

Sasak Women in the Management of Tetebatu Tourism Village, East Lombok, West Nusa Tenggara, Indonesia

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ABSTRACT

Purpose — *The purpose of this study was to determine the contribution of Tetebatu women in tourism management in Tetebatu tourism village.*

Method — *This research is a qualitative research with a descriptive approach. The sample in this study was taken using purposive sampling technique, and the data was obtained by in-depth interviews, involving 30 informants from tourism actors in Tetebatu village. The validity of the data in this study is by triangulation technique, both source triangulation and technique.*

Result — *Women's involvement in tourism management in Tetebatu village shows the role as planners, organizers and implementers. As a planner, Tetebatu women have participated in meetings and other planning. For organizing, Sasak women in Tetebatu village have been elected as chairman of the tourism village promotion agency (BPDewi). And for implementers, women have been able to participate in jobs that are dominated by men, such as becoming tour guides and tracking guides. In addition, women also contribute as managers of homestays and bungalows, craftsmen, cooks, housekeeping, and also contribute to MSMEs in Tetebatu village. The role of Sasak women in the world of tourism has increased, not only limited to cooking and cleaning work, but also seen in the participation of Sasak women in tourism as planners, managers, and also as implementers.*

Novelty — *Women's involvement in tourism village management in Tetebatu village.*

Keywords: *Management, Tourism, Sasak Women, Tourism Village.*

INTRODUCTION

Tourism development is currently one of the government's strategies in overcoming various poverty problems that occur in Indonesia. Indonesia has a lot of tourism potential, such as natural tourism, cultural tourism, and educational tourism. One of the regions that has the best natural tourism potential is West Nusa Tenggara province. In 2016, West Nusa Tenggara Province won an award at an international event, namely in the category of *World Halal Tourism Awards* (Halal Tourism Destinations) in Indonesia in 2016. (Suara NTB, 2016). The embedding of this category made the local government pass Regional Regulation Number 2 of 2016 concerning Halal Tourism in West Nusa Tenggara, so that halal tourism can continue to be implemented with clear regulations or rules.

The development of tourism in NTB has caused villages that have tourism potential to also begin to improve. This was strengthened by the issuance of West Nusa Tenggara Governor Decree Number 900-263 of 2019, in this decree 25 villages were designated as recipients of assistance for the implementation of the development of village-owned enterprises (BUMDES) and the development of Tourism Villages.

The enactment of this regional regulation has led to an increase in the number of tourist visits in West Nusa Tenggara Province, especially in the East Lombok Regency area. Based on a report from the LAKIP of the East Lombok Tourism Office in 2022, it is presented that the number of tourist visits, both local and foreign, has increased and exceeded the target set by the East Lombok Regency government. The achievement of the East Lombok Regency Tourism Office Strategic Plan for the period 2018 to 2023 in 2022, there was a significant increase of 198.07% or 85,644 people / tourists, consisting of 71,301 domestic tourists and 14 foreign tourists. 343 people, with an Objective Indicator of "Percentage of Tourist Visits" with a target of 50% or 30,000 people / tourists in 2022, which comes from 140 (one hundred and forty) hotels / Homestays, 3 (three) Hiking Trails and 15 (fifteen) Special Tourism Packages / Camping Ground. (LAKIP Tourism, 2022).

The high number of visits recorded in East Lombok district does not necessarily indicate that the visits are evenly distributed to all areas that have tourism potential. Tetebatu village has been known as a tourist

village for a long time, and is often visited by both local and foreign tourists. So starting from the 70s, Tetebatu village has become a tourist destination from Europe. However, in terms of tourism village management planning is still not visible in Tetebatu village, and tourism development has not been significant with the number of visits. This can be seen from the main livelihoods of Tetebatu villagers are gardening and farming. Compared to the number of residents involved in tourism, residents who become migrant workers are much more, BPS data shows the number of migrant workers who come from Tetebatu village is 384 people, and is the village that sends the largest number of migrant workers in the East Lombok region. Tetebatu Village itself has an area of 8,095.8 Ha², with a total population of 7511 people, consisting of 3,815 men, and 3672 women. (Bps.go.id, 2022).

Based on the data above, it shows that tourism has not been able to become the main choice for the community as a livelihood. In addition, the negative stigma against tourism actors in the view of the community makes the world of tourism unable to develop optimally, especially related to women's involvement in tourism, another obstacle in tourism development is the lack of budget and human resources that support the development of halal tourism. (Anwar, 2020). To overcome these obstacles, community participation in tourism is needed, not only regarding the involvement of men, but also the involvement of women who are there. Although in the beginning, tourism in Tetebatu was indeed a male-dominated activity, in recent years, the role and involvement of women has also begun to be needed, especially after Tetebatu Village was appointed as a village representing Indonesia at the UNWTO *World Best Tourism Village 2021* event. With the appointment of Tetebatu Village as a representative of Indonesia, it requires the full involvement of women in Tetebatu Village, not only in jobs such as cooking and cleaning, but also for other things that are usually done by men, such as being a *tour guide*, climbing guide and also as the *owner* of the inns in Tetebatu Village.

The existence of women in the world of work is often differentiated from men, the existence of subordination, namely the distinction of men's and women's work in the economic and social fields, and also discrimination against women often occurs, this is due to the assumption that women are weak creatures, and only have the task of cooking and taking care of children. In addition, gender equality is also one of the goals of the fifth sustainable development, which is to provide opportunities for women to participate in developing tourism, which will have a positive impact on economic, social and environmental conditions both now and in the future.

This social change was also felt in Tetebatu village, which at first the involvement of women in Tetebatu village was still very minimal and a very taboo thing, because they considered tourism more suitable to be managed by men. However, in recent years, women have begun to take part in the tourism sector. Women's involvement is expected to be carried out in all fields, especially in the management and management of tourism. The stages of management in this case start from planning, implementation, management to the level of supervision. Women also do not rule out the possibility to be used as leaders in an organization, both social community organizations and leaders in a government agency.

RESEARCH METHODS

This research is a qualitative study with a descriptive approach that will provide a description of the importance of women's involvement in the world of tourism in Tetebatu village. This research was conducted in Tetebatu village, Sikur sub-district, East Lombok district. Selection of informants in this study using *purposive sampling* technique, which is a technique by determining in advance the person who will be used as an informant. In this study, the number of informants used was 30 tourist actors consisting of 3 male informants and 27 female informants. Data collection in this study used observation, interview and documentation techniques. The data obtained is then checked for validity by triangulation, which in this study uses source triangulation and technique triangulation.

RESULT AND DISCUSSION

Description of Tetebatu Tourism Village

Tetebatu Village is located in Sikur sub-district, East Lombok, West Nusa Tenggara, with the indigenous Sasak tribe, Tetebatu has been a tourist village since the Dutch colonial era and became the first tourist attraction on Lombok Island, as well as a resting place for the Dutch. However, Tetebatu was legalized as a Tourism Village since 2019 with the issuance of the NTB Governor's Decree on the determination of 99 Tourism Villages. (ntbprov.go.id, 2019).

Tetebatu is a cool village with a panoramic view of rice fields with a view of Mount Rinjani, and actually there is nothing too unique about Tetebatu tourist village, the typology of the area is almost the same as all the tourist areas around Rinjani, Tetebatu offers natural tourism and cultural tourism. Some of the tourist

attractions in Tetebatu include: 1). *Panorama walk*, 2) *Tetebatu cycling tour*, 3). *Ulem-Ulem Camping Ground*, 4). *Outbound activities*, 5). *Blod waching*, 6). *Tree adoption education*, 7). *Traditional cocking class*, 8). *Tracking Rinjani Sangkareang*, 9). *Natural pool bathing*, 10). *Swallow's Nest waterfall*, 11). *Ulem-Ulem gravity park track*, 12). *Kelentang musical instrument* (Jadesta, 2023).

View of Rice Fields in Tetebatu



Source: @Lombok Friendly (Facebook, 2021)

Although the tourist attractions offered are quite diverse in Tetebatu and the 5A components, namely *accessibility, accommodation, attraction, activities* and *amenities*, which are the requirements for tourist destinations, can be fulfilled in Tetebatu village, but there is no significant increase in tourism development when viewed from the 5A aspect. For example, the number of accommodation for hotels in Tetebatu Village was originally 3 hotels, namely Soejeono hotel, Dewi Anjani hotel and Nirvana hotel, the only remaining hotel is Nirvana hotel, and the other two are closed, namely Soedjono hotel which was the forerunner of tourism in Tetebatu Village and Dewi Anjani Hotel (closed by a parchment and has switched functions), so Tetebatu only has 15 inns consisting of 1 (one) Hotel and 14 Bungalows and Homestays.

When viewed from the main *livelihoods* of Tetebatu Village residents are as farmers and planters, the distribution of other jobs is that many become Indonesian Workers and Female Workers (TKI and TKW) abroad, dreaming of earning big money in overseas countries, many are willing to sell land, pawn rice fields, sell cows and even other assets for fees. (Rakhman, 2023) Many are willing to sell land, pawn rice fields, sell cows and even other assets for the fare (Rakhman, 2023). Becoming TKI and TKW is a better choice for the people of Tetebatu Village. According to Maad (Adnan, 2023) a *tour guide* in Tetebatu said:

"Tourism is seasonal, usually foreign guests come in large numbers only in August and other months tend to be quiet, so I prefer to become a migrant worker".

A *tour guide* who is often called Abul (Abul, 2023) said:

"Tourism money is hot and lacks blessings, I have been a guide for decades but have not seen any results, not to mention the negative stigma from the community that those who work in tourism live a free life with Caucasians (violating religious norms and local customs).

The choice to become TKI and TKW on the grounds that there is an assumption that income is not blessed, a negative stigma for tourism actors, is one of the causes of tourism not developing rapidly in Tetebatu Village. Moreover, related to the involvement of Sasak women in Tetebatu tourism was initially very minimal, much smaller than the involvement of men, because it was constructed by society, which was subordinated to culture, meaning that it was culture that caused women to be considered to have a lower position with men, and not solely because of women's biological conditions, so that discussions about sex and gender emerged. (Ratna, 2005).

In a patriarchal society women are always seen as weak beings and as second only to men, so women take on the role of *expressive* role. (Parson, 1952) women are in the domestic sphere and have the task of maintaining the survival of the family, which is synonymous with cooking and cleaning. So that the involvement of Sasak women in tourism was initially only as cooks and waiters who were in fact in accordance with their work at home, most Sasak women in Tetebatu were also initially reluctant to get involved in tourism because of the negative stigma of being a "bad woman", not to mention the difference in salary between women and men as a form of women's discrimination and gender injustice that occurred in Tetebatu.

The negative stigma for tourism actors and gender injustice in Tetebatu has begun to fade, people are starting to understand that tourism can bring great benefits if managed properly, this is marked by equal participation in all fields between women and men and equal access to participate so that there is equality

and partnership (*equal partnership*) in tourism management. According to (Rahayu, 2019) there are four aspects to analyze the gender gap in work, namely, access, participation, control and benefits. Sasak women are not only cooks and waiters as in the initial state of Tetebatu tourism. The involvement of Sasak women in tourism today is as chairman of the Tourism Village Promotion Agency (BPDEWI), *homestay* manager, *tracking guide*, *tour guide*, cook, shop manager, craftsman and *cleaning service*. So that for now the involvement of women is not only as ordinary workers but also has occupied important positions as policy makers. The following is a table of the number of women involved in tourism.

Table 1. Professions of Sasak Women in Tetebatu in 2023

No.	Profession	Total
1	Chairman of BPDEWI	1
2	Bungalow manager	4
3	Weaving Craftsman	1
4	<i>Guide tracking</i>	1
5	<i>Tour guide</i>	1
6	Lesehan and restaurant managers	3
7	Cook	14
8	Waiter	5
9	MSMEs (stalls at tourist attractions)	20
Total		50

Source: Documentation of the Tourism Village Management Agency (BPDEWI), 2023

Based on the table above, the number of women who become tourism actors is 50 people with a total female population of 4587 people in Tetebatu Village. (Jadesta, 2023), so the ratio of women involved in tourism is 1.1 percent based on the total female population.

Sasak Women in Tourism Planning in Tetebatu

Good tourism planning will bring high tourist visits, which has implications for State revenues, especially for local communities. Linberg (1999) states that tourism has a very large role in terms of '*generating economic benefits*' because tourism, helps create jobs that can economically benefit both the government and the community.

Tourism planning should involve all parties between the government, the private sector and local residents. The involvement of local communities in tourism will have an impact on the development and sense of belonging to the region, especially to provide equal access to women's involvement in tourism. This is in accordance with the mandate of the United Nations (UN), to achieve *Sustainable Development Goals* (SDG's) No. 5 "Gender Equal Village" through tourism development declares the world so that tourism opens the door for women to reduce gender inequality by providing access for women to participate in economic activities, access resources, and equal opportunities for dignified employment (UNWTO, 2010).

Tourism has a very large role in providing space to overcome gender injustice, the involvement of women in tourism must be strengthened by continuing to empower women, according to his research. (Nassani, Abdullah Mohammed Aldakhil, Muhammad Moinuddin Qazi Abro, Talat Islam, & Khalid Zaman, 2018) women need empowerment that leads to providing a high quality of life in freedom, health, finance, and knowledge.

Women's involvement is needed in tourism because of the *multitasking* nature of women in managing all things. Sandiaga Uno said "women are the backbone of tourism and the creative economy, pillars of community welfare and guardians of cultural heritage, without women Indonesia will not have a tourism recovery". (Junida, 2022) However, in many places the involvement of women in tourism is still very minimal, such as the results of his research (Ulfa, Putrawan Habibi, Ander Sriwi, Muhammad Azizurrahman, & Supiandi, 2022) that the involvement of women in Gili Balu, West Sumbawa, NTB is still minimal, their role is only limited to implementers related to domestic activities in tourism, such as being

waiters, cooks, craftsmen and shopkeepers. This is also reinforced by the results of research (Fitriana, Dadan Sujana, & Dino Gustaf Leonandri, 2020) in Kuta Bali tourist attraction, that female workers fill more job opportunities in the kiosk business type (14.3%), while men are only 9.2%. In the service sector, female workers are concentrated in restaurants and souvernirs (36.6%) and food stalls (6.3%). These female workers are more involved because activities in these two types of businesses do not require special skills.

Unlike the case in Tetebatu Tourism Village, women are not involved only as workers but also as policy makers. The results of an interview with Mariani Rusli said "

"Initially, the drivers of tourism in Tetebatu Village were men or husbands, but along the way tourism also began to focus on women, because women are the smartest in the management of all things, including finance, hospitality, and sustainability, and many other roles, women in tourism do not mean that they want to compete with men, but want to maximize women in tourism, the moment of maximizing women's involvement began to be invited to meetings, invited to make plans, asked to contribute ideas since the UNWTO event in 2021, and the work of Tetebatu's srikandi srikandi began."

Based on this, women in Tetebatu have played a role in planning and decision-making.

Sasak Women in Tourism Organizing in Tetebatu

The organization of Tetebatu Tourism is sheltered by a Tourism Awareness Group (POKDARWIS) called pokdarwis *green* Rinjani, with its determination through Decree (Decree) of the Head of the East Lombok Culture and Tourism Office dated September 8, 2015, Number 188.45 / BUPDAR / 2015 (East Lombok Regency, 2015). For now, Pokdarwis *green* Rinjani is divided into two management, namely pokdakwis who manage attractions and culture chaired by Sarjaya, and pokdarwis who manage Ulem-Ulem tourist destinations led by Arifin. With the existence of two pokdarwis managers in the village, to unite perceptions about tourism management, and urged to take part in an international event held by UNWTO and Tetebatu village was mandated to represent Indonesia to participate in the event with the *best tourism village* criteria in 2021, the Tetebatu village head formed the Tourism Village Promotion Agency (BPDEWI) led by the Tetebatu princess in tourism on behalf of Mariani Rusli for the period 2021-2026, then the chairmen of the two *green* Rinjani pokdarwis were appointed treasurer and secretary of BPDEWI.

The election of Mariani as chairman of BPDEWI was not a direct appointment, but through direct elections attended by tourism actors, religious leaders, traditional leaders, youth leaders, regional heads in Tetebatu, and pokdarwis, with 6 (six) candidates for BPDEWI chairman, namely Sarjaya, Zaenul Padli, Mariani, Ogi, Wega and Min Haji. The election of Mariani as chairman of BPDEWI is not for nothing, besides Mariani has been involved for a long time as a tourist actor in Tetebatu, Mariani has broad thoughts about the concept of tourism, even Mariani through the Bungalow she manages has made free English courses for children in Tetebatu, In addition, Mariani has also been able to create a humanitarian platform called "Mariani *Pondation*" which has been able to help children with disabilities in meeting their needs, and Mariani *Pondation* funds come from guests staying at the bungalow managed by Mariani (*Sky Garden Bungalow*). Mariani diligently socializes to her guests about children with disabilities in Tetebatu and surrounding areas.

The existence of women as policy makers in Tetebatu tourism since the formation of BPDEWI coincided with the UNWTO event in 2021. Mariani made a big change in Tetebatu village, Mariani Rusli as chairman of BPDEWI said:

"BPDEWI is packaged as interestingly as possible and makes several divisions, namely 1). Media division, which is tasked with creating content related to Tetebatu tourism 2). Sports Division, tourism is not only about presenting natural scenery, but also sports, this is in development for sports tourism in Tetebatu 3). Culture Division, 4). Destination division. 5). UMKM Division, a division dominated by women'.

With the election of Mariani Rusli as chairman of BPDEWI, it is enough to prove that women are also able to exist not only as workers, but also as leaders (organizing), this is proven by the results of research (Melenia, Sulastri, & Linda Darmajanti, 2022) through the SMI and BAS programs, BPDEWI has succeeded in making the community able to manage and promote their business independently and in collaboration with travel agents.

Sasak Women in the Implementation of Tourism in Tetebatu

Sasak women in Tetebatu as explained in table 1.1 above there are 50 women involved with professions related to tourism, there is a very common procession that becomes the role of women in various tourism areas, such as craftsmen, food providers, cooks, *cleaning services* and bungalow managers, and in this study will explain the profession of women who can be said to be relatively new among women, especially in Tetebatu Village, namely the profession as a *Tracking Guide* and *tour guide*.

Guide Tracking

Tetebatu's position is territorially located in the southern ring of Mount Rinjani, and Tetebatu is one of the entrances to climb Mount Sangkareang, Mount Sangkareang was originally used by local residents as a deer hunting ground, but over time, it became the second climbing object after Rinjani, and was legally opened for official climbing in April 2021 by the Governor of Nusa Tenggara. Mount Sangkareang offers views of Segara Anak Lake and Mount Agung Bali, savanna views and edelweiss flower gardens that emphasize the beauty of Mount Sangkareang.

With the opening of the official tracking path, it certainly adds to the profession of tourism actors in Tetebatu, additionally in the form of porters, tracking guides and rental of tracking equipment. Tracking is synonymous with "*travel ideas for men*", tourism activities are actually very gendered, distinguishing which tourism is suitable for men and which is more suitable for women, there is a term "*mancation*" male-style tourism, which tourism activities, selection of tourist destinations, transportation je nis, and overnight facilities are based on masculinity. (Wangsamihardja, Tomy Andrianto, & Dinarsiah Chedraningrum, 2022).. Because of the assumption that men are stronger, more masculine, compared to women, indirectly those who work in this field are men, this is also related to the travel time which is not one day, but at least 3 days, must stay overnight and walk to the top of the mountain.

Guide tracking is a job that is dominated by men, and there are not many women who work in this field, some tourist villages in Lombok also propose the involvement of women in the realm of more potential as done by the SembaluNina community in Sembalun, several times this community conducted training for women *guides*. (JejakNTB, 2023). One of the women who underwent this profession was Dawa Yangzum in the Himalayan Mountains, many people were against Dawa's profession and gave a negative stigma, but Dawa Yangzum proved that she was able to achieve a prestigious international climbing guide certificate. (Kumparan, 2018). The assumption that women are weak, as usually experienced by women based on gender, is also broken by the presence of the first *tracking guide* in Tetebatu named Rita Malahayana.

Rita Malahayana's Mount Sangkareang Tracking Activity



Source: Rita Malahaya Personal Documentation, 2023

Rita Malahayana, a native Sasak woman, usually called Rita, has been a *tracking guide* for 6 (six) years, until Rita became a mother, Rita still carried out this profession. The results of the interview with Rita, the reason why she became a *tracking guide* said:

"From the beginning, I was very fond of climbing mountains, and saw an opportunity that I could work while carrying out my hobby, even though there was no tracking guide in Tetebatu, I finally registered to become a tracking guide (initially following people), until now through guests we do word of mouth and always recommend me to be their guide. This job is also not too time-consuming for me even though I am a wife and have a child, because the time required to climb Mount Sangkareang is usually 2 days and one night, while I work, my husband is in charge of looking after the child, until later it is my husband's turn to become a guide. Being a guide is very happy for me, because I only have to kindly explain everything to guests, about Tetebatu village,

Tetebatu forest, plants and animals native to Tetebatu, and for me I already know everything because I am a native Tetebatu resident, another skill that I have to learn is only English, and I learned through an English course held by Mr. Petter, a Swiss national who lives in Tetebatu, I do not have a higher education degree, my schooling only reaches junior high school.

Based on the results of the interview above, it can be seen that the role of women in Tetebatu village tourism is growing, jobs that were originally dominated by men can now also be done by women, and in essence, women's involvement in the male-dominated realm can be done by women, as long as the woman wants to do it, no matter how bad the stigma received, which in the end the community understands that women are also worthy and deserve to be involved in many things.

Tour Guide

The tour guide profession is also dominated by men, a tour guide must at least have knowledge of history, culture, and a qualified foreign language, especially English, moreover a tour guide must have a friendly nature. Some tourist areas such as in Kodomo also have female guides. Tetebatu also has a female tour guide for the first time. A young woman named Wina, S.Par, immediately became a tour guide and manager of a typical Lombok food stall in Tetebatu. Wina, whom we met at her house, explained why she was interested in becoming a tour guide:

"I became a tour guide because I saw that there was a promising opportunity with the presence of a female guide, especially since there was no female guide in Tetebatu, since NTB got the halal tourism label, there have been more Muslim tourists visiting, they asked to be accompanied by a female guide for the reason that it was more comfortable, the second reason is that I saw that foreign guests usually arrive in Tetebatu on Friday and when they immediately want a tour, many tour guides do not accept guests because of the short time they will perform Friday prayers. So it was urgent to have a female guide in Tetebatu, and I ended up becoming a female guide as well as opening a shop, the guests I took on tours were guests staying at my uncle's bungalow.

CONCLUSION

Based on the results of the above research, it can be concluded that the role of Sasak women in tourism has increased, not only limited to cooking and cleaning work, but also seen in the participation of Sasak women in tourism as planners, managers, and also as implementers. Despite this, the involvement of women in tourism management has not been maximized, so there is a need for training related to the management and organization of tourism villages involving women.

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