



Al-Amwal: Jurnal Ekonomi dan Perbankan Syariah
ISSN: 2303-1573 e-ISSN: 2527-3876
Homepage: <https://www.syekhnujati.ac.id/jurnal/index.php/amwal>
email: jurnalalamwal@syekhnujati.ac.id

AL-AMWAL

Optimization of The Tourism Sector As An Alternative Leading Economic Sector In The Southern Regency Of Pemalang

Pahrul Fauzi,

Email: aruelgtl@gmail.com

Fakultas Ekonomika dan Bisnis Universitas Wijayakusuma

Adi Nugraha

Email: andjaradinugraha@gmail.com

Fakultas Ekonomika dan Bisnis Universitas Wijayakusuma

Abstract

The tourism sector can be optimized as an economic activity in the southern part of Pemalang Regency. Based on BPS data from Pemalang Regency in 2018, the contribution of seven sub-districts in the southern part of Pemalang Regency only contributed an average contribution to the Regional GDP of Pemalang Regency by 5.1%. The purpose of this study is to analyze the potential, attractiveness, and management of the tourism sector in the southern part of Pemalang Regency. The research method used is a quantitative descriptive approach. Based on the results of the study note that the main attraction of tourism activities in the southern part of Pemalang is the natural beauty supported by tourist attractions. In general, 51% of respondents were not satisfied with the performance of the tourism sector in southern Pemalang District. From the manager's point of view, more than half (57%) of tourist attractions in the southern part of Pemalang Regency were established less than the last 10 years and are dominated by village government management (BUMDES). Based on this, development and management efforts need to be improved so that the tourism potential in the southern part of Pemalang Regency can maximally contribute to the economy of its people.

Keywords: *Tourism Sector, Southern of Pemalang Regency.*

Abstrak

Sektor pariwisata dapat dioptimalkan sebagai kegiatan ekonomi di Kabupaten Pemalang bagian selatan. Berdasarkan data BPS dari Kabupaten Pemalang pada tahun 2018, kontribusi tujuh kecamatan di bagian selatan Kabupaten Pemalang hanya memberikan kontribusi rata-rata terhadap PDB Daerah Kabupaten Pemalang sebesar 5,1%. Tujuan dari penelitian ini adalah untuk menganalisis potensi, daya tarik, dan pengelolaan sektor pariwisata di bagian selatan Kabupaten Pemalang. Metode penelitian yang digunakan adalah pendekatan deskriptif kuantitatif. Berdasarkan hasil penelitian diketahui bahwa daya tarik

utama kegiatan pariwisata di bagian selatan Pemalang adalah keindahan alam yang ditunjang oleh tempat wisata. Secara umum, 51% responden tidak puas dengan kinerja sektor pariwisata di Kabupaten Pemalang selatan. Dari sudut pandang manajer, lebih dari setengah (57%) tempat wisata di bagian selatan Kabupaten Pemalang didirikan kurang dari 10 tahun terakhir dan didominasi oleh manajemen pemerintah desa (BUMDES). Berdasarkan hal ini, upaya pengembangan dan pengelolaan perlu ditingkatkan sehingga potensi pariwisata di bagian selatan Kabupaten Pemalang dapat memberikan kontribusi maksimal bagi perekonomian rakyatnya.

Kata kunci: Sektor Pariwisata, Pemalang Bagian Selatan.

INTRODUCTION

Background

Pemalang Regency is an area of Central Java Province with various potentials. However, development performance in Pemalang Regency still needs to be optimized. This condition can be known based on several development indicator data that are still lagging behind other regions in Central Java Province. Based on 2018 data, Pemalang Regency occupies the 6th lowest percentage of the poor population in Central Java Province, the region with the lowest human development index value, and the region with the third-highest unemployment rate in the area of Central Java Province (BPS, Regional Statistics of Central Java Province 2018).

Bappeda of Central Java Province released data on fourteen poorest regions (districts/cities) in Central Java Province in 2018 which included Pemalang District (suaramerdeka.com, 2019). These conditions require serious and ongoing efforts to be able to improve the performance of leading economic sectors that can have an economic impact on the Pemalang District community. The geographical condition of Pemalang Regency with its unique landscape can be optimized for tourism activities. These various potentials need to be identified so that development planning can be carried out more (Budiani, 2018).

The geographical conditions of the Pemalang Regency are concentrated in the north and south. The economy of the northern region tends to be better. Aside from being the center of government, the northern region of Pemalang Regency is also traversed by the main route of the north coast (Pantura) which makes the economy more lively. Especially in 2018 the Trans Java toll road that passes through Pemalang Regency has been inaugurated. This condition was not matched by the economic growth of the Pemalang Regency in the south. Based on BPS data from Pemalang Regency in 2018, the contribution of seven sub-districts in the southern part of Pemalang Regency only contributed an average contribution to the Pemalang Regency PDRB of 5.1% (BPS, Pemalang District in Figures, 2018).

Based on these conditions Pemalang Regency, especially in the southern part, needs alternative solutions to be able to improve economic performance and provide welfare for its people. Sectors that have this potential include tourism. The development of the tourism sector in Pemalang Regency can be directed at optimizing the development of natural tourism (Sari & Sukawi, 2018). Tourism development (based on nature tourism) can increase local revenue (PAD) while maintaining natural areas for sustainability (Haris et al., 2017). Based on data from the Pemalang Regency Tourism Office as much as 80% of natural tourism objects in Pemalang Regency are in the southern part.

The purpose of this study was to conduct an analyze of the potential, attractiveness, and models of tourism management in southern Pemalang District. The point of view used is the perspective of the public who become consumers (tourists) as well as managers of attractions in southern Pemalang Regency.

This research can be optimized for the development of the tourism sector in southern Pemalang District. By knowing aspects of potential, attractiveness, and management models, it can be developed with more targeted tourism development planning in southern Pemalang Regency.

LITERATURE REVIEW

Potential and Tourism Attractions

Based on Law Number 10 of 2009 Concerning Tourism, it is explained that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. Whereas in the same regulation, tourist attraction is anything that has a uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made diversity that is the target or destination of tourist visits. Based on this understanding it can be seen that tourism is all things that can attract visitors (visitors), which can also be referred to as tourists, to visit and enjoy the treat that is there as an attraction.

The development of tourism has become a lot of theoretical research objects. One of them (Fauzi, Bakhri, & Ahmad, 2019) is conducting research on tourism development in Pangandaran Regency. In this research, it is known that tourist attraction is one of the main factors for the development of the tourism sector. The natural tourist attraction is indeed a gift of nature, however, aspects of management and development of attraction are also still needed. The research conducted (Gilang Widagdoyo, 2017) is one example that shows that the potential of tourist attractions that affect tourist interests can be mapped and then can be applied in planning and development strategies.

Tourism Sector Management

The tourism sector is referred to as quick yielding industries, namely industries that can have a direct impact on society in a short time (Yoeti, in (Fauzi et al., 2019). In managing the tourism sector needed contributions from various parties. Based on this the success of the development of the tourism sector is greatly supported by the ability of various parties involved in contributing to the implementation of the development of the tourism sector (Sabon, Tommy, Perdana, Citra, & Koropit, 2018). The success of the management of the tourism sector can then be used as evaluation as an appropriate consideration of planning the development of the tourism sector of an area (Triana, 2018).

METHODE

This research uses a quantitative descriptive approach. Descriptive research is research that seeks to uncover a problem or a situation and is to reveal facts (Wiratha, 2006). This study focuses on analyzing the potential, attractiveness, and management models of the tourism sector in the Southern District of Pemalang. Primary data obtained through interviews using the questionnaire instrument becomes the main data used and supported by relevant secondary data. The location of the study was conducted in seven sub-districts in the southern part of Pemalang Regency with nine tourist attractions being sampled. The total visitors who were respondents were 100 people, while the sample managers were 8 tourism object managers.

RESULT AND DISCUSSION

General Conditions of Pemalang Regency Tourism

Pemalang Regency has a strategic geographical location with a variety of tourism development potential. In addition to its strategic location, because it is located on the north

coast of the island of Java which is the economic pulse, the natural resources in Pemalang Regency are classified as complete because they have the charm of the natural beauty of the mountains, beaches, and artificial tourism. Besides, there are quite a several unique locations in Pemalang Regency that are trying to develop tourism potential. Most of the tourism development in Pemalang Regency is based on natural beauty such as locations with mountain atmosphere, natural spring baths, waterfalls, and so on.

Based on the 2016 Regional Tourism Development Master Plan (RIPPARDA) in Pemalang Regency, Pemalang Regency has three categories of tourist attractions, namely: natural tourism attractions; cultural/religious tourism; and artificial tours. Many natural tourism objects in the southern Pemalang Regency certainly need to be developed comprehensively so that they can grow optimally.

Tabel 1. Natural Tourism Objects in Pemalang Regency

No	tourist attraction	sub-district
1	Widuribeach	Widuri, Pemalang
2	Kramat Sari beach(Blendung)	Blendung, Comal
3	Joko Tingkir beach	Nyamplungsari, Petarukan
4	Sumur Pandanbeach	Nyamplungsari, Petarukan
5	Silating lake	Sikasur, Belik
6	Renganislake	Watukumpul
7	Sibedil waterfall	Sima, Moga
8	Maratangwaterfall	Sima, Moga
9	Mendelem hill (Jimat mount)	Mendelem, Belik
10	Watu Sewidak hill	Watukumpul
11	Mangrove forest	Mojo, Ulujami
12	Kukusan hill	Gambuhan, Pulosari
13	Gajah mount	Gongseng, Randudongkal
14	Tea plantation of Semugih	Semugih, Moga
15	Dipajaya Climbing post of Slamet Mount	Clekatakan, Pulosari
16	Besek hill	Cikendung, Pulosari
17	Batur Temple	Bulakan, Belik
18	Viewing Post Slamet Mountain	Gambuhan, Pulosari
19	Sahid waterfall	Cikendung, Pulosari
20	Sidokwaterfall	Mandiraja, Moga
21	Gong waterfall	Desa Kejene, Randudongkal
22	Duwurwaterfall	Wanarata, Bantarbolang
23	Pelangi waterfall	Desa Cikendung, Pulosari
24	Barongwaterfall	Desa Badak, Belik
25	Maratanga waterfall	Desa Sima, Moga
26	Gunung Sari mountain ground	Pulosari
27	Cemara Saktimountain ground	Pulosari
28	Punggung mountain ground	Desa Penakir, Pulosari
29	Nyalembeng hill	Desa Nyalembeng, Pulosari

No	tourist attraction	sub-district
30	ISAWA (Igir Sapi Watu Candi) park	Watukumpul
31	Melodi Cintahill	Desa Clekatan, Pulosari
32	Jurangmangumountain ground	Jurangmangu, Pulosari
33	Tangkeban hill	Tangkeban, Pulosari

Source: Department of Tourism and Sports, Pemalang Regency

Characteristics of Tourist Visitors

Tourist characteristics can be analyzed to determine travel interests and preferences (Rizkhi & Buchori, 2014). In this study, several characteristics of tourist attractions in South Pemalang are known as follows:

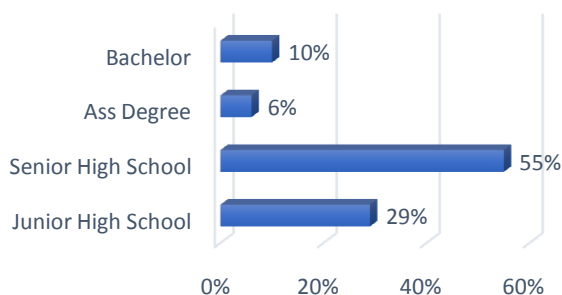


Figure 1. Educational Characteristics of Respondents

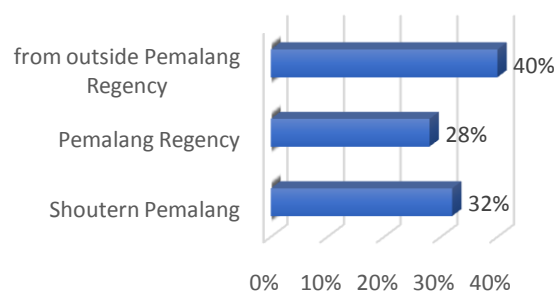


Figure 2. Respondent Origin

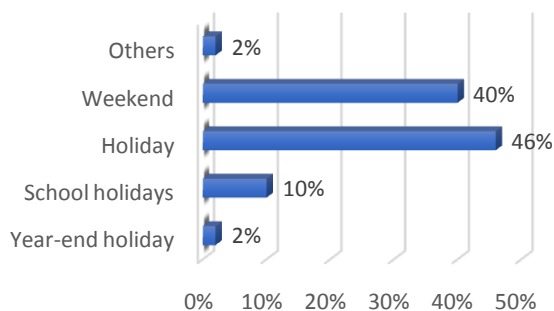


Figure 3. Time of Respondent Visit

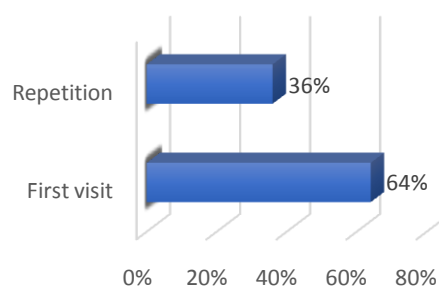


Figure 4. Respondent's Visit

It is known that respondents who are tourist attractions in the southern part of Pemalang Regency as much as 40% (figure 2) are from outside the region of Pemalang Regency. Whereas 64% of respondents (figure 4) are the first visitors. These conditions indicate that the tourist attractions in the southern part of Pemalang Regency are dominated by visitors who temporarily arrive or even just cross into the Pemalang lane and then stop by. This condition is strengthened by the data shown in Figure 3, where respondents' visit times were dominated during holidays (46%).

Visitor Preferences (Pemalang Regency Tourist Attraction)

The main attraction of visitors traveling in the southern Pemalang Regency is to enjoy the beauty of nature. The answer was conveyed by 58% of respondents. This condition illustrates tourist preferences, with the implication that natural beauty can be optimized as the main attraction of tourism activities in the southern part of Pemalang Regency.

Tabel 2. Main and Supporting Attractions in The Southern Pemalang Regency

Kind of attraction	Attraction (%)	
	Main	Supporting
Natural attraction	58%	38%
Typical food/souvenirs	0%	2%
Tourist attraction	35%	48%
Others	7%	12%
Total	100%	100%

Source: Processed primary data

In addition to the main attraction, respondents also rated supporting attractiveness that can be developed in several attractions in the southern part of Pemalang Regency. As many as 43% answered the supporting attraction that can be developed is attraction tourism. Some examples of tourist attractions that support tourist attractions in southern Pemalang Regency such as attractive selfie locations, cafes, outbound packages, campsites, educational tours, and so on. Respondents considered that typical food, souvenirs, or other souvenirs were felt to be lacking. This condition is reflected in the respondent's answer both from the aspect of the main attraction and supporting appeal where the typical food factor or souvenirs only get a percentage smaller than 5%. However, quite several respondents advised tourism managers or local governments to develop special foods, souvenirs, or other souvenirs that are iconic to support tourism activities in the southern Pemalang District. The role of the creative economy sector is important to support tourism activities. Aside from being a complementary factor, creative industries (including culinary and souvenirs) can provide added value economically for the surrounding community (Seliari, 2018).

The natural beauty which is the main attraction of tourism in the southern part of Pemalang Regency needs to be optimized for its development. Because through tourism activities, in addition to being able to improve economic performance, nature conservation can still be maintained (Li, Li, Tang, & Wang, 2019). Based on this the development of the natural beauty-based tourism sector in southern Pemalang Regency needs to be planned in detail properly.

In table 3 it is known that the motive for visiting tourist attractions in the southern part of Pemalang Regency is for refreshing, which is 79% of respondents. This is in line with the main attractions of tourism that rely on natural beauty (Rifaul Kirom, Sudarmiatin, & Putra, 2016). The tourist perspective regarding tourism costs in the southern part of Pemalang Regency is also still considered within reasonable limits. As many as 48% of respondents rated the cost of tourism to be quite cheap, even as much as 35% of respondents rated the cost of tourism in southern Pemalang District to be cheap when compared to attractions in other regions.

Table 3. Motive for visiting

Motive	Percentage
Refreshing	79%
Visiting friends/family	7%
Tour	3%
Look for new experiences	6%
Others	5%
Total	100%

Source: Processed primary data

Table 4. Travel cost assessment

Biaya	Percentage
Very cheap	6%
Cheap	35%
Sufficiently	48%
Expensive	10%
Very expensive	1%
Total	100%

Source: Processed primary data

Table 5. Tourism information source

Tourism information	Percentage
Internet/Social media	36%
Brochure/Leaflet	0%
Newspaper/TV	1%
Friends	41%
Others	22%
Total	100%

Source: Processed primary data

Table 6. Type of tourist visit

Traveled with	Percentage
Family	38%
Friends	55%
Others	7%
Total	100%

Source: Processed primary data

Based on table 5 it is known that it is related to tourist media to find out attractions in the southern part of Pemalang Regency. As many as 41% of respondents received information about attractions in the southern part of Pemalang Regency from friends or relatives. While 36% of respondents get information from the internet / social media. Optimization of social media needs to be improved so that tourist attractions in the southern part of Pemalang Regency are increasingly known to the public. Social media is the most effective information media in marketing tourism activities today (Gilang Widagdoyo, 2017).

Infrastructure Assessment

Infrastructure facilities become things that cannot be ignored in the development of tourism objects. Infrastructure capacity (quantity and quality) is an important part to provide support for tourism activities (Hesna, Suraji, Istijono, Hidayat, & Ophyandri, 2018). As an area that is still in the development stage, tourism activities in the southern part of Pemalang Regency certainly need to be supported by facilities and infrastructure both supportive and directly related to tourism activities. The most visible starting facility is the accessibility aspect which consists of the availability and quality of roads, public transportation, and tourist object identification signs. In table 7 is the respondent's assessment of the accessibility of attractions in the southern part of Pemalang Regency.

Table 7. Attraction Accessibility Assessment in Southern Pemalang District

Assessment criteria	Accessibility			Average rating
	Road access (quantity & quality)	Public transportation	Tourist attraction sign	
Does not support	1%	4%	1%	2%
Less support	9%	38%	42%	30%
Sufficiently	30%	29%	36%	32%
Support	51%	28%	21%	33%
Very supportive	9%	1%	0%	3%
Total	100%	100%	100%	100%

Source: Processed primary data

Based on the table above, tourists consider that accessibility to attractions in the southern part of Pemalang Regency is quite supportive with an average of 33% of respondents answering already supporting, 32% enough, and 30% less supporting. Poor evaluation of respondents is public transportation and tourist object signs. Both of these were stated by respondents still very difficult to find, especially on some natural attractions that are located some distance from the main road. However, the quality and quantity of roads leading to attractions in the southern part of Pemalang are considered to be sufficient.

Table 8. Assessment of Tourism Infrastructure Facilities in Southern Pemalang District

Assessment criteria	Tourism Infrastructure				
	Parking lot	Restaurant	Information center	Toilet	Place of worship
Does not support	0%	1%	4%	8%	16%
Less support	18%	14%	28%	30%	27%
Sufficiently	35%	60%	52%	43%	37%
Support	42%	23%	16%	19%	20%
Very supportive	5%	2%	0%	0%	0%
Total	100%	100%	100%	100%	100%

Source: Processed primary data

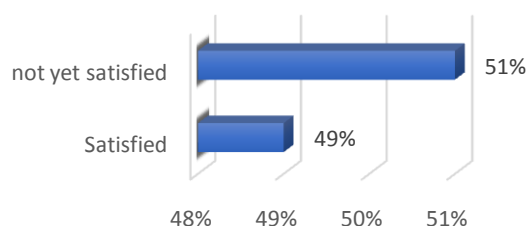
Table 8 is the respondent's assessment of tourist infrastructure in the Southern District of Pemalang. The facilities assessed include parking, availability of restaurants/restaurants/specialty food shops, availability of information centers, toilets/bathrooms, and places of worship. Based on the table it can be seen that the respondents rated the average facilities and infrastructure provided at attractions in Southern Pemalang District as being quite good. Even so, quality improvement needs to be improved. In some potential tourism objects, there are some facilities which are still very necessary for better management. For example information centers, religious facilities, and availability of toilets or bathrooms.

Tabel 9. Attraction Condition in Southern District of Pemalang

Assessment criteria	Tourist attraction condition		
	Cleanliness	Security	Orderliness
Does not support	0%	0%	0%
Less support	26%	22%	11%
Sufficiently	35%	44%	35%
Support	35%	31%	54%
Very supportive	4%	3%	0%
Total	100%	100%	100%

Source: Processed primary data

Table 9 summarizes respondents' assessment of the condition or condition of tourism objects in the southern part of Pemalang Regency. In the aspect of the order, respondents considered that the management of attractions is quite good. Of note is in terms of cleanliness and safety for several attractions. For example, tourist attractions that rely on tourist attractions such as selfie spots or outbound arenas need to be improved in terms of security so that visitors feel more secure in terms of security.

**Figure 6. Evaluation of Respondents on the condition of infrastructure facilities**

In general, respondents' assessments of the conditions and facilities and infrastructure of tourism in the southern part of Pemalang Regency are as described in Figure 6. As many as 51% of respondents consider that management conditions are still not optimal enough to improve tourism performance in the southern Pemalang District. Based on this, serious, effective, and sustainable efforts are needed to improve service performance in tourism activities in the southern part of Pemalang Regency. Visitor satisfaction on a tour can certainly give a positive impression so that it can make visitors return to travel in the future (Boedirachminarni & Sri, 2017).

Management of Tourism Objects in Southern Pemalang Regency

Based on data from the Pemalang District Youth and Sports Tourism Office, most of the attractions based on natural tourist attractions are in the southern part of Pemalang Regency. In this study nine tourism objects were taken in the southern part of Pemalang Regency as a research sample. Based on table 10 it is known that the attractions in the southern part of Pemalang Regency are dominated by tourism objects that have only been managed less than the last ten years, even three of them were established in 2016 and 2017. This shows that the existing tourist attraction is a new tourist attraction that still needs to do the structuring and development.

Table10. In operation since	
Since (year)	Percentage
≤ 2000	28,57%
2001-2010	14,29%
2011-2019	57,14%
Total	100%

Source: Processed primary data

Table11. Ownership status	
Status	Percentage
Personal	28,57%
Village government	42,86%
Others government	14,29%
Non-governmental	14,29%
Total	100%

Source: Processed primary data

While in table 11 it is known that the attractions in the southern part of Pemalang Regency are dominated by tourism objects that are owned and managed by the village government through the Village Owned Enterprises (BUMDES). Management of regional potentials, including tourism, through BUMDES is felt to be effective in having a positive impact on the economic life of rural communities. BUMDES is an effective economic entity because it actively involves the community in its management (Agunggunanto, Arianti, Kushartono, & Darwanto, 2016).

Development planning becomes an important thing in efforts to develop tourist destinations. Based on the results of the study note that all the tourist objects in the sample stated that they have a plan in developing the attractions they manage. Table 12 explains the time frame for the development of tourism objects in the southern part of Pemalang Regency.

Tabel 12. Expansion plan	
Periode of time	Percentage
1-2 year	71,43%
3-4 year	14,29%
5 year	14,29%
10 year	0,00%
Total	100%

Source: Processed primary data

Based on table 12 it is known that the development planning owned by the southern part of Pemalang Regency is mostly for the short term (1-2 years). Tourism development planning is one of the important factors in the large effort to develop the tourism sector for a

country or region (Setiawan, 2016). Not only from the development of attractions but also in terms of human resources, main and supporting infrastructure, accessibility, supporting industries, etc. must be part of the development plan. Based on this, the integration of tourism development planning in Pemalang District contained in the Tourism Development Master Plan (RIPPARDA) document needs to be socialized, understood, and jointly carried out by each party related to the development of the tourism sector in Pemalang Regency.

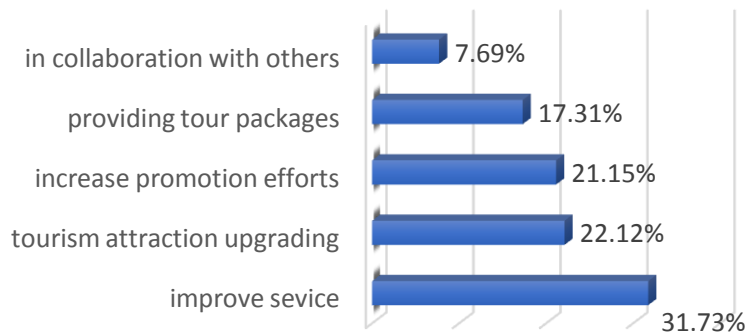


Figure 7. Priority efforts to improve the performance of tourism objects in the Southern District of Pemalang

Based on Figure 7 it is known five efforts to improve the performance of attractions in southern Pemalang District with a priority scale. Improving the quality of services is considered to be the priority with a value of 31.73%, followed by efforts to add or improve the quality of tourist rides by 22.12%. Increase promotion and provide tour packages ranked third and fourth with a percentage of 21.15% and 17.31%. Whereas on the last order priority scale is in collaboration with other ODTW of 7.69%.

CONCLUSION

Based on the results of the study it can be seen that the main attraction of tourism activities in the southern part of Pemalang is a natural beauty. Therefore, the development of tourist objects based on natural beauty needs to be continuously explored and developed in the southern part of Pemalang Regency. Supporting attractions that need to be developed are typical food, souvenirs, souvenirs, etc. that can support the brand image of tourism activities in the southern Pemalang District. Although the assessment of research respondents, in general, is not satisfied, tourism activities in southern Pemalang District have great potential to be developed. While in terms of management, the southern tourism sector of Pemalang Regency is dominated by tourism objects that have only been developed in the last 10 years. The management of tourist objects is mostly done by the village government through BUMDES. Integrated long-term planning is needed so that the development of the tourism sector in the southern Pemalang Regency can optimally provide an economic impact on the community. Supported by a strategic position, adequate accessibility, and the potential for good natural beauty, the tourism sector in the southern part of Pemalang Regency is expected to be a leading alternative sector that provides welfare impacts on its people.

ACKNOWLEDGMENTS

Our gratitude goes to the Directorate of Research and Community Service, Directorate General of Strengthening Research and Development, Ministry of Research, Technology, and Higher Education of the Republic of Indonesia for funding the author's research through the Beginner Lecturer Research (PDP) scheme for the 2019 fiscal year. Hopefully through this research the writer able to contribute to the development of knowledge and be useful for people's lives, especially in the context of developing the tourism sector in Pemalang Regency

REFERENCE

- Agunggunanto, E. Y., Arianti, F., Kushartono, E. W., & Darwanto. (2016). PENGEMBANGAN DESA MANDIRI MELALUI PENGELOLAAN BADAN USAHA MILIK DESA (BUMDES). *Jurnal Dinamika Ekonomi Dan Bisnis, Unisnu Jepara*, 13(1).
- Boedirachminarni, A., & Sri, M. W. suliswanto. (2017). Analisis Kepuasan Pengunjung Ekowisata Kabupaten Malang. *Jurnal Ekonomi Pembangunan*, 05(01).
- Budiani, S. R. (2018). Analisis Potensi dan Strategi Pengembangan Pariwisata Berkelanjutan Berbasis Komunitas di Desa Sembungan, Wonosobo, Jawa Tengah. *Majalah Geografi Indonesia, Fakultas Geografi UGM Dan Ikatan Geografi Indonesia (IGI)*, 32(2). <https://doi.org/10.22146/mgi>.
- Fauzi, P., Bakhri, S., & Ahmad, A. A. (2019). Pembangunan Pariwisata di Kabupaten Pangandaran Pasca Pemekaran. *Al-Amwal: Jurnal Ekonomi Dan Perbankan Syariah*, 11, 77–94. <https://doi.org/10.24235/amwal.v11i1.4250>
- Gilang Widagdoyo, K. (2017). Pemasaran , Daya Tarik Ekowisata dan Minat Berkunjung Wisatawan. *Jurnal Bisnis Dan Manajemen*, 7(Oktober), 261–276. <https://doi.org/10.15408/ess.v7i2.5411>
- Haris, M., Soekmadi, R., Pascasarjana, F., Kehutanan, F., Akademik, J. L., Lanskap, D. A., & Pertanian, F. (2017). Potensi Daya Tarik Ekowisata Suaka Margasatwa Bukit Batu Kabupaten Bengkalis Provinsi Riau. *Jurnal Penelitian Ilmu Sosial Dan Ekonomi Kehutanan*, 14(1), 39–56.
- Hesna, Y., Suraji, A., Istijono, B., Hidayat, B., & Ophyandri, T. (2018). Kajian Kapasitas Infrastruktur : Suatu Upaya Peningkatan Pariwisata Sumatera Barat. In *ICETASIA: Disruptive Innovation For Global Competitive Applied and Teknologi, ITS Surabaya* (pp. 296–300). Surabaya, Indonesia: ITS.
- Li, L., Li, J., Tang, L., & Wang, S. (2019). Balancing Tourism ' s Economic Benefit and CO 2 Emissions : An Insight from Input – Output and Tourism Satellite Account Analysis. *Sustainability*, 11(11), 1–19. <https://doi.org/10.3390/su11041052>
- Rifaul Kirom, N., Sudarmiatin, & Putra, I. W. J. (2016). FAKTOR-FAKTOR PENENTU DAYA TARIK WISATA KEPUASAN WISATAWAN. *Jurnal Pendidikan: Teori, Penelitian, Dan Pengembangan Universitas Malang*, 1(3), 536–546.
- Rizkhi, & Buchori, I. (2014). Preferensi Pengunjung terhadap Daya Tarik Objek Wisata Teluk Palu di Kota Palu. *Jurnal Pembangunan Wilayah Dan Kota, Universitas Diponegoro*, 10(4), 425–439.
- Sabon, V. L., Tommy, M., Perdana, P., Citra, P., & Koropit, S. (2018). Strategi Peningkatan Kinerja Sektor Pariwisata Indonesia Pada Asean Economic Community. *ESENSI: Jurnal Bisnis Dan Manajemen*, 8(April), 163–176. <https://doi.org/10.15408/ess.v8i2.5928>
- Sari, S. R., & Sukawi. (2018). Pengembangan Pariwisata Kabupaten Pemalang Berbasis Green Tourism. Modul, Vol 18 No 1, Issues Period 2018.
- Seliari, T. (2018). Pengembangan Pariwisata Berdasarkan Rantai Nilai Industri Kreatif

- Destinasi Pariwisata. *Jurnal Arsitektur Dan Perkotaan "KORIDOR,"* 9(01), 151–159.
- Setiawan, R. I. (2016). Pengembangan Sumber Daya Manusia di Bidang Pariwisata : Perspektif Potensi Wisata Daerah Berkembang. *Jurnal Penelitian Manajemen Terapan, STIE Kesuma Negara Blitar, I*(1), 23–35.
- Triana, Y. (2018). *Strategi Implementasi Kebijakan Pariwisata Di Kabupaten Pangandaran Provinsi Jawa Barat*. Pascasarjana Universitas Pasundan Bandung.
- Wirartha, I Made. 2006. *Metodologi Penelitian Sosial Ekonomi*. Andi Offset, Yogyakarta.