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## Identification and Strategies For Strengthening The Planning Capacity of Prabumulih City Potential Tourism Area

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**Abstract:** Inappropriate planning and not in accordance with the potential, the existing conditions will greatly affect the sustainability of a program, activity or development. This study aims to: (1) identify potential tourist areas that can be developed immediately in the short term, and (2) prepare a strategy for strengthening planning capacity oriented to "generate income". The research uses survey methods, the results of the study: there are 3 potential tourist areas in Prabumulih City including: (1) Edagi Park (EduAgroEkologi) West Gunung Ibul Village, (2) Wonosari Park and Garbage Bank Prabumulih City, Wonosari Village, (3) Pineapple Gardens, Patih Galung Village. This is because, the three tours have "champions", as the spirit of innovation, and Human Resources (HR) aware of tourism supported by a sense of belonging to the cleanliness of the surrounding environment. Furthermore, it is necessary to have (1) independent institutional management that manages potential tourist areas, supported by digital promotions, (2) completes the availability of supporting infrastructure in the form of derivative products from the Women Farmers (KWT) group according to their potential, for example: (a) Herbal Products/Jamu, vegetable chips and fish chips in West Gunung Ibul Village, (b) Herbal processed products, handcraft from plastic, pineapple processed products in Wonosari Village, (c) pineapple fiber processed products in the form of yarn, and various clothes, bags, wallets from jumputan cloth, pineapple processed products in the form of jam, sponge cake, lunkhead, chips.

**Keywords:** Planning, Strategy, Regional Tourism.

## INTRODUCTION

The Corona Virus Disease 2019 (Covid-19) pandemic has had an impact on several industries, including tourism, which has received a lot of attention during the Covid-19 recovery phase. According to Sugianto (2020), the Indonesian government came up with the

idea of providing incentives to the tourism sector in order to increase foreign tourist visits to Indonesia, despite the fact that other ASEAN countries began to impose limitations on tourist visits to their countries. The Covid-19 pandemic has resulted in a good outcome in the form of a new paradigm in the tourism industry.

Tourism development, according to Swarbrooke in Salsabila & Santoso (2018), is a series of efforts to achieve integration in the use of various tourism resources and to integrate all types of aspects outside tourism that are related either directly or indirectly to the sustainability of tourism development. Communication, cooperation, and coordination between stakeholders should all be considered when developing potential tourism destinations in a sustainable manner. As highlighted by Tambuh, Wulandari, & Magsi (2020), Inter-district cooperation (IDC) is one of the initiatives to improve the local economy and help the government strengthen the role of the local and regional economy, access to services, cooperatives, and small and medium businesses (SMEs). This location offers significant tourism and creative economy potential that has yet to be realized. Aside from the craft of various local cultural products, such as local gastronomy, it is also necessary to pay attention to the craft of various local cultural products. This is a very strategic strategy, as tourism is one of the most important sectors.

According to Deliarnov (1995), investment is the company's total expenditure, which includes expenses for purchasing raw materials or materials, machinery, and executory equipment, as well as all other capital required in the production process, expenses for office building, building premises residences of employees, and other construction buildings, and changes in the value of stocks or reserves as a result of changes in quantity and price. This variable is measured through dimensions: (a) innovation, (b) technology, (c) level of economy, (d) level of profit, and (e) political situation. Investment is expected to expand its role within the framework of national development policy in general, and regional development in particular (Romadhon, 2022). Some basic considerations include: (a) macroeconomic stability; (b) balance between regions; (c) balance between sectors; and (d) the balance between social groups while completing the role of domestic projects and meeting the requirements for their implementation.

The tourism industry's pressure was most seen in the significant reduction in international tourist arrivals, which was accompanied by massive cancellations and a decline in bookings. Additionally, the reduction occurred as a result of a slowdown in internal travel, primarily due to Indonesians' reluctance to travel due to concerns about the impact of Covid-19. The tourism and travel industry's downturn has a negative influence on MSME enterprises and disrupts employment possibilities. Historically, tourism has been a labor-intensive industry, employing more than 13 million people. This statistic excludes the derivative impact and multiplier effect, as well as the derivative industry that results (Sugihamretha, 2020). Because of the cessation of the tourism sector, which included shopping tourism and culinary tourism, the losses not only affected the implementation of tourism directly, but also the tourism-related industrial sector, which included transportation/travel services, hotels, and other establishments. Following the adoption of the Large-Scale Social Restrictions (PSBB) policy, the tourism industry has already suffered the effects of the program's consequences.

The terminology of tourism (Pariwisata) consists of two words, namely "pari" which means many or many times and "wisata" which means traveling (Suwantoro, 2019). Soekadijo (2000) defines tourism as an activity in a society related to tourists, while Wahab, (2003) suggests that tourism is a temporary movement activity that has a different lifestyle, according to Law Number 10 of 2009 concerning Tourism, it is explained that tourism is a variety of various types of tourism activities supported by various facilities and services provided by the community, businessmen, government and local governments.

Tourism is an activity that seeks pleasure/happiness from a new location and is completed within a specified time period; thus, the trip is a temporary activity that is not intended to generate profit, while the benefits of tourism include: economic revenue, job creation, indigenous culture preservation, and increased foreign exchange earnings (Spillane, 1987).

According to Sugihamretha (2020), the tourism industry is facing a major decline in international tourist arrivals with massive cancellations and a drop in bookings. The decline also occurred due to a slowdown in domestic travel, mainly due to people's reluctance to travel due to worried about the impact of Covid-19. Therefore, the decline in the tourism and travel business has an impact on MSME businesses, and disrupts employment opportunities. Whereas so far tourism is a labor-intensive sector that absorbs more than 13 million workers. This figure does not include the derivative impact or the multiplier effect that follows, including the derivative industry formed under it. The decline in foreign tourists, especially to Indonesia, will affect foreign exchange earnings from tourism. More or less decreased USD 1,3 billion in foreign exchange earnings from tourism. Moreover, China is the country of origin for the second largest number of foreign tourists in Indonesia. According to Inskeep (1998), there are several approaches to be considered in planning tourism, including:

1. Continuous Incremental, and Flexible Approach, where planning is seen as an ongoing process based on needs by monitoring existing feedback.
2. System Approach, where tourism is seen as a system relationship and needs to be planned as with systems analysis techniques.
3. Comprehensive Approach, related to the above systems approach, where all aspects of tourism development including institutional elements and the environment and socio-economic implications, as a holistic approach.
4. Integrated Approach, relates to a systems and overall approach where tourism is planned and developed as a system and a whole where tourism is planned and developed as an integrated system in all plans and total forms of development in the area.
5. Environmental and sustainable development approach, tourism is planned, developed and managed in a way where natural and cultural resources are not degraded and are expected to remain sustainable, so an analysis of the carrying capacity of the environment needs to be applied to this approach.
6. Community Approach, an approach supported and also put forward by Murphy (2013) emphasizes the importance of maximizing the involvement of local communities in tourism planning and decision-making processes, in order to be able to increase the desired and possible, it is necessary to maximize community participation in the development and management carried out in tourism and its benefits to socioeconomic.
7. Implementable Approach, tourism development policies, plans, and recommendations are formulated to be realistic and applicable, with the techniques used are implementation techniques including development, action programs or strategies, especially in identifying and adopting.
8. Application of systematic planning approach, this approach is applied in tourism planning based on the logic of activities.

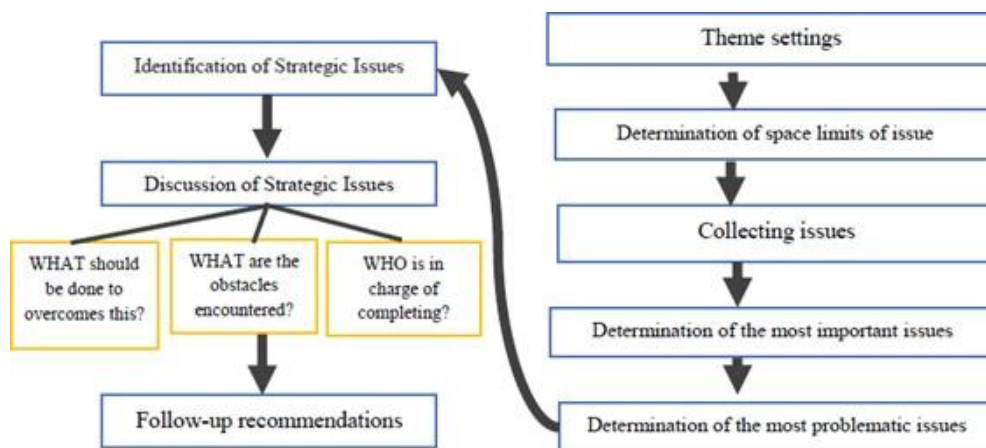
If there are currently tourist activities in the destination, it can be argued that it is developing tourism. To maximize its tourism potential, it is necessary to plan tourism development so that it is better than it was previously. According to (McIntyre, 1993), there are three fundamental elements in sustainable development:

1. Ecological Sustainability, namely ensuring that the development carried out is in accordance with ecological processes, biology, and the diversity of existing ecological resources.

2. Social and Cultural Sustainability, namely ensuring that the development carried out has a positive impact on the lives of the surrounding community and is in accordance with the culture and values that apply to the community.
3. Economic Sustainability, namely ensuring that the development carried out is economically efficient and that the resources used are sustainable for future needs.

## METHOD

We combined literature study, observation and focus group discussion (FGD) with three methods are: presentation, in-depth interview and participatory. The tools in FGD were: stationery, laptops, LCD projectors, flipcharts, meta-plan paper, markers, double tapes, speakers, microphones, video cameras, printers, and supporting documents. The target participants in FGD in Prabumulih city, were 30 to 50 participants from the Prabumulih city government agency of district/city government agencies in Prabumulih city, Southeast Sumatra province, higher education, associations and Business actors related to the tourism sector in Southeast Sumatra Province. Meanwhile, for the data collection was gathered through questionnaires FGD with participatory methods. In conducting the FGD the researcher used a participatory method, namely by gathering relevant stakeholders in a coordination meeting which would then produce inputs and formulations. The process of identifying strategic issues can be seen in Figure 1.



Source: Tambuh et al. (2020)

Figure 1. Identification Process of Strategic Issues

Data analysis techniques were used in this study namely spatial analysis and qualitative descriptive analysis. Spatial analysis is based on mapping the tourism potential in Prabumulih City, to answer the first research objective. While the data from the interviews were analyzed descriptively to answer the second and third research objectives.

## RESULTS AND DISCUSSION

### Identification of Tourism Strategic Issues in Prabumulih City

Researchers held a workshop "Identifikasi dan pemetaan kawasan wisata potensial Kota Prabumulih". As for the participants who attended and participated in the identification workshop, namely the participants from Prabumulih Sub-districts, Village Representatives, Representatives of Agencies and other relevant stakeholders. Furthermore, we are referring to the Republic of Indonesia Minister of Home Affairs Regulation No.72 of 2013 concerning integrated regional development guidelines. Meanwhile, the tools used in this study were taken from the S-PWT (Integrated Regional Development Scenario) by LEKAD, which was a method as well as a tool to identify the needs of appropriate and urgent Integrated Development (PWT) activities to be developed as well as being a regional program, which in

terms this was a regional tourism program. This process went through systematic participative mechanism between actors (local governments) and related stakeholders. This method was taken as an appropriate manner to the usage of doing strategic planning, collective planning, awareness building, networking and fitting with this kind of research

The results of the identification of strategic tourism issues in Prabumulih City, there are 24 strategic issues, so that 20% of the most important and most problematic strategic issues are taken, namely 5 strategic issues including: Security 21/21, Human Resources for Tourism 21/15, Neatness (Destination Arrangements) 12/9, Hospitality 15/8, and Infrastructure at Tourist Destinations 12/8. Those five strategic issues state that Prabumulih City tourism requires planning dimensions according to destination potential, tourism human resources who care about dealing with tourism and professional human resources in their fields, safety both in traveling to and from destinations, as well as security at tourist destinations. The results of the mapping of the Prabumulih City Potential Tourism area can be described in Table 1.

**Table 1. Mapping of Prabumulih City's Potential Tourist Areas**

No	Variable	Destination A	Destination B	Destination C	Destination D	Destination E
		Tourism village	EdAgi Park	Pineapple Garden	Payuputat Beach	Wonosari Park & Garbage Bank
1	Accessibility (25%)	2 (2*25%=0.5)	5 (5*25%=1.25)	5 (5*25%=1.25)	4 (4*25%=1)	5 (5*25%=1.25)
2	Social & Security (25%)	2 (2*25%=0.5)	5 (5*25%=1.25)	4 (4*25%=1)	3 (3*25%=0.75)	5 (5*25%=1.25)
3	Generate Income (25%)	1 (1*25%=0.25)	5 (5*25%=1.25)	5 (5*25%=1.25)	3 (3*25%=0.75)	5 (5*25%=1.25)
4	Local Wisdom (25%)	2 (2*25%=0.5)	5 (5*25%=1.25)	5 (5*25%=1.25)	2 (2*25%=0.5)	5 (5*25%=1.25)
Total (100%)		1.75	5	4.75	3	4.75

Source: processed data, 2021

Based on Table 1, it can be seen that the mapping of the Prabumulih City tourism area can be arranged or ranked as follows:

1. Destination B with a total weight of 5,
2. East Prabumulih District;
3. Destination E with a total weight of 5, namely Wonosari Park and Garbage Bank, Wonosari Village, North
4. Prabumulih District;
5. Destination C with a total weight of 4.75, namely Pineapple Gardens, Patih Galung Village, East Prabumulih District;
6. Destination D with a total weight of 3, namely Payuputat Beach, Payuputat Village, West Prabumulih District;
7. Destination A with a total weight of 1.75, namely Tourism Village, Muara Dua Village, East Prabumulih District.

The results of the mapping carried out can be concluded on the potential tourism in Prabumulih City that can be developed, namely: (1) Edutourism: EdAgi Park, Wonosari Park and Garbage Bank, and Pineapple Gardens, (2) Agrotourism: EdAgi Park, and Pineapple Gardens, (3) Ecotourism: EdAgi Park, Wonosari Park and Garbage Bank, and Pineapple Gardens, Payuputat Beach, (4) Historical Tourism: EdAgi Park, (5) Culinary Tourism: EdAgi Park, Pineapple Gardens, and Wonosari Park, (6) Marine Tourism: Beaches Payuputat.

### Visitation of the Destination Areas

Furthermore, the team made field visits to tourist destinations, including: (1) Wonosari Park and Prabumulih City Garbage Bank located in Wonosari Village, North Prabumulih



District accompanied by North Prabumulih Subdistrict and Wonosari Village Head, (2) Pineapple Gardens located in Patih Galung Village, West Prabumulih District, accompanied by the Head of the Patih Galung Village (3) Prabumulih Tourism Village which is located in the Muara Dua, East Prabumulih District, (4) Edagi Park which is located in West Gunung Ibul Village, East Prabumulih District, accompanied by the West Gunung Ibul Village Head, the manager of EdAgi Park (5) Payuputat Beach, West Prabumulih District.

The interesting thing is that the road access has been paved to the destination location and field visits were carried out spontaneously. First, the tourist village destination, the poor condition of road access according to the map point from the main roadside of the Prabumulih City Tourism Village to the destination location is still a dirt road, and tourist sites are not well maintained, so that the existing infrastructure facilities at these destinations are neglected, even though they are available, such as: Physical Kartika Airlines planes, lakeside cottages, management house buildings/counters, and ample parking. Therefore, management is required, namely an independent organization that manages tourist village locations in particular, raises public awareness, and engages with businesses/private parties in the vicinity of the place, including sub- districts, to maximize the utilization.



**Figure 2. Condition of Prabumulih City Tourism Village**

Second, the Payuputat Beach destination, located in Payuputat Village, West Prabumulih District, the road to the destination has been paved to remote villages, only the ditch to accommodate rain- fed water is not evenly distributed. Interestingly this location, there are still houses on stilts as a regional characteristic. However, baby burials are almost at various points from the market location, to the end of the estuary village on the border of Prabumulih City and PALI Regency, which shows the infant mortality rate in this village is quite high. It is also seen that human resources are not aware of tourism, especially from the aspect of environmental cleanliness. This is an important consideration in the development of potential tourism in a sustainable manner, because maintaining cleanliness is a culture that must be created in the community environment around the destination, supported by hospitality from the community. Moreover, Payuputat Village was previously a priority area of Community- Based Settlement Environmental Arrangement (PLP BK) KOTAKU Program in 2016.

Third, the destination of the Pineapple Gardens, located in Patih Galung Village, West Prabumulih District. There are two accesses from the main road to the destination, the first access is  $\pm 3$  minutes straight between the paved rubber plantations to the destination, the second access is  $\pm 7$  minutes from the main road to the destination, the road is paved and passes water bombs, children's playground. There are huts to rest, enjoy the atmosphere in the garden, and can watch how the pineapple leaves are processed to extract the pineapple fiber before it is processed into yarn, and the tourist can pick pineapples and enjoy the pineapples that have been peeled, with a distinctive taste, sweet and legit. There are managers who are ready to share related to cultivation, processing pineapple fiber, to product marketing. As for Pineapple export destinations include Japan, Hong Kong, Korea, Singapore, Malaysia, Saudi Arabia, Kuwait, Oman, United Arab Emirates, Qatar and Canada.

Fourth, the destinations of Wonosari Park and Prabumulih City Garbage Bank, located in Wonosari Village, North Prabumulih District. The destination is a center for education and integrated waste management, supported by an attractive, clean, and comfortable garden arrangement, supported by the availability of the Prabumulih City Garbage bank office at the destination location. Furthermore, there is management who provides information, the arrangement of the room is attractive, equipped with processing products from plastic waste, and other recycled materials. In addition, there is a transit room for weighing community plastic waste, and it is inputted into the customer's account book. In addition, there are processed red ginger rhizome, white ginger, turmeric, temulawak which is practically just brewed with hot water. In addition, there are organic catfish cultivation, knitting crafts, processed crafts from spoons, bottles and glass beverage packaging, etc.

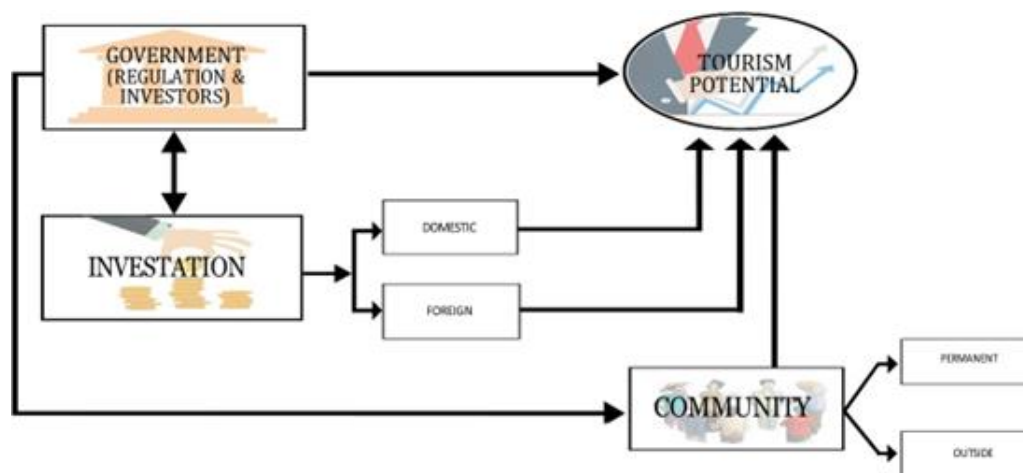
Fifth, the destination of EdAgi Park, located in West Gunung Ibul Village, East Prabumulih District. Destinations which are the innovation of the head of the West Gunung Ibul village, started the area as a garbage dump, and prone to flooding. The location, rearranges and implied the history, origin, culture of the previous community. Supported by a comfortable feel, fresh air, and facilities that are gradually being equipped. Interestingly, this location was built with commitment, there is a "champion" of destination development that invites the community and collaborates with the private sector in creating a beautiful educational park called 'Eduagroekologi (EDAGI)'. Therefore, for the field trip records, analysis of tourism potential development as follows:

**Table 2. Supporting Factors in the Development of Tourism Potential of Prabumulih City Tour Packages**

No	Description	EdAgi Park, West Gunung Ibul Village, East Prabumulih District	Wonosari Park and Garbage Bank, Wonosari Village, North Prabumulih;	Pineapple Gardens, Patih Galung Village, West Prabumulih District
1	Attractions	Tourists may fish, enjoy fish farming in the pond from the cottage around EdAgi park, visit the Vegetable Garden, the Garden of The Peasant Women Group (KWT), and see culvert artifacts of Dutch history, which is now the Prabumulih - Kertapati Railway.	There are various play facilities for children, they can see how to process plastic waste and handcraft from plastic waste	Available tools, pineapple fiber processing from pineapple leaves into yarn
2	Amenities	There are Toilets, Sinks, and lodging around $\pm$ 2 Km which located in the center of the city, Canteen is under construction. However, for Parking space is not adequate, information counters and services are not available, Musholla is not available	There are Toilets and lodging available around $\pm$ 2 Km which located in the center of the city. However, no canteen/no street vendors available, there is information service at the Garbage Bank located in the Park environment	There is gazebo available, but toilet was not available. Lodging available around $\pm$ 2 Km which located in the center of city. Canteen is not available/no street vendors, information counters and services are not available, prayer room is not available
3	Accessibility	Paved road, estimated $\pm$ 10 minutes from the main road to the location. The road can be passed by 2 cars	Paved road, estimated $\pm$ 10 minutes from the main road to the location. The road can be passed by 2 cars	Paved road, estimated $\pm$ 5 minutes from the main road to the location. The road can be passed by 2 cars
4	HR	HR is still not certified, the role of the Village head as a special guide and Champion who can provide clear	Communities around the tourism area are good at making handicrafts from plastic waste, making special foods and typical market snacks, but	There are no certified professional human resources, the owner acts as a special guide to help facilitate tours around the destination

No	Description	EdAgi Park, West Gunung Ibul Village, East Prabumulih District	Wonosari Park and Garbage Bank, Wonosari Village, North Prabumulih;	Pineapple Gardens, Patih Galung Village, West Prabumulih District
		information about the history of the Dutch water Tunner, and the formation of the EdAgi Park	they have not been widely marketed. The community is aware of waste, and saves plastic waste in the garbage bank.	
5	Industry	There is a Women Farmers Group, which produces various processed herbs and vegetables.	Garbage Bank Management is available, which markets processed plastic waste products from the nearby Women Farmers Group.	There are various local cake industries, jumputan crafts
6	Public	The community is already aware of tourism, it can be seen from the cleanliness that is maintained around	The community has become aware of tourism	The surrounding community is quite aware of tourism by maintaining cleanliness around tourist sites

Based on the visitation, it can be concluded that potential short-term tourism developments that can immediately be oriented to "generate income" are EdAgi Park, Wonosari Park and the Garbage Bank which we call "Wonosari Educational Tourism Area", and Pineapple Garden Destinations. While Payuputat Beach Destinations and Prabumulih Tourism Village Destinations require a planning process that is in accordance with the potential equipped with the calculation of "generate income" which will be generated in 1 year to attract investors, form management and prepare professional human resources to manage these destinations in order to grow cultural characteristics, unite the perception of building a Tourism Awareness Community, so that it can give a deep impression to tourists and have an impact on the number of visitors, especially local tourists from the surrounding area.



Source: Research Results of Wulandari, Novita

**Figure 3. Prabumulih City Tourism Development Model**

Based on Figure 3, the Prabumulih City tourism development model can be understood as unique tourism, the development of potential tourist areas through a strategy of strengthening planning capacity from various aspects by considering communication, commitment and cooperation between parties. For this reason, the strategy for developing potential tourist areas in Prabumulih City must be supported, namely: (1) Availability of independent agencies/institutions that manage tourist areas, and market derivative products from processed potential products around these tourist sites, (2) Regional Regulations, namely the Regional Tourism Authority. Prabumulih City, and (3) Regional Tourism



Development Master Plan (RIPPARDA). These three things will greatly determine the direction and regional policies in the development of tourism and regional tourism.

Investment in the tourism sector is very supportive in the development of tourism potential in Prabumulih City. With the investment, (1) there will be development in accordance with the typology of tourist destinations, (2) the availability of public transportation to and from tourist destinations, and (3) professional human resources to manage tourist destinations. After planning support, what also plays an important role in developing tourism potential is business actors, because business actors play an important role in attracting local, national and foreign tourists to visit tourist destinations in the region. Efforts that can be supported by business actors in developing tourism potential in Prabumulih City: (1) Providing canteens / food stalls at tourist destination locations, (2) Attractions, and (3) Souvenirs center in the tourism area.

Therefore, it can be concluded that the strategy of strengthening the capacity of planning potential tourism areas that is appropriate to the potential of the destination will be able to boost the development of tourism potential in Prabumulih City.

## CONCLUSION

There are 3 potential tourist areas in Prabumulih City including: (1) Edagi Park (EduAgroEkologi) West Gunung Ibul Village, (2) Wonosari Park and Garbage Bank Prabumulih City, Wonosari Village, (3) Pineapple Gardens, Patih Galung Village. This is due to the fact that the three tours have "champions," who represent the spirit of innovation, and Human Resources (HR) are aware that tourism is supported by a sense of belonging to the cleanliness of the surrounding environment, among other factors.

Furthermore, it is necessary to have (1) independent institutional management that manages potential tourist areas, supported by digital promotions, (2) completes the availability of supporting infrastructure in the form of derivative products from the Women Farmers (KWT) group according to their potential, for example: (a) Herbal Products/Jamu, vegetable chips and fish chips in West Gunung Ibul Village, (b) Herbal processed products, handcraft from plastic, pineapple processed products in Wonosari Village, (c) pineapple fiber processed products in the form of yarn, and various clothes, bags, wallets from jumputan cloth, pineapple processed products in the form of jam, sponge cake, lunkhead, chips.

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