

## **ABSTRACT**

*Bandung Regency has a high tourism potential. As Ciburial Village which is one of the tourist villages in Bandung Regency which has a lot of natural beauty and tourist attractions, which is an attraction for local and foreign tourists to visit. This was followed by the growth of the tourism sector which gave rise to business opportunities for rural communities, thereby increasing the number of entrepreneurs in Ciburial Village. The sustainability of tourism has three main keys, namely economy, environment and society. However, the growth of the tourism sector in the Ciburial Village still faces obstacles, such as infrastructure problems, a business climate that is not yet conducive, and resources that have not been properly managed.*

*The purpose of this study is to identify the role and involvement of stakeholders in the development of tourism entrepreneurship and the condition of the business environment in developing tourism entrepreneurship in Ciburial Village.*

*This study uses a qualitative method approach, using data collection techniques through observation and interviews with informants. Interviews were conducted with academics, stakeholders and the village government of Ciburial.*

*The results of this study indicate that government support variables influence the development of tourism in the Ciburial Village, it can be seen from the government's planning and priorities for the tourism industry, tourism activity programs and the effectiveness of marketing activities to attract tourists. The stakeholder engagement variable also influences the resources involved. On the business environment variable, the results of the study found that the level of market dominance and tourism policy influenced the development of government support. This means that the variables of government support, stakeholder engagement, and the business environment influence the influence in sustainability of tourism entrepreneurship in the Ciburial Village.*

*Keywords: Tourism Entrepreneurship, Stakeholders, Government Support, Tourism Village*