

NATURE TOURISM DEVELOPMENT STRATEGY IN TANJUNGPINANG CITY (CASE STUDY: NATURE TOURISM AT TANJUNG SETUMU AND TANJUNG SIAMBANG BEACHES)

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Abstract

Keywords:

Development Strategy,
 Nature Tourism,
 Local Government

Tourism development encompasses a series of strategic efforts to optimize existing resources within the tourism sector, requiring careful consideration of tourist objects and attractions while preserving natural ecosystems. This study analyzes natural tourism development strategies in Tanjungpinang City, specifically focusing on Tanjung Setumu Beach and Tanjung Siambang Beach areas on Dompak Island. The research examines the Tanjungpinang City Government's efforts in designing, implementing, and evaluating sustainable natural tourism development strategies. A qualitative descriptive approach was employed, using in-depth interviews, direct observation, and documentation studies as data collection techniques. Informants included city and provincial tourism officials, village authorities, and local community leaders. The theoretical framework applied Wheelen and Hunger's strategic management theory, encompassing four key indicators: environmental observation, strategy formulation, strategy implementation, and evaluation and control. Findings revealed significant natural tourism potential in the area, particularly regarding beach beauty, mangrove forests, and proximity to the city center. However, development remains constrained by inadequate supporting infrastructure and land legality issues, highlighting the need for comprehensive planning to address these challenges while maintaining environmental sustainability.

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INTRODUCTION

Nature tourism is a form of tourism activity that focuses on visits to natural areas with the primary goal of enjoying the natural beauty, biodiversity, and tranquility of the environment that emphasizes harmonious interactions between tourists and the natural environment, while also involving elements of education, conservation, and environmental preservation (Rizal et al., 2025). The growth of tourism has a positive impact on the Indonesian people and communities around tourist destinations, where tourism development as a process or series of efforts in realizing various tourism resources must pay attention to several aspects such as tourist objects and attractions to add to the beauty of tourist attractions without damaging the existing natural ecosystem (Mustika et al., 2021).

Indonesia as a country that has abundant natural potential both on land and at sea can encourage economic growth when these resources are managed properly according to the needs of the community so that the utilization of these natural resources will not waste time or materials due to failure in managing a resource (Erfinda et al., 2024). Tourism is one of the utilization of natural resources that can have high economic value for a region that manages natural resources into tourist attractions that can attract visitors both from within and outside the country (Pariyanti et al., 2020). There are still quite a lot of natural resources and natural charms in various regions in Indonesia that have not been managed properly, even still unknown to many people (Nurhidayat et al., 2025).

The development and improvement of the tourism sector in Indonesia is encouraged to become one of the main pillars in strengthening the economy, developing tourist destinations, and improving the welfare of the community as seen from the growth of the tourism industry that continues to grow over time, with an increasing number of tourists visiting various tourist destinations known for their natural beauty, unique destinations, and cultural diversity (Nugraha & Virgiawan, 2022). Tourism as one of the industrial sectors that plays a role in efforts to increase income in Indonesia is not only based on potential, but there are other elements that are also an integral part of the tourism product, namely accessibility, amenities, and hospitality (Rahmadayanti & Murtadlo, 2020).

The tourism sector in Indonesia is one of the main pillars that contributes significantly to the progress of the local and global economy, considered the largest industry in Indonesia and even in the world, with very rapid growth and the ability to create many jobs. The potential of existing tourism resources, if managed professionally and effectively, will be a special attraction for tourists. According to Law Number 10 of 2009, tourism is a variety of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, the government and local governments. Tourism development is important as a source of income for the government and the community, with the development of community tourism can open up business opportunities that improve welfare (Ginting et al., 2020).

Tourism development must pay attention to the aspect of environmental sustainability because it concerns the needs of future generations. Passing on a sustainable nature and environment to children and future generations is an obligation as a civilized nation as referred to in the Law of the Republic of Indonesia Number 32 of 2009 concerning Environmental Protection and Management Article 3 letters f and g that environmental protection and management aims to ensure the fulfillment of justice for

present and future generations and guarantee the fulfillment and protection of the right to the environment as part of human rights (Izza et al., 2025) .

Riau Islands Province is one of the provinces in Indonesia that has unique and strategic characteristics located in the eastern part of Sumatra Island, formed based on Law Number 25 of 2002 and officially established on September 24, 2002. With an area of approximately 8,201.72 km², the Riau Islands consist of two cities, namely Tanjungpinang and Batam, as well as five regencies of Bintan, Karimun, Lingga, Natuna, and the Anambas Islands. This province has more than 2,400 large and small islands, of which approximately 30% are unnamed and inhabited. The Riau Islands region is very strategic because it directly borders neighboring countries such as Singapore, Malaysia, Vietnam, and Cambodia which are located on the international traffic route between the South China Sea and the Strait of Malacca making the Riau Islands province an important point in trade and maritime transportation.

Table 1. Percentage of Foreign Tourists Coming to the Riau Islands

Entrance Gate for Foreign Tourists	2020	2021	2022	2023	2024
Batam	299,158	2,651	122,288	1,192,931	1,326,831
Bintan	64,896	283	38,344	222,118	208,605
Tanjungpinang	22,115	154	6,621	57,538	55,472
Karimun	21,836	15	7,300	58,093	75.638535
Other	408,005	3.103	1	219	535
Total			175,554	1,530,899	1,667,801

Source: Riau Islands Province Tourism Office, 2025 (Reprocessed)

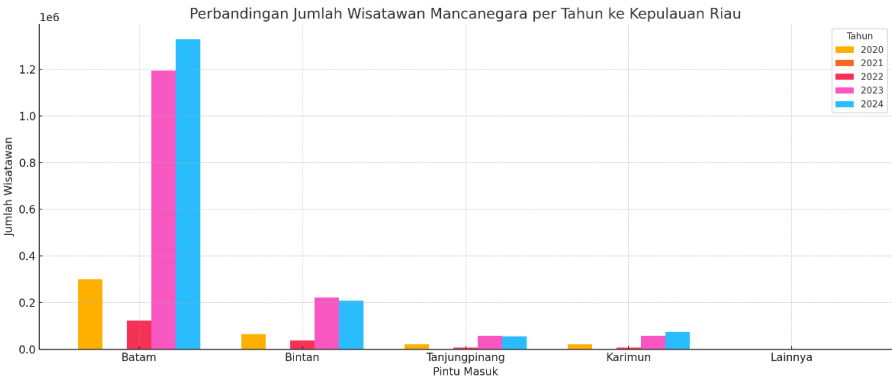


Figure 1. Comparison of the Number of Foreign Tourists to the Riau Islands

International tourist visits to the Riau Islands have consistently shown an upward trend year after year. The region remains a top destination in Indonesia, primarily due to its strategic location and easy access from neighboring countries. Following the pandemic, the tourism sector has begun to recover, and foreign tourist interest has surged, demonstrating that the Riau Islands are maintaining their appeal as a leading tourist destination.

Table 2. Percentage increase in foreign tourist trips coming to Tanjungpinang City

Annual Data on Foreign Tourists to Tanjungpinang	Number of Foreign Tourists
2020	22,115
2021	154
2022	25,558
2023	57,538

Source: Central Statistics Agency, 2025 (Reprocessed)

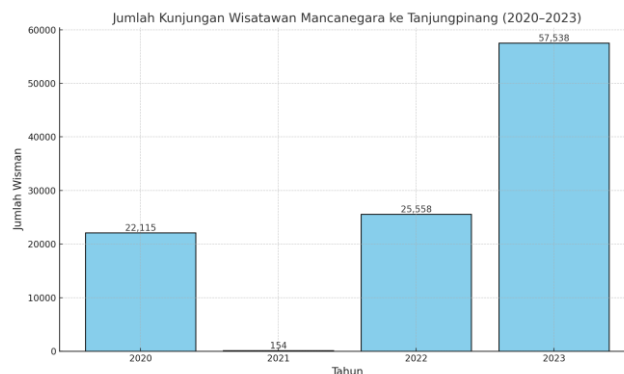


Figure 2. Number of Foreign Tourists to Tanjungpinang

Data on the number of international tourist visits to Tanjungpinang City shows fluctuations between 2020 and 2023. In 2020, before the COVID-19 pandemic had a significant impact, Tanjungpinang still received around 22,115 visits. However, in 2021, the number of visits dropped drastically to just 154 people due to international travel restrictions. As the global tourism sector began to recover, the number of visits increased to 25,558 people in 2022. The recovery continued significantly in 2023, with a total of 57,538 visits, making it the highest year in that period.

Tanjungpinang City has four natural tourism destinations, including Tanjung Setumu Beach, Tanjung Siambang Beach, Basing Island, and Sekatap Island. Based on Tanjungpinang City Regional Regulation Number 8 of 2021 concerning the Tanjungpinang City Tourism Development Master Plan for 2022–2032, Article 22 explains that the city's tourism attraction development strategy is aimed at encouraging the growth of City Tourism Destinations and supporting the development of the city's area. This strategy includes developing new tourist attractions in tourism destinations that have not yet developed tourism, strengthening efforts to manage tourism and environmental potential to support pioneering efforts, and proposing, establishing, and developing Regional Tourism Special Economic Zones.

The role of the government as a dynamic agent is to mobilize community participation if obstacles occur in the development process to encourage and maintain the dynamics of regional development through providing intensive and effective guidance and direction to the tourism business community which is usually realized through extension teams or certain agencies to provide training, creating conducive conditions for development implementers to bridge various community interests in optimizing tourism potential (Tui et al., 2023). The government has a very central role in its management and development where the government's role in developing tourism in general is to

provide infrastructure (not only physical forms), expand various facilities, and coordinate activities between government officials and tourism (Pendong et al., 2020) .

There are obstacles in developing natural tourism on Dompak Island, including issues related to grants/handovers that have not been fully completed and overlapping land issues in the development of natural tourism on Dompak Island which reflect the complexity of land management involving various parties, including the provincial and city governments even though Dompak Island is designated as the center of government of the Riau Islands Province. Tanjung Setumu Beach and Tanjung Siambang Beach are two natural tourism destinations on Dompak Island, Tanjungpinang City and both have different but complementary characteristics. Tanjung Setumu Beach is known for its calm atmosphere and is a preferred location for people to enjoy the sunset view because it is located directly facing the open sea with a natural atmosphere with the presence of mangrove vegetation growing around it providing ecological value and potential to be developed as an environmental education tourism.

This research focuses on the strategy of developing natural tourism in Tanjungpinang City with a case study of Tanjung Setumu Beach and Tanjung Siambang Beach which have the attraction of unique and distinctive natural beauty. This potential needs to be maximized through appropriate strategies to be able to encourage the growth of the tourism sector in a sustainable manner. The local government has an important role in formulating policies, planning area management, improving infrastructure, and conducting promotions and monitoring field conditions periodically. Based on this phenomenon, the formulation of the research problem is how the strategy of developing natural tourism in Tanjungpinang City with a case study of the Tanjung Setumu Beach and Tanjung Siambang Beach tourist areas in the Dompak Island area. The purpose of this research is to analyze the strategies implemented by the local government in developing natural tourism potential in Tanjungpinang City, especially in the Dompak Island area which includes Tanjung Setumu Beach and Tanjung Siambang Beach.

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Development Strategy

Development is an effort towards a better direction, which means there is change and growth in terms of quality and quantity, where maintaining a balance between economic growth and protecting natural resources is a challenge for the government, society, and industry to work together in developing sustainable tourism (Sri Widari, 2020) . Tourism development consists of 6A namely Attraction, Amenities, Ancillary, Activity, Accessibilities and Available Package (Chaerunissa & Yuniningsih, 2020) , while the development strategy includes four basic elements namely environmental observation, strategy formulation, strategy implementation, and evaluation and control (Sutardji, 2023). The tourism development strategy aims to produce valuable and gradual services that include basic steps based on their timeframe, where in the short term it emphasizes optimization to improve the image of tourism, work quality, management expertise, utilize existing products, and increase the share of the existing tourism market, the medium term emphasizes consolidation in utilizing the image of Indonesian tourism, consolidating management capabilities, developing and diversifying products, and developing the number and quality of the workforce, while the long term emphasizes development and dissemination in developing management capabilities, developing and disseminating products and services, and developing new tourism markets (Heri et al.,

2020) . Wijianto (2024) stated that development in the context of tourism in terms of quality means increasing tourist attractions and improving the quality of services while in terms of quantity it means expanding the diversity of tourist attractions and other accommodations, where tourism development is able to increase significant socio-cultural-economic benefits for the economy including income from foreign exchange and government revenue (Hikmah, 2021).

Tourist attraction

Tourist attractions are all aspects in a tourist destination area that have an attractive charm for people to come to visit the place, where according to Law No. 10 of 2009 concerning tourism, tourist objects and attractions are something that has beauty, uniqueness, and value in the form of diverse natural, cultural, and man-made wealth that has the potential to be a target or visit for tourists. The development of tourist attractions in a tourist destination area will always be calculated with the benefits and advantages for the people at large which have an impact on local residents through economic benefits obtained from the tourist destination area (Pahlewi et al., 2024) . Tourist attractions are anything that has uniqueness, beauty and value in the form of diverse natural, cultural, and man-made wealth that is the target or destination of tourist visits (Pariyanti et al., 2020) . Four groups of tourist attractions that attract tourists to come to tourist destinations include natural attractions, built attractions, cultural attractions, and social attractions (Pasaribu & Br. Sinulingga, 2024) . Based on Tanjungpinang City Regional Regulation Number 8 of 2021, tourist attractions consist of natural tourism destinations including Tanjung Setumu Beach, Tanjung Siambang Beach, Basing Island, and Sekatap Island, historical, cultural and religious tourism destinations including the Nur Ilahi Grand Mosque (Dompak) and Basing Island Defense Fort, as well as artificial tourism destinations including the Dompak Bridge and the Riau Islands Provincial Government Office Area.

Government tourism office

Organizational behavior is related to how people act and react in all types of organizations, where in organizational life, people are employed, educated and trained, informed, protected and developed, so that organizational behavior is how people behave within an organization (Muhtarom et al., 2023) . The function of the tourism office includes conducting research programs to improve the development of new products in order to dominate the tourism market, providing all equipment and facilities for tourism activities, and formulating policies on tourism development. Tourism is seen from various historical perspectives as a decade of human travel for pleasure, or as a theory and practice that has been seen as a sector that plays a role in the economic sector both regionally and nationally, as well as the role of tourism seen from its environmental impact (Sudiarta et al., 2018) . Tourism is a travel activity that aims to gain pleasure, satisfaction, and fulfillment of curiosity about a particular place (Suryaningsih et al., 2020) .

METHOD STUDY

This study uses a qualitative approach to examine the natural tourism development strategy of Tanjungpinang City with a case study on Tanjung Setumu Beach and Tanjung Siambang Beach conducted through direct observation to provide real experiences and examine more deeply the meaning formed in the field through direct interaction between

researchers and those studied (Sugiyono, 2021) . The object of the study is the natural conditions of the natural tourism area on Dompak Island which was selected based on its natural tourism potential and the importance of local government strategies in developing natural tourism that can have a positive impact on the local economy, where Tanjung Setumu Beach is located in the western part of Dompak Island facing directly to the open sea and is known as a quiet location for fishing and enjoying the sunset, while Tanjung Siambang Beach is on the east side with easier access and is often used as a place for family recreation and community events. The focus of the study is to examine the development strategy of natural tourism objects based on community participation from the perspective of public policy and local government dynamics using Wheelen and Hunger's strategic management theory which includes environmental observation, strategy formulation, strategy implementation, and evaluation and control (Sutardji, 2023) . The data sources consist of primary data obtained through in-depth interviews with seven informants selected by purposive sampling including three informants from the Tanjungpinang City Tourism Office, one informant from the Riau Islands Province Tourism Office, and two informants from the local government, as well as secondary data in the form of official documents such as Tanjungpinang City Regional Regulation Number 8 of 2021 concerning the Tourism Development Master Plan, literature, journals, and previous research. Data collection techniques were carried out through in-depth interviews to obtain information related to strategies, challenges, and views of policy makers, documentation of official documents and government programs in the tourism sector, and field observations to record the condition of road access, public facilities, and tourism potential that has not been optimally developed (Sunaryono et al., 2024) . Data analysis used qualitative analysis techniques with data reduction stages to summarize and focus raw data into relevant and meaningful data, data presentation in the form of structured narrative text, and drawing conclusions to conclude the meaning of the data that answers the problem formulation regarding the strategy for developing natural tourism objects in Tanjungpinang City (Rahma, 2020) .

RESULTS AND DISCUSSION

Environmental Monitoring Indicators

Based on the research results, environmental monitoring for the development of natural tourism on Dompak Island has been carried out in stages by various related parties. The Tanjungpinang City Culture and Tourism Office recognizes the great potential of the Dompak area, especially its unique mangrove and coastal tourism. Meanwhile, the Riau Islands Province Tourism Office noted that although basic infrastructure such as main roads are already available, supporting facilities such as parking areas, information boards, and sanitation facilities still require improvement. The Dompak Village Government has also conducted initial identification through a participatory approach involving the local community, although this has not yet been formalized. Geographically, Dompak Island has a strategic position with easy access via the Dompak Bridge, supported by the condition of the coastal ecosystem and mangroves that are still unique and strong community character in mutual cooperation and local traditional values.

The environmental conditions in the tourist area show significant potential but also face several challenges. The mangrove area of approximately 56.49 hectares, dominated by *Avicennia marina* and *Rhizophora apiculata* species, remains healthy and productive.

Water quality parameters such as temperature, salinity, and pH are still in accordance with quality standards to support marine life and tourism activities. However, several environmental problems exist, such as heavy metal pollution from ships and bauxite mining activities, *E. coli* bacteria contamination indicating domestic pollution, and significant coastal waste accumulation. Despite this, management efforts have begun, such as the waste bank initiative in Tanjung Siambang. A SWOT analysis shows that Dompak tourism development has the strength of its strategic location and abundant natural potential, but is still hampered by minimal infrastructure and coordination between parties. The direction of development is directed towards an integrated ecotourism concept that combines nature tourism, environmental education, and local community empowerment.

Strategy Formulation Indicators

Based on the research results, the formulation of a natural tourism development strategy on Dompak Island is still in the initial planning stage, with various challenges that need to be addressed. The Tanjungpinang City Culture and Tourism Office identified several key obstacles, including unclear land status, lack of coordination between stakeholders, limited infrastructure, and the area's low visual appeal compared to other destinations such as Bintan. Although synergy has been established between the city and provincial governments based on the 2022-2032 RIPKOT (Regional Tourism Development Plan), implementation on the ground still requires better coordination. The short-term focus is directed at improving access, promotion, and basic facilities, while the long-term goal is to establish Dompak as a leading, sustainable destination that attracts investment.

Local community involvement demonstrates high enthusiasm for tourism development in their region. They expect concrete government support in the form of improvements to basic infrastructure such as roads, lighting, and clean water access, as well as training to improve skills in serving tourists. They also require the formation of tourism awareness groups for more organized management. Regulatory-wise, Tanjungpinang City Regional Regulation No. 8 of 2021 provides a comprehensive strategic framework encompassing the development of new tourist attractions, accelerated development, consolidation, and revitalization, with an emphasis on environmental conservation. However, the implementation of this strategy has not yet reached areas like Dompak, which still require special attention, necessitating a more comprehensive, participatory, and sustainability-oriented approach.

Strategy Implementation Indicators

The implementation of the nature tourism development strategy on Dompak Island is still in its early stages, with various limitations. Community involvement in tourism development has been quite active through mutual cooperation activities to maintain environmental cleanliness and coastal area management. The village government has encouraged the formation of Tourism Awareness Groups (Pokdarwis), although still in the early stages of organization, and has involved community organizations such as neighborhood associations (RT/RW) and youth organizations (Karang Taruna) in the planning process. Open dialogues and deliberations are held regularly to accommodate community aspirations, but capacity building and continued mentoring are still needed to ensure this involvement is sustainable and provides tangible

economic impact.

Although the community is beginning to feel positive impacts in the form of additional income opportunities, such as opening food stalls, the strategy's implementation still faces various obstacles. Training and outreach to the community are still very limited and irregular, leaving most residents unaware of how to manage tourism or properly serve visitors. Coordination between the government and the community is also weak, as evidenced by the lack of adequate follow-up on several community proposals. Furthermore, environmental issues, such as pollution during peak visitor times, are emerging, highlighting the need for better regulations and management. These conditions indicate that the strategy's implementation is still partial and requires more intensive coordination between the government and the community to achieve optimal results.

Evaluation and Control Implementation Indicators

Evaluation and control of natural tourism development on Dompak Island demonstrates a suboptimal and less systematic structure. The Tanjungpinang City Culture and Tourism Office acknowledged that there are no routine evaluation reports specifically for tourism activities on Dompak Island because the area's development is still gradual and not a top priority. This situation indicates that the evaluation and control process still lacks a clearly structured and written system or document to assess the extent to which the tourism development program is progressing according to expectations. Yet, the existence of indicators and routine reports is crucial to ensure that each implemented strategy is on track and can be corrected if obstacles are encountered in the field.

Meanwhile, the Riau Islands Provincial Tourism Office has begun implementing several more measurable evaluation indicators, such as the level of community involvement through the number of active tourism groups (Pokdarwis), an increase in the number of tourism businesses such as culinary and craft businesses, and the physical progress of supporting tourism infrastructure development. The effectiveness of this development has begun to be felt, with increased weekend visits and the emergence of small businesses around tourist areas, although development has been uneven. However, despite some positive activities and impacts being evident, there is no structured mechanism to regularly monitor or follow up on these developments. This indicates that the strategy implementation is still proceeding without adequate oversight, even though evaluation and control are crucial for correcting development direction if obstacles arise and ensuring the program remains aligned with its initial objectives.

CONCLUSION

Based on the research results, it can be concluded that the strategy for developing natural tourism on Dompak Island, particularly on Tanjung Setumu Beach and Tanjung Siambang Beach, has not been implemented optimally, despite the area's significant potential for beautiful beaches, mangrove ecosystems, and strategic location near the city center. Environmental monitoring has been conducted, but has not been followed by comprehensive mapping and in-depth studies of community readiness and infrastructure feasibility. Strategy formulation is still hampered by unclear land status and a lack of coordination between the city and provincial governments. Meanwhile, implementation in the field faces minimal community training and limited tourism support facilities. Evaluation and monitoring have not been carried out routinely with clear indicators of

success, so tourism development in this area cannot proceed in a directed and sustainable manner.

To optimize the development of natural tourism on Dompok Island, a comprehensive Tourism Master Plan is needed, encompassing licensing, land status, infrastructure development, and long-term planning to minimize overlapping policies and facilitate cross-sector coordination. Capacity building for local communities through regular training, mentoring, and outreach by relevant agencies is crucial to ensure they have adequate skills in managing tourism activities. Furthermore, an evaluation and monitoring team should be established to periodically monitor the tourism development process, detect obstacles early, and make improvements to suboptimal programs, ensuring that tourism development can proceed in a planned, controlled, and sustainable manner.

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