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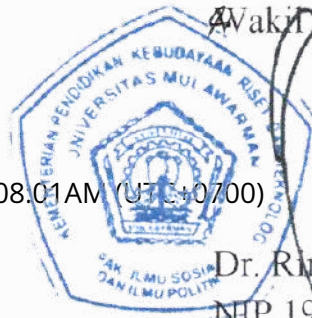
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Pengelolaan Potensi Desa (Studi Kasus Objek Wisata Di Desa Tanjung Limau)
Village Potential Management (Case Study of Tourist Attractions in Tanjung Limau Village)
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ARTICLE INFORMATION	ABSTRACT
Vol. xx, No. xx Page: Published: KEYWORDS The Role of Village Government, Tourist Attractions, Management CORRESPONDENCE Phone: +628569872481 E-mail: azhezaputri@gmail.com	Desa Tanjung Limau has many beaches. However, out of all the beaches, the government only contributes to one event held at Pantai Jingga, and that is only for parking fees. Beyond that, the village government has no contribution in the management of the beaches in Desa Tanjung Limau. The beaches in Desa Tanjung Limau are also owned individually by the community, so the tourist attractions (beaches) in Desa Tanjung Limau do not increase the village's income. Which should ideally make tourism one of the opportunities to increase the village's income. The role of the village government in managing the village's potential (tourist attractions) to increase village income, after being analyzed based on interviews, is found to be very crucial in providing legal certainty, clarifying the distribution of contributions and levies, and ensuring the management of village potential is viewed from the indicators of planning, organizing, implementing, and supervising sustainably. The Village Government is not involved at all in the management of the tourist attraction, which indirectly results in a lack of income for the village and the surrounding community because it is only managed by POKDARWIS, formed by DISPAR Kalar.

INTRODUCTION
Pada era globalisasi pariwisata merupakan salah satu industri terbesar dengan tingkat pertumbuhan paling pesat di dunia. Yang mana berdasarkan data Badan Statistik Pusat pada tahun 2022 terdapat 734,86 juta turis Nusanantara (wisatawan) mengunjungi Indonesia, ada pertumbuhan sebesar 19,82% dari tahun sebelumnya. Hal ini juga disebabkan oleh fakta bahwa industri pariwisata memainkan peran penting dalam pengembangan terpadu yang memiliki banyak potensi bagi wisatawan dan menghasilkan pendapatan yang signifikan bagi negara dan daerah yang menarik mereka. Sehingga perlu dilakukan pengembangan untuk memaksimalkan potensi pariwisata, khususnya di Indonesia.
Salah satu provinsi Indonesia dengan potensi pariwisata yang kaya dan beragam adalah Kalimantan Timur. Berdasarkan data yang diambil dari Dinas Pariwisata Kaltim pada tahun 2023 tercatat rekapitulasi data kunjungan Wisatawan Nusanantara (wisatawan) Provinsi Kaltim

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