

## Panji Edu Eco Festival: Event Concept as a Sustainable Ecotourism Attraction Development in Panji Tourism Village, Buleleng Regency

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### ABSTRACT

This study aims to design the concept of the *Panji Edu Eco Festival* event as a thematic event that integrates agricultural practices with the development of sustainable ecotourism attractions in *Panji Tourism Village*, Buleleng Regency. This festival is expected to serve as an educational medium, promoting agrarian culture while supporting the achievement of sustainable development goals (SDGs). The study employs a descriptive qualitative method with a participatory action research approach. Data collection techniques include participant observation, in-depth interviews with *subak* farmers, community leaders, and tourism village managers, as well as documentation studies of existing *subak* conservation policies and practices. Data are analyzed thematically to formulate event elements that align with the values of sustainability and local wisdom. The novelty of this study lies in integrating the *subak*-based event model as a socio-ecological system with a community-based ecotourism approach, as well as in preparing a festival conceptual design that strengthens the narrative of agriculture as an educational and sustainable tourist attraction. The research results indicate that the *Panji Subak Festival* has the potential to reinforce local identity, increase community participation, and create opportunities for agro-ecotourism-based village economic diversification. The festival is also considered a potential intergenerational medium for transmitting *subak* values to the younger generation. A key recommendation is multi-stakeholder collaboration among farmers, tourism village managers, local governments, and academics to implement the festival sustainably as part of the village's annual agenda.

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### KEYWORDS

tourism potential; sustainability; management of tourist villages.



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### INTRODUCTION

The island of Bali, as one of the world's leading tourist destinations, has implemented Bali Regional Regulation No. 2 of 2012 concerning Balinese Cultural Tourism. This regulation aims to preserve cultural heritage and the environment while encouraging local economic growth (Putra et al., 2022). This initiative aligns with the Green Growth Roadmap 2050, a sustainability roadmap that aims to balance tourism growth and ecosystem preservation. This concept also links wise natural resource management and expanding local community participation in tourism-related decision-making processes (Llupart, 2022).

One model increasingly considered necessary in the context of sustainability is community-based tourism. This model allows local communities to actively participate in the development and management of the tourism industry, thereby improving economic well-being while minimizing negative impacts on culture and the environment (Mtapuri et al., 2021). This is particularly relevant considering that many tourism destinations in Indonesia are trapped in a mass development model that often harms local communities (Nurjaya, 2022). However, uncontrolled dependence on mass tourism has had various negative impacts, particularly on the environment and local culture. While the tourism sector contributes significantly to the economy, its environmental impacts are often detrimental. Rapid growth in tourist numbers can lead to environmental degradation, including pollution and natural resource degradation (Satria, 2023). From a cultural perspective, mass tourism has the potential to erode traditional values and local wisdom. Kurniasari noted that many local residents experience negative impacts from excessive interaction with tourists, which

impacts social behavior and cultural image (Kurniasari, 2021). This is exacerbated by the transfer of cultural values that should be preserved into tourist commodities that are often not appreciated (Arfani et al., 2022). The implementation of community-based tourism is expected to be an alternative solution. This approach not only addresses economic needs but also involves local communities in cultural management and preservation, which can contribute to minimizing the negative impacts of mass tourism (Pribadi et al., 2021). Responsible tourism development not only focuses on reducing negative impacts but also serves as a provider of knowledge and understanding to visitors about sustainability and the preservation of local culture. As stated by Kumar et al., ecotourism education contributes to educating visitors about the local environment and culture, while also supporting the local economy (Kumar et al., 2023). This awareness plays a vital role in creating a balance between economic benefits and the need to protect local natural and cultural heritage.

Bali, an icon of Indonesian tourism, faces similar pressures. The 2023 Bali Provincial Statistics Agency (BPS) report noted that international tourist arrivals rebounded post-pandemic, reaching 4.8 million people per year. Meanwhile, the conversion of agricultural land to tourist accommodations and the decline in interest in the agricultural sector among younger generations have led to the degradation of traditional agricultural systems, including the Subak (rice-based rice fields). Data from the Bali Provincial Agriculture and Food Security Office (2022) shows that over the past decade, Bali has lost approximately 4,300 hectares of rice paddies, much of it located within the tourism buffer zone. Subak, a traditional irrigation system recognized by UNESCO as a World Heritage Site since 2012, is not merely a technical structure but also reflects the Balinese philosophy of life, known as Tri Hita Karana, which stands for harmony between humans, nature, and God. Subak is part of the cultural landscape that is integral to the community's way of life, but its existence is increasingly threatened if it is not creatively and adaptively integrated into the dynamics of tourism development. Therefore, an innovative approach is needed that can bridge the preservation of agrarian values with strengthening the local economy through the tourism sector.

Panji Tourism Village, located in Sukasada District, Buleleng Regency, is one of the tourist villages that has an active agricultural landscape and a functioning Subak structure. Based on the Panji Tourism Village Profile (2023), approximately 67% of the population still relies on the agricultural sector for their livelihood, and there are two active Subaks managing more than 80 hectares of rice fields. This village has also been designated as one of the top 100 national tourist villages by the Ministry of Tourism and Creative Economy in 2022. This potential opens up significant opportunities to develop agricultural-based tourism activities, particularly through the holding of events themed Panji edu eco festival which prioritizes education and cultural preservation.

In this context, this research aims to design the Panji edu eco festival concept as an educational and promotional medium based on agrarian culture. This festival is expected to be a means of introducing sustainable agricultural practices to tourists, while strengthening local identity and empowering rural communities economically and socially. Activities that could be included in the festival include farmer cultural attractions, organic agricultural product exhibitions, Subak irrigation demonstrations, and youth involvement in creative agricultural-themed activities.

The novelty of this research lies in the integration of the Subak system, an agrarian cultural heritage, with an event design that prioritizes the principles of sustainable and community-based tourism. The festival is designed not simply as a cultural celebration, but as a strategic mechanism for achieving the Sustainable Development Goals (SDGs). In this case, the festival is also positioned as a tool for social transformation, where local communities are

not merely passive participants but become key actors in defining the direction and form of their village's development.

Furthermore, this research also contributes to academic research in the fields of event studies and tourism planning, particularly in developing village event models based on local wisdom and sustainability principles. Through a participatory approach and field observations, this research will explore local values, community expectations, and festival implementation strategies that could be integrated into the annual village tourism calendar. Furthermore, the research findings are expected to provide policy recommendations for local governments and tourism village managers in developing programs that align with local potential and the demands of sustainable development.

Community-based events are activities designed, implemented, and managed by local communities to meet their social, cultural, and economic needs. According to Getz (2012), community-based events are a form of tourism development strategy that can increase community ownership of a destination while empowering the local economy. In the context of rural tourism, community events serve as a promotional tool for destinations based on local values and traditions (Vafadari, 2021). Communities act not only as implementers but also as curators of values, guardians of traditions, and social innovators, integrating cultural heritage with tourism experiences. Therefore, active community involvement in event design and implementation is crucial to the success and sustainability of the program.

Ecotourism is defined by The International Ecotourism Society (TIES, 2015) as a form of responsible travel to natural areas that conserves the environment, maintains the well-being of local communities, and involves education and interpretation. In rural, agriculture-based contexts, the term agroecotourism is gaining prominence as a form of tourism that emphasizes environmentally friendly agricultural practices and promotes the conservation of natural resources. Agroecotourism not only offers a tourist experience but also provides opportunities for visitors to engage directly in agricultural activities, which in turn promotes awareness of the importance of sustainability among tourists. As Nowacki et al. explain, an understanding of the need to adopt environmentally friendly practices has driven greater interest in sustainable tourism destinations among consumers. This creates an environment that supports tourism practices that focus on sustainability and better environmental management (Nowacki et al., 2021). In this regard, agroecotourism serves as an effective way to raise awareness of conservation in agricultural environments and how environmentally friendly farming practices can benefit the ecosystem as a whole. Festivals based on agriculture and the environment can be an effective medium for introducing this concept to a wider audience. Research by (M. S. Hidayat et al., 2023) emphasizes that sustainable tourism development in rural areas must involve the active participation of local communities in efficient resource management. This is crucial for developing environmentally friendly infrastructure and sustainable tourism products. In the context of agroecotourism, success depends on collaboration between farmers, policymakers, and tourists in creating experiences that are not only economically beneficial but also support environmental conservation.

Subak is a traditional irrigation system in Bali that has existed for over a millennium. Subak is not simply a water distribution system, but also reflects a socio-ecological system rooted in the spiritual, ecological, and social values of the Balinese people. According to Lansing (2007), Subak is a rare example of a locally based natural resource management system that has proven sustainable for hundreds of years through the principles of water democracy and mutual cooperation. Within the Tri Hita Karana framework, Subak integrates the relationships between humans with God (*parhyangan*), with each other (*pawongan*), and with nature (*palemahan*). UNESCO's recognition of Subak as a World Cultural Heritage

(Cultural Landscape of Bali) in 2012 reinforces the importance of preserving this system. However, pressures from tourism and urbanization have necessitated the integration of Subak values into new forms, such as cultural events. One reference supporting this recognition is the work of Sutomo et al., who stated that the Subak system, particularly in Jatiluwih, was internationally recognized as a World Heritage site by UNESCO on July 6, 2012, due to its unique ecological and socio-cultural significance (Sutomo et al., 2021). Other references by (Yujana et al., 2022) UNESCO also emphasized that recognition reflects the Tri Hita Karana philosophy, which underpins Subak management. This philosophy not only regulates agricultural aspects but also fosters strong relationships between communities and the environment, creating a system that is not only ecologically sustainable but also strengthens communities.

Events in the tourism world serve not only as entertainment but also as educational and promotional tools. In their tourism study, Getz and Page (2016) stated that strategically designed events can create meaningful experiences while conveying valuable messages to visitors. This aligns with the findings of Eppang et al., who highlighted the importance of interpretation activities in developing tourist attractions, where interpretation serves to convey information, values, and meaning about a destination to visitors (Eppang et al., 2023). Thus, through well-designed experiences, visitors will not only enjoy their visit but also gain a deeper understanding of the social and cultural context of the place they visit. In the context of tourism destinations, events are used to attract tourists, extend their stay, and strengthen the destination's brand image. Furthermore, events can also be used as a tool to transform tourists' understanding of issues such as sustainability, conservation, and local culture. Subak-based festivals can be used to introduce sustainable agricultural values to tourists through narrative, symbolic, and participatory approaches. From a sustainability perspective, research by Sofiani et al. shows that today's travelers increasingly seek authentic and immersive tourism experiences. By integrating cultural elements and local experiences into event design, rural tourism can become an attractive option for tourists, stimulating interest in exploring the uniqueness and local wisdom of the area (Sofiani et al., 2024). Additionally, Hidayat and Kemala emphasized that the authentic experiences offered during events significantly influence tourists' intention to visit. They found that attachment to a place and the experiences gained through interacting with local culture can increase the likelihood of tourists returning to a destination (Hidayat & Kemala, 2023). Overall, to achieve sustainable tourism goals, it is crucial for event organizers to design activities that are not only engaging but also have a positive impact on visitors and local communities. Thoughtful events can serve as effective communication tools for cultural and environmental values, thereby increasing awareness and appreciation of local heritage.

The contribution of this research is both theoretical and practical. Theoretically, it contributes to community-based tourism literature by demonstrating how traditional agricultural systems can be integrated into event-based tourism development, and to cultural preservation studies by illustrating mechanisms for transmitting traditional values through contemporary festival formats. The research also contributes to understanding how participatory approaches can align tourism development with community aspirations and sustainability principles. Practically, the research provides Panji Tourism Village with a concrete festival concept grounded in local values and community input, along with implementation strategies and sustainability recommendations. The findings can inform policy recommendations for local governments and tourism village managers in developing programs aligned with local potential and sustainable development demands. Furthermore, the festival model developed through this research may be replicable in other tourist villages

facing similar challenges of balancing tourism development with cultural and environmental preservation.

## **RESEARCH METHOD**

This research used a qualitative approach with the Participatory Action Research method. This approach was chosen because it is relevant to the research context, which aims to encourage social change and community empowerment through active community involvement in the planning and development of locally-based events (Chusmeru et al., 2023). Participatory Action Research (PAR) enabled researchers to collaborate with the community of Panji Tourism Village to explore local potential, design festival concepts, and reflect on the results and impacts in a participatory manner. The research was conducted in Panji Tourism Village, Sukasada District, Buleleng Regency, Bali Province. This village was selected purposively due to its strong agrarian characteristics, active Subak system, and community commitment to tourism development.

The research subjects included various stakeholders directly involved in the Subak system and tourism village development, including: the Panji Tourism Village Subak Group, Panji Tourism Village Managers, local traditional and cultural figures, agricultural-based Micro, Small and Medium Enterprises and village youth. The informant selection technique was carried out using purposive sampling with consideration of active involvement and capacity in providing relevant information.

Data collection was carried out using several techniques, namely: a) Researchers were directly involved in community life and village activities to observe Subak activities and the potential that could be raised in the festival, and b) conducting in-depth interviews with key informants to explore their views, hopes and experiences regarding the idea of the festival and Subak preservation. The data obtained will be analyzed thematically, through: data reduction by sorting relevant data and categorizing it, data presentation, and drawing conclusions. Data validity is maintained through triangulation techniques of sources and methods to ensure that data interpretation aligns with community perspectives.

## **RESULT AND DISCUSSION**

This research was conducted to explore and analyze how the Panji Edu Eco Festival can serve as an event concept to support the development of sustainable ecotourism attractions in Panji Tourism Village, Buleleng Regency. The results show that this festival not only serves as a means of entertainment and promotion of local culture, but also serves as an educational medium that introduces sustainable agricultural practices based on the Subak system to tourists. The festival's uniqueness, which combines educational, ecological, and local economic aspects, has proven to make a significant contribution to enhancing Panji Village's image as an ecotourism destination.

### **1) Identification of Local Subak Values as material for the Panji Edu Eco Festival**

Based on observations and in-depth interviews planned with farmers, traditional leaders, and tourism village managers, it was discovered that Subak not only functions as an irrigation system, but also as a symbol of harmony and social order. The values of mutual cooperation (ayahan), spirituality (worship at Subak temples), and food self-sufficiency are believed to have strong educational and cultural appeal when creatively packaged in events. These values form the core of the festival's narrative. A previously practiced activity by subak farmers in Panji Village, the cattle herding activity, can be incorporated into the festival's educational and participatory content. The Panji Edu Eco Festival highlights the local values of subak, not only as a traditional irrigation system but also as a cultural heritage that embodies the Balinese philosophy of life. The identification of local Subak values is evident in various

elements displayed at the festival. First, the environmental aspect is embodied through rice planting practices, collective water management, and the use of organic fertilizers, which are introduced to tourists as part of the festival activities. This provides an understanding that Subak is not simply an irrigation technique, but an ecological system that preserves the balance of nature. Second, the socio-cultural aspect is evident in the small rituals that accompany agricultural activities, such as symbolic offerings before going into the rice fields, which demonstrate the close connection between agricultural activities and local beliefs and customs. Third, the economic aspect emerges through the involvement of farmers and local Micro, Small and Medium Enterprises who utilize the festival as a means to sell organic agricultural products and typical village culinary delights.

## **2) Concept Design for the Panji Edu Eco Festival Event**

Through interviews with the community and tourism village managers, the concept of the edu eco festival event was designed using a community-based event approach. This festival consists of three main dimensions, namely: 1) the educational dimension, a festival aimed at transforming Subak into a medium for learning about ecology, culture, and local wisdom. Educational activities include workshops on Subak, agricultural demonstrations, and public discussions on sustainable agriculture. Public discussions on sustainable agriculture are also designed to foster dialogue between the community, academics, local government, and tourists. The results of the discussions indicate that the educational dimension is crucial for strengthening cross-generational understanding, especially for the younger generation who are increasingly alienated from farming practices. Furthermore, tourists gain a meaningful experience because they not only see the results but also understand the process and values behind Subak. 2) The creative cultural attraction dimension is positioned as a platform for expressing local identity. Cultural attractions held during the festival include megoak-goakan and sapi gerubangan art performances. A parade of traditional agricultural tools is designed to remind people of the important role of simple equipment in supporting Subak's sustainability. Meanwhile, a local harvest processing competition on display provides space for community innovation, particularly for women and youth groups, to develop creativity while increasing the economic value of agricultural products. 3) The tourist-community interaction dimension emphasizes direct tourist participation in the daily lives of farmers. This design allows tourists to participate in rice planting, plowing, and harvesting alongside farmers. Furthermore, cooking together using local ingredients serves as a way to strengthen social ties and introduce the diversity of traditional Balinese cuisine. Visitor-community interaction involves direct involvement in farming activities and participation in maintaining the rice paddy landscape.

## **3) Community Engagement and Event Sustainability Strategy**

The research results show that the people of Panji Village are highly enthusiastic in supporting the idea of holding the Panji Edu Eco Festival. This enthusiasm arises because the festival is seen as a medium to reclaim their agrarian identity, which has been marginalized due to lifestyle changes and the influx of modern culture. Through interviews and observations, it was clear that the farming community, local arts groups, and the village's younger generation expressed a desire to actively participate. This demonstrates that community involvement is not merely a formality, but a shared need to maintain the existence of Subak and strengthen the village's identity as an ecotourism destination. One key strategy in community engagement is providing a space for creative expression for the younger generation. The festival is designed to channel their interests in the digital world, art, and culinary arts through social media-based Subak documentation activities, creative product development from agricultural produce, and cooking competitions using local foods. This strategy aligns with the need for farmer regeneration, where younger generations who

previously lacked interest in agriculture can now rediscover it through creative channels relevant to their lifestyles. In this way, the festival serves as a medium for transitioning traditional values into a modern context without losing the essence of Subak local wisdom. Furthermore, community involvement also focuses on empowering the local economy. The festival provides opportunities for farmers and micro, small, and medium enterprises to sell organic agricultural products, village culinary delights, and handicrafts based on agrarian culture. The presence of village product and culinary stands can increase family income while introducing local flavors to tourists. This reinforces the festival's function not only as a medium for cultural preservation but also as a catalyst for the village's creative economy. This makes the festival's sustainability more realistic, as the community directly benefits from its involvement in organizing the festival. From a sustainability perspective, the Panji Edu Eco Festival has the potential to be developed as an annual program in the Panji tourism village. The consistent annual festival is believed to maintain community engagement and build the village's brand as a Subak-based ecotourism hub. Strategies to ensure this sustainability include establishing a community-based standing committee, diversifying festival activities to meet the needs of the tourist market, and strengthening support from local government and academic partners.

## CONCLUSION

This research demonstrates that the Subak system, as a Balinese agrarian cultural heritage, holds significant potential to be promoted through the Panji Edu Eco Festival as an educational and participatory event supporting sustainable tourism. Panji Tourism Village in Buleleng Regency, with its active farming community, provides an ideal setting to implement this festival model, which combines cultural preservation with ecotourism appeal. Designed as both a cultural celebration and a platform for social transformation, the festival facilitates education, advocacy for sustainable agriculture, and meaningful interactions between local communities and tourists. Applying community-based tourism and ecotourism principles has shown the potential to deliver profound tourism experiences that integrate the spiritual, ecological, and social values of Subak, directly contributing to sustainable tourism development goals. Active community involvement from planning to implementation emerges as critical to the festival's success and long-term sustainability. The Panji Edu Eco Festival thus offers a replicable model for managing cultural heritage strategically within environmentally conscious and values-based tourism. Future research could explore longitudinal impacts of the festival on community livelihoods, ecological conservation, and visitor learning outcomes to further refine sustainable event strategies.

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