



Pariwisata Pedesaan

(Teori, Perencanaan, dan Implementasi)

JILID 1

**Sanksi Pelanggaran Pasal 113
Undang-undang Nomor 28 Tahun 2014
tentang Hak Cipta**

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Penerbit Rama Asia Wisata

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Hak Cipta dilindungi oleh Undang-undang.

Dilarang memperbanyak buku ini dalam bentuk dan dengan apapun
tanpa ijin tertulis dari penerbit.



Masa depan pariwisata Indonesia terletak di desa-desanya.
Di sana, authenticity bertemu sustainability, tradisi berdialog
dengan inovasi, dan setiap wisatawan menemukan cermin
kemanusiaannya.

- Muhammad Rahmad -





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Kata Pengantar

Pariwisata pedesaan telah bertransformasi menjadi instrumen strategis pembangunan rural yang multidimensional. Di tengah urbanisasi masif dan tantangan demografis, pariwisata menjadi katalisator revitalisasi ekonomi, pelestarian budaya, dan keberlanjutan lingkungan pedesaan. Mewujudkan potensi ini membutuhkan pemahaman mendalam serta pendekatan terstruktur dalam perencanaan dan implementasinya.

Buku “Pariwisata Pedesaan: Teori, Perencanaan dan Implementasi” hadir untuk menjawab kebutuhan literatur berbahasa Indonesia yang membahas pariwisata pedesaan secara holistik dengan mengintegrasikan perspektif global dan konteks lokal Indonesia.

Karya kolaboratif interdisipliner ini menggabungkan keahlian dari bidang pariwisata, perencanaan wilayah, ekonomi pembangunan, sosiologi pedesaan, dan manajemen lingkungan. Kami menghadirkan sintesis penelitian mutakhir, praktik terbaik global, serta studi kasus dengan perhatian khusus pada Indonesia yang kaya sumber daya namun masih menghadapi tantangan optimalisasi potensi wisata pedesaannya.

Buku ini ditujukan bagi akademisi, peneliti, praktisi, perencana, pembuat kebijakan, mahasiswa, pelaku usaha, dan komunitas lokal yang berkecimpung dalam pariwisata pedesaan.

Melalui delapan bagian dalam dua puluh bab, kami menawarkan eksplorasi komprehensif mulai dari fondasi teoritis, aspek keberlanjutan, dimensi sosial-budaya, hingga inovasi teknologi dan perspektif regional. Pembelajaran dari pandemi COVID-19 tentang pentingnya ketahanan dan adaptabilitas juga menjadi perhatian khusus dalam strategi pemulihan dan transformasi.

Kami berharap karya ini menjadi titik berangkat diskusi, penelitian, dan implementasi kontekstual. Pembaca diundang untuk bersikap kritis dan menerjemahkan pengetahuan menjadi aksi nyata yang bermanfaat bagi masyarakat pedesaan dan keberlanjutan destinasi wisata.

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