

Goa Japan Local Tourism Development Management (Case Study of Goa Japan Pundong Tourism)

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Abstract

Local tourism at this time in the district of Bantul is very tempting after the construction of a very famous tour as a local tourism. Where local tourism currently greatly influences the income of the people involved in the running of the tour, not only the surrounding community who benefit from local tourism if managed properly. Bantul Regency itself has a very high level of local revenue (PAD), namely from tourism, beach tourism is the next biggest contributor to building tourism or tourismlocal. The position of the local cave tour in Pundong at this time indeed has not been able to play a big role as a tour of the building even though in the course of time the Japan cave tour is headed like any other tour. However, currently local cave tourism in Japan has been running for 4 years but it has not yet had an effect on increasing community income, by that reason researchers want to see the development of local tourism in Pundong Japan to increase visitors or tourists. Researchers used descriptive qualitative methods with interviews and observations by researchers. In his research shows that in the development of local tourism Pundong Japan Cave has not involved the surrounding community in its development and in the development of Japan Cave there is no work plan that is scheduled just a sudden plan.

Keywords: Goa Japan, Local Tours, Pundong

1. BACKGROUND

The development of the tourism sector is currently very tempting in a country, where the tourism sector in addition to contributing to a country's income and absorbing employment (Hermawan et al., 2016). In addition to the industrial sector that absorbs employment, many tourism sectors are a new hope in every country including Indonesia because Indonesia has many differences compared to other countries, from cultures, from different ethnicities, different languages and Indonesia has an identic country that has many islands. From there the opportunity for the Indonesian state to take advantage of the tourism sector is very supportive and there is a great chance that the unitary state of the Republic of Indonesia will reap income in the tourism sector (Susilawati, 2016).

Besides being supported by a place that supports the emergence of tourism, tourism can also be influenced by the economic sector, human resources, the seriousness of a country (Hamzah & Hermawan, 2018). The tourism sector has a lot of influence, besides the emergence of tourism supported by other factors or other sectors, tourism can also affect other sectors. This can be seen from the improvement of people's welfare. Where tourism will greatly affect a country's society in general because with tourism it will increase state income, from there the country's revenue will be channeled to the community (Priyo Purnomo, 2017). In addition to increasing the income of a country, the existence of tourism makes the community close to tourism can seek sustenance with their creativity (Yachya et al., 2016).

Tourism as one of the sectors in Indonesia's growth, is a very diverse sector capturing various trends in global development. This can be seen from the change in the orientation of tourist motivation from mass tourism to individual / small group visits that are interested in daily life (Febriana & Pangestuti, 2018). In addition, tourism is a competitive sector and is very sensitive to different trends and developments. Village tourism is one response to growing market trends, where the choice of tourist orientation in large and modern hotels has turned into choices of accommodation types, or even limited, but unique items. Through the tourism village, justice in accordance with the principles of sustainable tourism development is planned (Hary, 2016).

There have been significant trends or trends in the past two decades, namely the tourism market segment that has special interest in influencing the development of tourism villages. Tourists with various motivations take a tour of the tourist village to be able to enjoy community life, interact actively in various activities at the tourist village location and also learn the local culture. The tourism object in the tourism village will be one of the factors that influence the pattern of tourist visits in the tourism village. Each village will have different geographical and human businesses. This will have an impact on the city's strategy as a host community in utilizing its current capacity to be marketed as an attractive tourist attraction (Risman, Wibhawa, & Fedryansyah, 2016).

The cultural potential inherent in the village for generations, both daily activities, arts, culinary, livelihoods, crafts and others, is one that can be created. This can be the basis for developing a culture-based rural tourism model in the region, which of course can be an attraction for domestic and foreign tourists (Hery, 2016).

In tourism that is superior and victorious must create competition among the people who are close to tourism well because with the existence of tourism it cannot be denied between individuals and individuals can cause friction so that the impact of tourism is not only positive but also creates negative impacts if not managed properly. It is hoped that cooperation between the two or more sectors will be able to promote the implementation of a sustainable development model and will have an impact on improving people's welfare. The year 2008 was the beginning of the tourism revolution when a plan emerged to grow an industry that was

driven by innovation. Growth in the alternative tourism industry has survived (Hermawan, 2016). Potential villages for meeting visitors' allegations. The cultural potential inherent in the village for generations, both daily activities, arts, culinary, livelihoods, crafts and others, is one of the potentials that can be created.

With the growth of the tourism industry will have a direct parallel to the interests of the community and stakeholders involved in Japan cave tourism in Pundong Bantul District. Because with the rapidly developing tourism has a high influence on the income of the central government to the lowest government, namely the village government, with the tour makes the income of the village will increase because all the activities of the general public from the bottom to the top become running with the existence of mesuk income from local tourism (Priyo Purnomo, Eko, 2017).

Japan's local cave tourism in the Pundong sub-district is a cave tour that was before the independence of the Republic of Indonesia in jajah by the State of Japan and the State of Japan leaving the caves of Japan's hiding places while colonizing the State of Indonesia (Muhammad, 2018). Currently Goa Japan by the local community is made a local tour with additional tourism destinations. Japan cave tourism Ngerco Hamlet, Seloharjo Village, Pundong Subdistrict, Bantul Regency has been around since the 90s but the community is not too moved in welcoming Japan's own cave tours, only only a visitor at that time people of Chinese or Japanese descent who often came to the Wiata local cave Japan. After the 2006 Yogyakarta earthquake, Japan cave tourism was no longer alive and in the last 3 years Japan's cave by local communities began to be activated again by the effects of local tourism which has sprung up in Bantul Regency. So that the people of the Pundong cave area are moved to enliven local tourism which is located in two hamlets namely Ngerco and Poyahan.

From there the researchers wanted to see the development of Japan cave tourism located in Bantul Regency Pundong. Because researchers after seeing the location of Japan cave tourism rate can have the opportunity to become a superior tour plus a good view because the location is in the mountains of a thousand mountains, but from that opportunity visitors on Japan cave tourism is still too little and not too attractive to local and local tourists. Therefore researchers want to see the development of Japan cave tourism.

2. REVIEW LITERATURE

2.1. Definition of Tourism

According to Law No. 10 of 2009, tourism is a variety of tourism activities and is sponsored by various facilities and services provided by the community, companies, government, and local governments. In fact, tourism has become an important economic development industry for the stakeholders involved in this case, namely the government, industry owners and the community (Hery, 2016).

Tourism growth is the steps that must be taken to meet the development goals and objectives that have been set previously. Criteria for attractions in the creation of objects and tourist attractions according to Yoeti is something to see, something to do and something to buy (Risman, Wibhawa, & Fedryansyah, 2016). There are three types of facilities to build facilities and services according to, namely the main means of tourism, tourism equipment facilities, and tourism facilities assistance.

2.2. Local Tourism Kongsep

Tourism is one form of the application of a new version of the industry, where this sector can provide increased economic prosperity in a short time and become a stimulator for other

sectors that support tourism activities themselves such as transportation, trade services, and so on so that the sector tourism will grow well if supported by the attraction in a location, whether it is generated from tourism activities or derivatives from the tourism sector that has been assimilated with other sectors (Febriana & Pangestuti, 2018).

The tourist attraction itself has a definition as a natural or natural potential, scouted or engineered which is the focus in tourism development. This attraction can be displayed in various aspects of the proposed tourist attraction. Village tourism is one type of tourism that has an attraction. The attraction of a tourist village is the synthesis of social and cultural practices of the community, where this kind of thing is represented in the context of rituals, cultural traditions, local knowledge, rural community life, and practices of rural communities, often used as farmers' traditions (Yachya et al., 2016).

The purpose of village development is to maintain the ecosystem and promote local economic growth in an area so that the idea of this tourism village can be one type of environmentally friendly tourism. With regard to the idea of a tourist village, the local community can maximize its authenticity and be uplifting (physically real) and bintangible (eyes unmatched) (Hamzah & Hermawan, 2018).

Some unique characteristics can be observed, such as the architectural style of buildings and village tourism landscapes, community event models and tour packages provided in the village, while examples for stars are habits and regulations on location, modes of cooperation between communities, mutual faith shown by people local, and so on (Susilawati, 2016). Two items like that will contribute to the charm of the tourist village and also show indirectly how to handle village architecture (Marsaoly et al., 2017). It is not possible to distinguish the development of an ideal tourist village from the problems created by the PSD tourism infrastructure. The fact that the tourist village is rapidly achieving improvement, of course, is the added benefit of such special equipment or the supremacy of the village's natural abilities. Progress may be indistinguishable from interference by local agencies or organizations that maintain the village's potential in the process of creating village tourism. Because of the essence of the capacity of these stakeholders, local institutions are directly and indirectly located in all fields in Japan's Tourist Village (Aji et al., 2016).

2.3. The Role of Local Institutions

Local institutions can be described as local community associations responsible for all development processes in the area where they live. Such local institutions often become part of social life with certain characteristics that enable people, both inside and outside, to live together in stronger networks of social life. Regional organizations work internally to achieve common goals through the power of social capital. Local institutions build relationships with other outside stakeholders to accommodate their involvement and growth (Susilawati, 2016).

In addition, described local institutions in different ways: as "shells" of all the work and activities of village communities in the growth process, so that they could promote the tasks of the village government to achieve an independent and independent village. can experience better transformation and create strong partnerships with local governments to make the development of the regions where they live effective (Ummudiyah, 2016).

Local institutions under have many ways to support the formation of entities, including local administrative institutions (city banks), local councils, local or community associations, cooperatives, private companies (Isa Wahyudi, 2014). In this case they can help the creation of tourism village tourism. Tourism Awareness Group (Pokdarwis) covers mainly the world of tourism, local organizations and communities. Self-Help and Self-Help Communities are self-

help communities that are focused and targeted at communities to promote their tourism presence and to support the success of national tourism programs in their region. Therefore,

Basically, Pokdarwis can do various types of work that are tailored to the circumstances of each group. However, it must be applied to all forms of activities (Suryawan, 2016):

- 1) Increase awareness and insight of members of Pokdarwis;
- 2) Enhancing the capabilities and expertise of members in tourism management;
- 3) Promote or inspire groups to host good tourists;
- 4) Motivate or motivate groups in their efforts to achieve SaptaPTRA to increase the attractiveness of local visits;
- 5) Collecting, processing and providing resources for local tourism and community services for tourism information;
- 6) Provide information in the field of tourism to public authorities.

The core of the participation of local authorities in the creation of a tourist village lies in the fact, that local bodies basically have legal authority to control any tourism planning and development operations with certain guidelines or regulations that must be followed.

The mandate must be carried out carefully by local institutions so that community trust is not destroyed and the community knows all the strategies or designs of local institutions. Therefore, the role of local institutions in establishing smooth and two-sided contacts is expected to be a key point. This means that the largest parties in organizing tourism activities or activities in Pokdarwis will be a form of local institutions, namely people or groups who are very pioneering in moving the community to support Pokdarwis performance and participate in tourism development (Anwar et al., 2017). activity. Pokdarwi or other local institutions will be effective. in the area of residence if done well and as expected.

However, the position of local institutions not only promotes the sustainability of the internal climate of the tourist village, but also can increase the profitability of the tourism village to withstand the fierce competition of city tourism. Tourism competition can be described as the process of capturing strategic targets, namely markets, customers, and opportunities to become more widely known. However, competitiveness is the highest product of various advantages and added values which belong to the tourist village and which have a large market.

Competition can be interpreted as a company or industry by showing the superiority of each party in various fields to defeat those who are competitors. During this competition, there will be conflicts between one force and another or local institutions and other local institutions, where each local institution seeks to build its strength and profits to reduce the dominance of other parties (Risman, Wibhawa, & Fedryasyah, 2016). In tourism village activities that require quality schemes so that they can attract many tourists and dominate tourism in an area, people who can play an integral part in this pioneering activity certainly need to be involved in

2.4. Local tourism development.

The conceptual development of local tourism can be characterized as a concept of sustainable tourism development, which aims to encourage conservation efforts (including natural and cultural) habitats and increase community involvement in tourism management, thereby offering the economic benefits of local communities (Arisandi & Tamam, 2018). Regarding management, ecotourism can be defined as an organization, in nature and / or the region, responsible tourism activities, based on natural and economic sustainable principles

that encourage environmental (natural and cultural) conservation efforts and improve the welfare of local communities (Damayanti & Latifah, 2015).

Local tourism is now an interesting phenomenon where visitors can experience various types of tourism. In this sense of tourism, efforts to preserve, enhance the local economy and foster greater tolerance for cultural differences cannot be separated (Pamungkas & Muktiali, 2015). A healthy and effective tourism area focuses on the best fashion in four aspects, namely: a) protecting the environment; b) increase community income in the area; c) ensure visitor satisfaction and d) Increase the involvement and cohesion of community growth in all regions and growth areas.

In the development of local tourism must pay attention to several aspects to enhance tourism more attractive to visitors so that the development carried out in accordance with what is expected by tourists, various attracting factors possessed by tourist destinations will allow tourists to choose certain tourist destinations to meet their needs. The factors of attracting tourists are distinguished 11 factors (Miswanto & Safaat, 2018): (1) destination climate, (2) tourism promotion, (3) promotion, (5) special events, (6) special price discounts, (7) travel friends, (8) tourist relatives, (9) attractions, (10) history, (11) natural and artificial environments.

3. METHODOLOGY

Research on the development of Tourism Village or Local Tourism is mostly done before, researchers want to see the development of local cave tourism in the Pundong Subdistrict on the increase in tourists or the economy of the mayrakat, the village government to the local government of Bantul Regency, Yogyakarta.

The data collected by this researcher is the result of answering questions, direct events and several other types of documents such as writing. Data can be obtained from the communities around the local Pundong cave tourism, Japan Pundong cave workers, as well as stakeholders such as sellers in the Pundong cave area, the Village Government.

This study uses qualitative research by interviewing as well as random mass media according to the parties involved in Pundong cave local tourism (Risman, Wibhawa, & Fedryansyah, 2016). From there the researcher collected information for processing in the study, the writer or the researcher used a list of questions as a guide when conducting interviews (Noor & Pratiwi, 2016). For analysis, researchers used a descriptive qualitative analysis approach.

4. HASIL DAN PEMBAHASAN

4.1. Goa Japan Local Tourism

Goa Japan is located in the hamlet of Ngerco and the hamlet of Poyahan, Seloharjo Village. Pundong District, Bantul Regency, Special Region of Yogyakarta. About 15 Km from the heart of Bantul Regency. Administratively, Cave of Japan is located in two districts, namely Bantul Regency and Gunungkidul Regency. There are 20 Japanese caves, 16 are (Japanese caves 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17) are located in Ngerco and Dusun Poyahan, Seloharjo Village, Pundong District, Bantul Regency, and 4 others (Gua Jepang 1, 18, 19 / KR, 20) are located in Purwosari District, Gunungkidul Regency, Special Region of Yogyakarta.

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Bantul Regency has existed since the 90s but the community was not too moved in welcoming Japan's own cave tours, only visited at that time were descendants of Chinese or Japanese descent who often came to Japan's local cave. After the 2006 Yogyakarta earthquake, Japan cave tourism was no longer alive and in the last 3 years Japan's cave by local communities began to be activated again by the effects of local tourism which has sprung up in Bantul Regency. So that the people of the Pundong cave area are moved to enliven local tourism which is located in two hamlets namely Ngerco Hamlet and Poyahan Hamlet

4.2. Goa Japan Local Tourism Development

The development of local and international tourism must have a strategy in its development in order to get results that fit the stated goals. In addition to developing local tourism with a definite strategy to develop or build local tourism to be better, in accordance with the principles of sustainable development.

The first concept is that local tourism must be developed with the involvement of local communities; the vision of tourism must be based on the thinking of local people and the safety of local people. Tourism management that is designed must also involve local people to make them feel they have a "*sense of ownership*" to maintain tourism sustainability. The actors will not be spectators for the local population. The second concept is to balance the needs of visitors and the community with the growth of local tourism. The value of community economic empowerment is focused on the desire to develop quality tourist destinations.

If all parties can contribute as a strong group for one goal. Within the area where the tourist destination is set the planned community is the local population, local government, the tourism industry, and community organizations. Principle 2 is to foster local tourism by asking stakeholders and seeking better input from more parties. Stakeholder participation must include local community organizations, vulnerable or underprivileged community groups, youth, and other stakeholders.

There are many prominent communities in sociology or social science, and if you want to have tourism growth in a sustainable place, you should ask all community groups to consider all their feedback and suggestions for consideration. Involving social groups can grow or decrease at any time as democracy freedom increases, and the direction of tourism growth must continue to be re-evaluated. Community development participation is a necessary requirement and can be a major element in an ideal program for growth.

In terms of housing and services, each community group has very different needs. Concept three is that the existence of Japan cave tourism planning going forward and providing convenience for small and medium businesses in the area. Tourism-related education projects must offer priority to local residents and businesses that emerge in the region must be able to attract as many residents in the region as possible. In this pringsip pokdarwis has not made any future planning related to the development of local tourism in Japan, it's just that what's rising or pokdarwis boom makes it or follows the trend "indeed we as administrators don't have a working plan for what it's like, it's just that I and other administrators follow a new trend going up and we try to go in Japan cave there.

The 4th Kongsep, to create a 'multiplier' effect on other businesses both directly and indirectly on the Environment, is that the growth of local tourism must be conditioned for the purpose of producing a tourism multiplier effect.

The concept of five is that Japan cave tourism should be encouraged in collaboration between local residents as creators of tourist attractions with tour operators who sell tour packages and mutually beneficial collaborations need to be formed. For example, dance studios, farmer groups, and others were established because they benefited from the growth of the tourism industry. Even though the operator is very enthusiastic to see that the tourist attractions in this

tourist area are current and sustainable. Ideally, there must be a balance between demand and supply that results in tourist satisfaction, but the difference between local residents and tourists in practice is very basic.

Based on those taken 5 pringsip of Japan Pundong cave tourism development has many disadvantages where Japan cave tourism is not in accordance with what is targeted if it wants to become a well-developed tourism and has an effect on the local community's income or the surrounding environment. Of the 5 principles almost all have not been implemented well, where the second principle is just implemented. The involvement of many people or other organizations in the development of Japan cave tourism has been done through the Seloharjo Village Government, the Pundong District Government and the Bantul Regency Government and the Yogyakarta Special Region Province. The support carried out by each agency has been carried out such as the information provided along the road to Goa Japan by the Yogyakarta Special Region government "all parties have been involved to support the development of Japan Pundong Cave tourism, such as the example of the DIY government has helped lighting on a road leading to Goa Japan Tourism Pundong ". Of the 5 pringsip, the new Japan cave is related to the involvement of other organizations, but the 4 principles have not been implemented properly or are not appropriate, so there are not many tourists who are interested in visiting Japan Cave.

5. CONCLUTION

From the discussion related to the development of local tourism Pundong Japan cave get the following conclusions: In the development of local tourism, Japan Pundong Cave has involved organizations related to Japan Pundong Cave tourism, but in the development of Japan Cave tourism, it has not yet raised the awareness of the local community in developing such tourism where there are not many residents involved in the tour. In the development of Japan Pundong cave tourism there is a lack of a structured work plan for tourism development to increase visitors or tourists

Researchers on this occasion, want to see how the management is run by Japan cave tourism managers. Using data from interviews of parties related to it for researchers who want to continue this research can use questionnaire data or involve many people. Where researchers on this occasion did not involve many people but only those who have an important role in the development of local tourism Goa Japan.

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