Mendut Tourism Village continues to face the challenges in terms of external support, both from the corporate sector and the government. One of the barriers to

effective collaboration between MSME players and tourist village administrators is a lack of active participation on the part of these stakeholders. In fact, in the current situation, Mendut Tourism Village really needs the participation of stakeholders to provide strategic support, including in increasing the capacity and understanding of Human Resources (HR) in the village. This support is important so that the local community, especially MSME players, have a higher *awareness of* the importance of tourism activities as a sustainable driver of the local economy. In this context, support from external parties is crucial, especially in providing training, mentoring, access to capital, and strengthening marketing networks. However, due to the lack of such interventions, MSME players in Mendut Village do not yet have sufficient capacity and confidence to make their businesses part of tourist attractions. As a result, the great potential possessed by local MSMEs has not been able to be optimized to support the development of tourism villages as a whole. Therefore, more systematic and collaborative efforts are needed from all relevant parties to create a mutually reinforcing ecosystem for tourism villages between the local economic sector and the tourism sector.

Next, lack of access to funding and information. To develop their business, MSMEs need basic knowledge on how to obtain business capital, such as obtaining additional capital from government funding, financial institutions, or others. However, in Mendut Tourism Village, this information is still limited, making it difficult for their businesses to innovate and develop. While in reality, a good tourism business is a business that always meets the needs of tourists that continue to change in line with trends. This is what happens in Mendut Tourism Village, lack of capital results in the MSMEs so that often make them being unable to meet tourist preferences. This lack of access to information means that they do not know how to adapt their products to the needs of the tourism market. This causes the potential of MSMEs to not be maximized as part of the tourist village attractions. For this reason, it is very important to have support from tourism village managers, the government, and other institutions so that MSME actors receive assistance, training, and easier access to capital and relevant information.

Lastly, the relationships that are not yet strategic partnerships. One of the other challenges in the collaboration between MSME actors and tourism village managers in Mendut Village is that the working relationship is still informal and has not been built as a strategic partnership. In practice, the cooperation that exists is more functional and momentary, for example when there are certain activities such as village events or tourist visits, not as a long-term collaboration that is planned and managed together in a sustainable manner. The lack of mutual understanding of the roles of each party and the absence of a formal agreement or a clear cooperation agreement means that this relationship has not run optimally. As a result, there is no certainty in the division of tasks, profit sharing, or joint decision-making. This can lead to communication gaps, distrust, and a lack of ownership of the tourism village development program. To build a strong collaboration, a mutually beneficial partnership is needed, where MSMEs are not only considered as a complement, but as the main partner in creating a complete and quality tourism experience.

Development Strategy

The development strategy was prepared as a concrete step to overcome various obstacles that hinder the optimization of Mendut Tourism Village, with the aim of strengthening the management structure and increasing the active role of local actors, especially MSMEs, in community-based tourism development. This approach not only focuses on improving the physical aspects or promoting the destination, but it also encourages stakeholders to work together more closely. The development pattern under this strategy is expected to be inclusive, participatory, and sustainable, with a focus on strengthening local capacity, involving MSMEs in the planning process, and developing competitive products and services. This strategy is a critical foundation for the development of economically self-sufficient and competitive tourism villages on a regional scale.

The first strategy involves collaborative capacity building and literacy. Looking at the first inhibiting factor, namely the low understanding of the importance of collaboration from both the

MSME actors and the Mendut Tourism Village managers, it is clear that a structured and sustainable development strategy is needed. One of the strategic initiatives that may be implemented is to develop human resource capacity (HR), which seeks to enhance knowledge and understanding of the benefits of collaboration in the development of tourist villages among both sides. Furthermore, enhancing collaborative literacy through the provision of appropriate, structured, and freely accessible reading materials is predicted to contribute to the development of an open and participatory attitude. This effort is critical for fostering synergistic collaboration between MSME players and tourist village management, allowing Mendut Tourism Village to grow in a more inclusive, focused, and sustainable manner.

In addition, regular communication forums need to be held. Public communication forums are a good place for building collaboration and it has been widely used as a tool for developing destinations, especially rural tourism such as tourism villages. This forum can facilitate the discussion and information in responsible and sustainable manners, so that the relationship between stakeholders in the destination is tighter, especially when involving external institutions outside the tourism village such as the involvement of academias, financial institutions, and other external actors. A well organized and interactive communication platform can also increase access to information, training, and financial opportunities. More importantly, this forum has the potential to increase interaction between MSME actors and tourism village managers, so that it can support more strategic collaboration based on shared responsibilities and goals.

Furthermore, stakeholders need to provide establish policies that encourage funding. The most challenging obstacle to the development of Mendut Tourism Village is the need for assistance in the form of policies from the destination managers, especially those that encourage funding to support sustainability. This step is needed to encourage changes in governance and innovation in the development of local communities in maximising their potential through MSMEs. Currently in Mendut Tourism Village, MSMEs are still small-scale with minimal capital from personal funds. This scenario makes it difficult for them to develop their business capacity and fully contribute to community development. With minimal capital, most MSME actors are still focused on meeting short-term demands. Therefore, there is a lack of long-term vision to develop sustainable partnerships to encourage the success of Mendut Tourism Village as a whole destination. Thus, the role of MSME actors and tourism village administrators has not been fully integrated.

The final alternative proposed is the involvement of MSMEs in the development of tourist villages. MSMEs as part of local communities are an important stakeholder in planning sustainable tourism villages. This involvement is especially important in the context of Mendut Tourism Village because of the significant potential of the local MSMEs, where they have a key role in supporting tourism operations. However, from the results of the analysis, MSMEs are not yet involved in the overall planning by the destination managers. Therefore, they need to start establishing relationships between MSME actors by developing an effective communication forum, for instance, or any other approaches in order to encourage more targeted collaboration for sustainable development in the tourist village.

Through this integrative approach, it is expected that MSME players will not only focus on short-term profits, but also begin to foster a sense of ownership and responsibility for the success of the tourism village as a whole. MSMEs can tailor their products and services to better suit the needs of tourists, while increasing the competitiveness and added value of local products. This will not only strengthen the village's economic structure, but also create an inclusive and community-empowerment-oriented tourism village management model.



Image 1 UMKM Batik



Image 2 UMKM Lemper Bakar



Image 3 UMKM Rempeyek

CONCLUSION

This study found that collaboration between Micro, Small, and Medium Enterprises (MSMEs) and the management of Mendut Tourism Village remains ineffective. Despite the village's strong potential in cultural, spiritual, and local creative economy sectors, MSME involvement in tourism development is still limited. Several key inhibiting factors were identified, including MSMEs' limited understanding of the tourism village concept, insufficient support from external actor such as the government and private sector, limited access to capital and information, and the absence of strategic partnerships between businesses and tourism village managers. These barriers hinder effective synergy among stakeholders, preventing the village's substantial potential from being fully leveraged to develop a sustainable tourism village.

The implications of this study emphasize the importance of the role of local facilitators, such as village facilitators or tourism experts, who can bridge communication between MSME actors and tourism village managers. Local governments, educational institutions, and private partners are also expected to provide ongoing support in the form of training, business mentoring, providing access to market information, and financing facilities. Thus, MSMEs can transform into strategic partners in building quality tourism products, increasing village attractiveness, and strengthening the local economy as a whole.

The limitation of this research lies in the limited data coverage, both in terms of the number of informants and the duration of research in the field. In addition, the qualitative approach used has not included an in-depth analysis of the social and institutional dimensions as a whole, including the involvement of external parties such as financial institutions, tourism agencies, and tourism digital marketing actors.

BIBLIOGRAPHY

- Alfitri, A., Prabujaya, S. P., Zakir, S., Aryansah, J. E., Adam, R., & Austin, T. (2024). Pendampingan dan Penguatan Kelembagaan Kelompok Sadar Wisata (Pokdarwis) dalam Branding Desa Wisata Berbasis UMKM Lokal di Desa Talang Pangeran Ulu . *Jurnal Pengabdian Masyarakat Mentari*, 1(2), 1–7. <https://doi.org/10.59837/jpmm.v1i2.7>
- Ariani, A. D., Zouly, D., Cahyono, I., & Azizah, R. N. (2024). Pemberdayaan UMKM sebagai strategi pemerintah untuk mengurangi kemiskinan di Indonesia tahun 2020–2023. *Jurnal Ekonomi dan Sosial*, 3(2), 91–103.
- Bahasoan, H., & Wargadinata, B. (2025). Pemberdayaan pemimpin desa dalam mendorong UMKM dan ekonomi kreatif lokal berbasis desa wisata. *Jurnal Pemberdayaan Masyarakat*, 5(2). <https://doi.org/10.59818/jpm.v5i2.1478>
- Bali, P. P. (2025). Kolaborasi pentahelix dalam pengelolaan wisata budaya pada desa wisata: Studi kasus Desa Wisata Melinggih Kelod, Payangan. *Jurnal Ilmu Pariwisata*, 8, 81–92.
- Berry, W. (2005). War does not maintain peace or promote freedom. In L. I. Gerdes (Ed.), *War: Opposing viewpoints* (pp. 71–79). Greenhaven Press.
- Budhi Pamungkas Gautama, Y., Yuliawati, A. K., Nurhayati, N. S., Fitriyani, E., & Pratiwi, I. I. (2020). Pengembangan desa wisata melalui pendekatan pemberdayaan masyarakat. *BERNAS: Jurnal Pengabdian Kepada Masyarakat*, 1(4), 355–369. <https://doi.org/10.31949/jb.v1i4.414>
- Christiani, L., Bhakti, I., & Winanta, R. (2022). Strategi Pengelolaan Wisata Pada Kawasan Strategis Pariwisata Nasional (KSPN) di Kelurahan Mendut, Kecamatan Mungkid, Kabupaten Magelang. *Jurnal Pemberdayaan Pariwisata*, 4(2), 76-86. doi:10.30647/jpp.v4i2.1642
- Fatin, A. D., Devina, F., & Musleh, M. (2024). Kolaborasi stakeholder dalam pengembangan pariwisata berkelanjutan di Desa Wisata Pandean, Kecamatan Dongko, Kabupaten Trenggalek. *Jurnal Administrasi Publik*, 15(1), 28–47. <https://doi.org/10.31506/jap.v15i1.22207>

- Ferdi Gunawan Siagian, Syahrinal Fajri, & Mahesa Marpaung. (2025). Pemberdayaan UMKM dalam Ekonomi Pembangunan Sebagai Solusi Pengurangan Kemiskinan dan Peningkatan Kesejahteraan. *Journal of Islamic Economics and Finance*, 3(1), 108–117. <https://doi.org/10.59841/jureksi.v3i1.2296>
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis*. Pearson Education Inc.
- Isabella, A. A. (2024). Optimalisasi sumber daya manusia dalam manajemen pariwisata Desa Way Tebing Cepa, Kabupaten Lampung Selatan. *Jurnal Pengabdian Masyarakat*, 4(4). <https://doi.org/10.59818/jpm.v4i4.744>
- Khaerul Rahman, N., Budi Utami, S., & Pancasilawan, R. (2021). Kolaborasi pengembangan destinasi pariwisata kreatif di Kota Bandung: Studi pada Bandung Creative Belt sektor Cigadung. *JANE: Jurnal Administrasi Negara*, 13(1), 74–88.
- Lewomada, W., Talibura, K., Sikka, K., Rudolfa, M., Mendez, D., Onang, Y., & Sujila, K. (2025). Strategi sinergi dan inovasi untuk pariwisata berkelanjutan di desa. *Jurnal Pemberdayaan Daerah*, 4(1), 55–66.
- Marham Jupri Hadi, L., & Meiyanti Widyaningrum. (2022). Pemetaan potensi wisata, peluang dan tantangan pengembangan Desa Wisata Pengadangan Barat, Kabupaten Lombok Timur. *Journal of Tourism and Economic*, 5(1), 32–45. <https://doi.org/10.36594/jtec/01a88690>
- Mijiarito, J., Gusriza, F., Andrea, G., & Sirait, L. (2023). Sinergi UMKM Dan Wisata Dalam Revitalisasi Desa Wisata Kebangsaan, Kabupaten Situbondo. *Jurnal Ilmiah Pariwisata*, 28(2), 202–211. [doi:10.30647/jip.v28i2.1681](https://doi.org/10.30647/jip.v28i2.1681)
- Pangky Arbindarta Kusuma, & Salindri, Y. A. (2022). Pengembangan potensi wisata di Desa Wisata Sidorejo, Kecamatan Lendah, Kabupaten Kulon Progo. *Journal of Tourism and Economic*, 5(1), 46–62. <https://doi.org/10.36594/jtec/2nn36580>
- Prabujaya, S. P., Zakir, S., Aryansah, J. E., Austin, T., & Sriwijaya, U. (2024). Pendampingan dan penguatan kelembagaan Kelompok Sadar Wisata (Pokdarwis) dalam branding desa wisata berbasis UMKM lokal di Desa Talang Pangeran Ulu. *Jurnal Pengabdian Publik*, 1(2), 1–7.
- Putra, A., Pradikto, S., & Pasuruan, W. (2025). Pengaruh UMKM kuliner dan wisata lokal terhadap peningkatan pertumbuhan ekonomi di Desa Ranggeh, Kecamatan Gondangwetan, Kabupaten Pasuruan. *Jurnal Ekonomi dan Inovasi*, 4(1), 12–22.
- Rahmasari, D., Feranda, K. R., Dianisa, T. R., Dewi, M. P., Rachmawati, Y., Wisnu, A., Wulandari, F., Ardianingrum, M., Salsabila, B., Husna, T. A., Winarto, A., Fannani, A. F., Parwati, K. M., Puspita, K. M., & Rustamaji, M. (2023). Optimasi Community Based Tourism dan penguatan UMKM berbasis One Village One Product untuk mengembangkan pariwisata berkelanjutan Desa Banyuwang, Boyolali. *Prosiding Seminar Nasional Pengabdian Kepada Masyarakat*, 2023, 212–228. <http://journal.unj.ac.id/unj/index.php/snppm>
- Rosari, D. (2025). Pemanfaatan UMKM kuliner lokal dan kearifan lokal dalam pengembangan desa wisata berkelanjutan: Studi kasus di Desa Buluh Duri, Serdang Bedagai, Sumatera Utara. *Jurnal Inovasi Pariwisata*, 6(2), 1054–1060.
- Sakir, S., Pribadi, U., Mutiarin, D., & Primayudi, K. (2025). Integrasi potensi wisata desa dan UMKM berbasis budaya menuju desa mandiri budaya di Kalurahan Wirokerten, Kabupaten Bantul. *Jurnal Pengembangan Desa*, 28(1), 94–107.
- Santi Diwyarthi, N. D. M., Pramana, I. D. P. H. ., Adi Pratama, I. W. ., Mas Wiarta, N. G. ., & Jata, I. W. (2025). Kolaborasi Pentahelix dalam Pengelolaan Wisata Budaya pada Desa Wisata: Studi Kasus Desa Wisata Melinggih Kelod, Payangan. *Ganaya : Jurnal Ilmu Sosial Dan Humaniora*, 8(3), 81–92. <https://doi.org/10.37329/ganaya.v8i3.4056>
- Siagian, F. G., Fajri, S., & Marpaung, M. (2025). Pemberdayaan UMKM dalam ekonomi pembangunan sebagai solusi pengurangan kemiskinan dan peningkatan kesejahteraan. *Jurnal Ekonomi Daerah*, 1, 108–117.

Wulandari, D., Akbar, M. A., & Jannah, M. (2016). Aglomerasi UMKM dengan optimalisasi tempat wisata dalam pembangunan desa wisata sebagai peningkatan perekonomian masyarakat: Studi kasus di Kecamatan Sawahan, Kabupaten Nganjuk [Proceedings paper]. Prosiding Seminar Nasional Manajemen, Ekonomi dan Akuntansi, 1(1).
<https://proceeding.unpkediri.ac.id/index.php/senmea/article/view/51>