

ABSTRACT

Ecotourism development can be a model for the development of Micro, Small and Medium Enterprises in the form of partnerships as outlined in an agreement. The partnership agreement is expected to be able to empower Micro, Small and Medium Enterprises. This research is a normative legal research, with a statutory, conceptual, and comparative approach. This research found three things. First, the nature of the partnership in the field of ecotourism is the embodiment of the concept of life in a balanced relationship. between humans and God, each other, and the environment. The essence of partnership in the field of ecotourism is basically mutually beneficial for humans and nature. The second finding The partnership agreement in the field of ecotourism has the following characteristics: a formal agreement, in the form of an authentic deed; The scope of the partnership agreement in the field with small and / or micro businesses so that the partnership agreement cannot be implemented. The third finding is the principle of economic solidarity in the context of a partnership agreement in the field of ecotourism which becomes the foundation and touchstone for every partnership agreement formation and implementation. The principle of economic solidarity is the pillar of the partnership agreement in the ecotourism sector. The principle of economic solidarity is not only applied to rights and obligations clauses, but also in the form of development clauses, because the principle of economic solidarity is a manifestation of a sense of unity and concern in seeking and enjoying welfare for MSMEs around ecotourism destinations. The principle of economic solidarity as a form of human responsibility as a social being. The principle of economic solidarity is the moral responsibility of tourism entrepreneurs to MSMEs around ecotourism destinations.

Keywords: partnership, SMEs empowerment, ecotourism