



**ECONOMIC DUALITY IN TOURIST AREAS: THE IMPACT OF
GEOGRAPHICAL CONDITIONS ON THE INCOME LEVELS OF TOURISM
AND NON-TOURISM BUSINESS OWNERS IN SAJEN VILLAGE, PACET
DISTRICT**

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Abstract

This study seeks to examine the phenomenon of economic duality and the impact of geographical and environmental factors on the income levels of tourism and



non-tourism business owners in Sajen Village, Pacet District. Employing a quantitative approach, the research utilizes primary data gathered via questionnaires, observations, interviews, and documentation. The population comprises all business actors in Sajen Village, with the sample selected through purposive sampling, targeting owners of tourism and non-tourism enterprises in areas exhibiting diverse geographical features. Data analysis involved descriptive and explanatory methods to discern income distribution patterns and assess the effects of geographical elements, such as accessibility, proximity to tourist sites, and the density of nearby economic activities. Findings reveal a pronounced economic duality between tourism and non-tourism businesses: tourism-oriented ventures exhibit greater income potential but higher volatility, while non-tourism operations show more consistent and stable earnings. Moreover, geographical and environmental conditions have a substantial impact on income levels, as businesses nearer to tourist zones and high-activity economic hubs generate substantially higher revenues than those in less advantageous locations.

Keywords: Economic duality, Tourism area, Sajen Village

INTRODUCTION

Tourism is a sector with a strong multiplier effect in driving economic growth through increased production, consumption, and community income (Muharis, 2024). The development of tourism in rural areas, including in Sajen Village, Pacet District, has triggered a transformation of the economic structure from the agricultural sector towards the service and trade sectors. In this context, a phenomenon of economic duality has emerged, indicating structure and income levels between social groups (Zeng & Wang, 2021). Income duality occurs when there are differences in patterns, sources, and access to economic opportunities between social groups (Subramaniam et al., 2022). This situation is increasingly evident in the differences between tourism and non-tourism business operators (Krisnawati, 2021).

Conceptually, tourism business operators are groups directly involved in tourism activities such as food and beverage services, recreation, and accommodation (Fitrianty et al., 2025). Meanwhile, non-tourism business operators tend to focus on meeting the local community's needs (Cayarini et al., 2022). This difference in involvement influences economic opportunities and income levels (Rahmawati et al., 2021). The level of community income can be



seen from primary income, supplementary income, and income stability (Wulandari & Maryunani, 2024). In tourist areas, tourism businesses generally have higher income opportunities, but tend to be unstable (Amrullah & Atmoko, 2021). Conversely, non-tourism businesses have relatively more stable incomes but limited growth potential (Rahmawati et al., 2021).

Various studies indicate that increases in tourist visits positively affect local economic growth (Syahrif, 2025). This impact is also evident in the increase in the community's economic output (Pajriah et al., 2025). However, these economic benefits are not always distributed evenly. Most studies still focus on tourism activities and the number of tourist visits when explaining income disparities (Putri Setiawan et al., 2025). In fact, geographical conditions such as accessibility, proximity to tourist attractions, and surrounding economic activities are key factors influencing community economic opportunities (Setyanto & Handayani, 2020). Furthermore, geographical conditions also influence patterns of social interaction and the level of economic well-being of the community (Amna et al., 2025). This indicates a research gap in examining the role of geographical factors in income duality.

In light of these issues, this study introduces a novel approach by integrating variables of geographical environmental conditions into the analysis of income duality between tourism and non-tourism business operators. This study aims to analyze the distribution of income, identify the geographical and environmental conditions of businesses, and examine the influence of geographical and environmental conditions on income levels in Sajen Village. It's hoped that this study will provide an empirical contribution to the development of economic geography and regional economics. Furthermore, the findings are expected to form the basis for formulating tourism development policies that are more equitable, inclusive, and just.

LITERATURE REVIEW

Tourism is a strategic sector that plays a vital role in driving regional economic growth through increased production, distribution, and consumption activities. According to the multiplier effect theory, the development of the tourism sector can create a chain reaction across other economic sectors, such as trade, transport, and services (Muharis, 2024). This indicates that tourism not only directly affects tourism businesses but also indirectly affects the surrounding community. However, the distribution of these economic benefits is not always



equitable, potentially leading to income disparities among different community groups.

The concept of economic duality by Todaro & Smith describes the presence of differing economic structures within a region, characterised by disparities in productivity, income, and access to resources among social groups (Lak Nazhat et al., 2025). This duality typically manifests as a distinction between the modern and traditional sectors. Within tourist areas, economic duality is evident in the differences between businesses directly engaged in tourism-related activities and those that are not. Research findings indicate that the development of the tourism sector tends to create a more dynamic economic group; however, not all members of the community can access these opportunities equally (Kurniawan et al., 2024).

Furthermore, income levels serve as a key indicator for assessing the economic well-being of the local community. Income can be classified into primary income, supplementary income, and income stability (Ramadhan et al., 2023). These earnings are influenced by various factors, including the type of business, market access, capital availability, and involvement in expanding economic activities. In the context of tourism, business operators directly engaged in meeting tourists' needs tend to have higher income levels than those not directly involved in the tourism sector (Rahmawati et al., 2021).

In addition to economic factors, geographical conditions are also a key variable in determining community income levels. In economic geography studies, business location, accessibility, and proximity to centres of economic activity are the main factors influencing business opportunities (Esa et al., 2023). Good accessibility facilitates the movement of goods and services and increases the number of consumers visiting the area. Meanwhile, proximity to tourist attractions increases the intensity of economic interaction between business operators and tourists. Research by Esa et al., (2023) indicates that businesses situated in strategic locations have higher income potential compared to those in less accessible locations.

Furthermore, location theory explains that the choice of business location is crucial to a business's economic success. A location near a bustling centre or along consumer movement routes offers a competitive advantage over a remote location (Lestari, 2025). In the context of a tourist area, a business situated along the route to a tourist destination can also provide economic opportunities, albeit not as significant as those for businesses located directly in the heart of the tourist area.

Thus, it can be concluded that economic duality within a tourist area is influenced not only by differences in business types but also by geographical



environmental conditions, including accessibility, location, and proximity to the centre of tourist activity. The integration of economic duality theory, income theory, and economic geography theory forms the basis for analysing the differences in income levels between tourism and non-tourism business operators in this study.

RESEARCH METHOD

This study adopts a quantitative approach, utilizing descriptive and explanatory methods conducted through a survey. The survey method in this study serves to collect data directly from respondents through a questionnaire, thereby obtaining accurate information regarding income levels and the geographical environmental conditions of the businesses. The descriptive approach is used to describe the distribution of income levels among tourism and non-tourism business operators, as well as the characteristics of the geographical business environment in Sajen Village, Pacet Sub-district, Mojokerto Regency. Meanwhile, the explanatory approach is used to analyse the influence of the geographical environment

The research was conducted in Sajen Village, Pacet Sub-district, Mojokerto Regency, as Sajen Village is an area that is developing as a tourist village with a diverse range of community economic activities, thereby potentially giving rise to a dual income structure between those engaged in tourism-related and non-tourism-related businesses. The research was conducted in April 2026 in accordance with the planned schedule. The population in this study comprises all business operators in Sajen Village, including both tourism and non-tourism business operators. The research sample was determined using purposive sampling to ensure the selection of respondents aligned with the research objectives Lenaini (2021) The Sajen Stall View (SSV) area was selected due to its high level of tourism-related economic activity, thereby providing a realistic representation of business dynamics. Meanwhile, the sample of non-tourism business operators was drawn from the area surrounding Sajen Stall View (SSV) within a radius of ± 1 km to ensure similar geographical conditions, thereby ensuring the relevance of the comparison (Silwa Al Masih et al., 2022).

Data collection was carried out through field observations, questionnaire administration, interviews, and documentation. The research instrument consisted of a structured questionnaire containing data on respondent identity, business type, income level, and the geographical environment of the business. The variables in this study are geographical environmental conditions, measured



using indicators of business location accessibility, proximity to tourist attractions, and the intensity of surrounding economic activity, as well as the income levels of business operators, measured using primary income, supplementary income, and income stability.

The data used consists of primary data obtained directly from respondents through observation, interviews, and questionnaires. Data analysis was conducted in stages. Descriptive analysis was employed to present the income distribution of tourism and non-tourism business operators in the form of frequency tables and percentages, as well as the geographical environmental conditions of business in the form of summary tables. tourism in the form of frequency and percentage tables, and the geographical environmental conditions of the businesses in the form of summary tables. The results of the analysis were then interpreted to address the research objective concerning economic duality, which illustrates the impact of geographical environmental conditions on the income of tourism and non-tourism business operators in Sajen Village, Pacet Sub-district, Mojokerto Regency.

RESULTS AND DISCUSSION

The Geographical Environment of Tourism and Non-Tourism Businesses in Sajen Village, Pacet Sub-district

To determine the extent to which geographical environmental conditions impact the income levels of tourism and non-tourism business operators in Sajen Village, Pacet Sub-district, it is necessary to identify the characteristics of each respondent's business location. The geographical conditions in this study encompass ease of access to business locations, proximity to tourist areas, and the level of economic activity among the local community and tourists. These factors are important to examine as they can influence the number of customers, the smoothness of goods distribution, and the business opportunities available to each business operator. Within tourist areas, strategically located businesses generally offer greater income opportunities compared to those situated in less accessible locations (Esa et al., 2023). Therefore, to provide a concise overview of the geographical conditions of each respondent's business location, the data is presented in Table 1 below.



Table 1.
Geographical Environmental Conditions of Business

No	Business Name	Type of Business	Location Access	Proximity to Tourism Areas	Economic Activity
1	Sajen Stall View (SSV)	Tourism	Easy access, not located on the main road	Very close to several tourist attractions	Busy, many other businesses in the vicinity
2	Marsudi Store	Retail	Easy access, located on the main road	Quite close	Quite busy, with several other businesses vicinity
3	Ida Zulaikha Food Stall	Culinary	Easy access, located on the main road	No major tourist attractions in the vicinity	Relatively quiet, simple economic activity
4	Ishartati Food Production	Food Production	Fairly easy access, not on the main road	No major tourist attractions nearby	Small scale, increases on weekends
5	Uliyah Food Stall	Culinary	Easy access	On the route to tourist attractions	Medium to high activity
6	Jumaringen Food Stall	Culinary	Easy access	Very close, on the route to tourist attractions	Medium to high activity

Source: Data Processed (2026)

Based on Table 1, the characteristics of the geographical environment of businesses in Sajen Village indicate variations in location accessibility, proximity to tourist areas, and the intensity of economic activity surrounding the businesses. In general, most businesses have relatively easy access, whether they are situated on the main road or elsewhere, resulting in minimal constraints related to distribution reach or consumer mobility. However, notable differences are apparent with respect to proximity to tourist areas and the intensity of economic activity. Businesses situated very close to tourist areas, such as Sajen Stall View (SSV) and Kedai Jumaringen, tend to experience higher levels of economic activity, characterised by a bustling environment and the existence of numerous



surrounding businesses. Conversely, businesses located farther from tourist areas, such as Warung Ida Zulaikha and Usaha Ishartati, tend to operate in environments with relatively low or small-scale economic activity.

Furthermore, there are also businesses in a transitional position, such as Warung Uliyah, which is situated on the route leading to the tourist area, thus experiencing moderate to high levels of activity. This indicates that it is not only direct proximity to tourist attractions that influences the business environment, but also a strategic position on the access route to the tourist area that contributes to the intensity of economic activity. Thus, it can be concluded that the characteristics of the geographical business environment in Sajen Village vary from highly strategic to less strategic, with businesses located near or connected to tourist areas tending to have a busier economic environment compared to those situated far from the centre of tourist activity. This finding is consistent with Putra’s research, which states that a strategic business location within a tourist area influences increased economic opportunities and the number of consumers visiting (Esa et al., 2023).

Income Distribution of Tourism and Non-Tourism Business Operators in Sajen Village, Pacet Sub-district

Based on the results of the questionnaire on the income level indicator distributed to respondents, the data is presented in Table 2 as follows.

Table 2.
Data On The Income Levels Of Operators In The Tourism And Non-Tourism Sectors

Business Type	Respondent	Income Level	Score	Description
Tourism	R1	1,000,000 – 3,000,000	2	1 = < 1,000,000 2 = 1,000,000 – 3,000,000 3 = 3,000,000 – 5,000,000 4 = 5,000,000 – 10,000,000 5 = > 10,000,000
Tourism	R2	1,000,000 – 3,000,000	2	
Tourism	R3	> 10,000,000	5	
Non-Tourism	R1	3,000,000 – 5,000,000	3	
Non-Tourism	R2	> 10,000,000	5	
Non-Tourism	R3	1,000,000 – 3,000,000	2	
Non-Tourism	R4	3,000,000 – 5,000,000	3	
Non-Tourism	R5	< 1,000,000	1	

Source: Data Processed (2026)



Based on this data, an analysis of income distribution was carried out to gain an understanding of the economic situation of tourism and non-tourism business operators in Sajen Village, Pacet Sub-district. Consequently, the results of the descriptive statistical analysis regarding the income distribution of tourism and non-tourism business operators are presented separately to provide a clearer picture of each business group. The income distribution of tourism business operators is presented in Figure 1, whilst the income distribution of non-tourism business operators is presented in Figure 2.

Tourism Business Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.000.000-3.000.000	2	66.7	66.7	66.7
>10.000.000	1	33.3	33.3	100.0
Total	3	100.0	100.0	

Figure 1.

Tourism Business Income Level

Source: Data Processed (2026)

The distribution of tourism business operators' income levels in Sajen Village shows that the majority of respondents fall into the 1,000,000–3,000,000 income bracket, accounting for 66.7%, whilst 33.3% fall into the income bracket above 10,000,000. This indicates that the majority of tourism business operators are still at a middle-income level, with a small proportion having reached a high-income level. This distribution shows that the income of tourism business operators is not yet evenly distributed and remains concentrated in certain categories, thus reflecting variations in the level of well-being among business operators.

Non-Tourism Business Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1.000.000	1	20.0	20.0	20.0
1.000.000-3.000.000	1	20.0	20.0	40.0
3.000.000-5.000.000	2	40.0	40.0	80.0
>10.000.000	1	20.0	20.0	100.0
Total	5	100.0	100.0	

Figure 2.

Non-Tourism Business Income Level

Source: Data Processed (2026)



Meanwhile, the distribution of income levels among non-tourism businesses shows a more varied pattern. Forty per cent of respondents fall into the 3,000,000–5,000,000 income bracket, whilst 20 per cent each fall into the <1,000,000, 1,000,000–3,000,000, and >10,000,000 brackets. This indicates that non-tourism business operators have a more dispersed income distribution across various categories, with a dominance in the middle-income bracket. This situation suggests that the income structure in the non-tourism sector is relatively more even compared to the tourism sector.

In addition to being examined in terms of primary income levels, the economic conditions of respondents can also be assessed through supplementary income and income stability. Among tourism business operators, the majority of respondents did not have any supplementary income, and only one respondent reported earning less than 1,000,000 from trading activities. In terms of stability, only one respondent stated that their income was stable, whilst the others experienced fluctuations (ups and downs). Meanwhile, among non-tourism business operators, some respondents have additional income from pensions or side jobs such as farming, ranging from 1,000,000 to 5,000,000. Nevertheless, income stability in this group also tends to be fluctuating, although one respondent stated that their income was fairly stable. This indicates that having additional income does not fully guarantee income stability.

By comparison, tourism business operators tend to have a higher dependence on a single main source of income, making them more vulnerable to fluctuations (Wiguna et al., 2025). Conversely, non-tourism business operators have more diverse sources of income, which theoretically can enhance economic resilience (Rosalina, 2025). However, in practice, both groups still experience income instability. This situation indicates that differences in business type influence patterns of income distribution and sources, but stability remains influenced by external factors such as geographical environmental conditions and local economic dynamics. This aligns with the Central Statistics Agency's view that the variety of income sources and income stability are key indicators in assessing levels of community well-being (Naifa et al., 2025).

The Impact of Geographical Environmental Conditions on the Income Levels of Tourism and Non-Tourism Business Operators in Sajen Village, Pacet Sub-district

Based on the results of the analysis of income distribution and the characteristics of the geographical environment, and supported by the findings of interviews, it can be concluded that the geographical environment has a significant influence on the income levels of tourism and non-tourism businesses



in Sajen Village, Pacet Sub-district. Businesses located in strategic locations, particularly those close to tourist areas and with high levels of economic activity, tend to have greater opportunities for income growth. This is evident in tourism businesses such as Sajen Stall View (SSV), which has easily accessible roads, is located very close to other tourist areas, and is situated in a bustling environment. Road access to the Sajen Stall View tourist site can be seen in Figure 3.



Figure 3.

Directions to the Sajen Stall View Tourist Attraction

Source: Google Maps (2026)

Based on the interview results, the existence of this business has been able to gradually increase income since its inception, even though this is fluctuating depending on the tourist season, such as increasing during weekends, the month of Ramadan, and specific events, and decreasing during certain periods. This situation indicates that proximity to tourist activity centers offers significant economic opportunities but also brings income instability due to dependence on tourist visit numbers.

On the other hand, business owners who do not have direct proximity to tourist areas tend not to experience a significant impact on their income. Businesses such as Ishartati's, located far from the centre of tourist activity, rely more on distributing products outside the region and are not integrated with local tourism activities. A similar situation is found at Toko Marsudi and Warung Uliyah, where the presence of the tourist area has no direct influence because tourist customers generally do not stop by and merely pass through the business locations. Indeed, in some cases, business owners stated that there was no direct link between tourism development and an increase in their non-tourism business revenue. This indicates that geographical proximity alone is insufficient; it must be supported by direct connectivity with tourist traffic flows.



Furthermore, there are also businesses in a transitional position, namely on the route leading to the tourist area, such as Warung Uliyah and Kedai Jumaringen. According to the interview findings, these businesses experience increased revenue during periods of high street activity, particularly at the ' ' on weekends; however, their income still fluctuates due to weather and environmental conditions. This suggests that a geographical position along a tourist transit route may generate additional economic opportunities; however, the impact is less significant than for businesses located directly in the core tourist area.

Overall, the geographical environment influences income levels through factors such as proximity to tourist areas, the level of economic activity, and the business's strategic position relative to tourist traffic flows. Businesses directly integrated with tourism activities tend to have higher income potential, but with a greater degree of instability. Conversely, non-tourism businesses not directly linked to tourist areas tend to have more stable income, although opportunities for growth are relatively limited. These findings are consistent with research stating that the economic impact of tourism on local communities is heavily influenced by business location, accessibility, and direct involvement in tourism activities (Esa et al., 2023). Thus, it can be concluded that geographical conditions play a significant role in determining the variation and opportunities for income levels among business operators in Sajen Village.

CONCLUSION

Based on the research findings, it can be concluded that there is a phenomenon of economic duality between tourism-based and non-tourism-based businesses in Sajen Village, Pacet Sub-district, as evidenced by differences in the distribution, sources, and stability of income. Tourism businesses tend to generate higher levels of income, particularly those located near tourist areas and in regions with high levels of economic activity. However, this income is volatile as it is heavily influenced by fluctuations in tourist visitation numbers. On the other hand, non-tourism businesses exhibit relatively more stable income characteristics with more diverse sources, although they do not experience a significant direct increase as a result of tourism activities. The research findings also indicate that geographical conditions play a significant causal role in the differences in income levels between the two business groups. Factors such as



spatial proximity to tourist areas, levels of accessibility, and the intensity of tourist movement are the primary determinants in shaping the economic opportunities and outcomes of business operators. Thus, it can be affirmed that geographical aspects function not only as supporting factors but also as determining variables that influence the structure and dynamics of income. Business locations that are strategically situated and integrated with tourist flows tend to generate greater economic opportunities, although this does not automatically guarantee long-term income stability.

Based on the research findings, it is recommended that businesses, especially non-tourism companies, strengthen their adaptation strategies in response to developments in the tourism sector. This can be achieved by capitalizing on opportunities in the tourism market, increasing product innovation, and utilizing digital marketing to achieve better integration with tourism activities. For tourism businesses, more sustainable management strategies are needed to reduce dependence on peak seasons, for example through product and service diversification. Furthermore, local governments should develop more inclusive and equitable tourism policies, for example by providing business access, entrepreneurship training, and encouraging connectivity between business actors so that the economic benefits of the tourism sector can be more widely shared with the community. Further research is recommended to explore other factors, such as venture capital, experience, and marketing networks, which can also influence business actors' income levels.

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