



Strategy for Developing the Ecotourism Attraction of Baturiti Waterfall in the Parigi Moutong Area, Central Sulawesi

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Abstract—Baturiti Waterfall in the Parigi Moutong tourist area, Central Sulawesi offers tourism packaging that prioritizes pristine and natural potential so that it becomes the center of attention of tourists to visit, besides that support from tourism stakeholders for the development of Baturiti Waterfall Ecotourism Attraction is very important to develop the potential that exists in Baturiti Waterfall. This study aims to examine the development strategy of attraction of Baturiti waterfall ecotourism in Parigi Moutong, Central Sulawesi. Data analysis used is SWOT Analysis and Cartesian Diagram Analysis. Based on the results of the research, it shows that by involving local communities in Baturiti Waterfall Ecotourism activities, they can develop sustainable tourism. By developing a good promotion system, it will be able to minimize existing threats and be able to increase the number of tourist visits. Facilities at Baturiti Waterfall also still need to be developed for the convenience of visitors.

Keywords: community participation; development strategy; ecotourism attraction

I. INTRODUCTION

Tourism is a social, economic, political, cultural and technological phenomenon, so it requires great attention from experts and development planners. If the tourism sector develops well in an area, various other sectors of people's lives will also develop, starting from hospitality/lodging, transportation, travel services, restaurants and various other sectors. In other words, the tourism industry is one industry that has strong links with other sectors, because tourism can be said to be a combination of phenomena and reciprocal relationships resulting from interactions with tourists, business suppliers, the government of tourist destinations and communities of tourist destinations. As a region that has natural wealth and cultural diversity, the government should take advantage of this gift from the almighty for the welfare of its people. Tourism actors strive to compete in developing tourism products in accordance with the objectives of tourism development, namely to introduce the beauty of nature, culture and local customs.

The various tourism potentials owned by each region are very potential to be developed into various types of tourism products. Where each of these coastal areas has various tourist attractions so that they have the potential to be developed into tourist attractions (Prayogi & Sari, 2019). One area that has developed its coastal area as a tourist attraction is Parigi Moutong Regency, Central Sulawesi. There are a number of tourist attractions spread across 23 sub-districts in Parigi Moutong Regency.

The development of community-based ecotourism in this area has not yet developed because the community does not have knowledge about nature and culture which are potential selling points as tourist attractions. In addition, the community also does not have the qualified expertise to manage or be directly involved in tourism activities. The lack of public knowledge that community-based ecotourism can create job opportunities and reduce poverty is also a problem in this research. Fandeli (2000), stated that

ecotourism activities always prioritize aspects of nature conservation, aspects of sociocultural empowerment, and the economy of local communities, as well as aspects of learning and education. The purpose of the development process is to optimize the formation of human resources so that they are more productive in terms of knowledge, attitude (aptitude) and skills, which have a relationship between one element and another. Baturiti Waterfall Ecotourism as a new tourist attraction in Parigi Moutong Regency is trying to encourage the number of tourist visits. However, community participation at Baturiti Waterfall is still lacking which results in a lack of tourist visits, so it is in a stagnant condition and cannot open tourist visits for some time. As a newcomer, the number of tourist visits is considered not optimal according to the expected target.

The purpose of the development process is to optimize the formation of human resources so that they are more productive in terms of knowledge, attitude (aptitude) and skills, which have a relationship between one element and another. Baturiti Waterfall Ecotourism as a new tourist attraction in Parigi Moutong Regency is trying to encourage the number of tourist visits. However, community participation at Baturiti Waterfall is still lacking which results in a lack of tourist visits, so it is in a stagnant condition and cannot open tourist visits for some time. As a newcomer, the number of tourist visits is considered not optimal according to the expected target.

Table 1. Number of Tourist Visits to Baturiti Waterfall Ecotourism Years 2020-2022

NO.	Month	2020	2021	2022	—
1.	January	811	316	433	
2.	February	764	268	226	
3.	March	785	352	611	
4.	April	879	471	384	
5.	May	622	497	884	
6.	June	743	561	466	
7.	July	611	598	0	
8.	August	978	419	0	
9.	September	988	412	0	
10.	October	1088	440	0	
11.	November	1150	407	0	
12.	December	611	377	0	
TOTAL		10030	5118	3004	

Source: Department of Youth, Sports and Tourism, 2022

As seen in Table 1 the number of recorded tourist visits is 5,118 tourists in 2021. This number has not yet reached the target of annual visits to Baturiti Waterfall Ecotourism which is considered to be only 50%. Tourist visits are usually only crowded on weekends, school holidays and holidays. Research conducted by Rolina et al. (2020), Khairiyah et al. (2020), Andina et al. (2020), Asy'ari et al. (2021), and Kunda et al. (2022) has similarities in the results of the study that community involvement in developing ecotourism plays an important role it can improve the economy of the surrounding community.

Another similar study also conducted by Wahono et al. (2019) examined tourism development using a sustainable ecotourism strategy. The resulting study by Wahono et al. (2019) showed that ecotourism can minimize the adverse effects of tourism development. Until now, at least the implementation of ecotourism can be a way out of environmental preservation while fulfilling the economic demands of the community. In addition, Harianto et al. (2020) also conducted a similar study that examined determine the management conditions and potential of Tourist Attraction Objects (TAO) that have been operating knowing the perceptions of tourists and local people. The results study of Harianto et al. (2020) showed that TAO gets a feasibility rating to be developed. The perception of tourists is quite satisfied with the attractions offered and the services of the manager. The community is satisfied with the ongoing management. The community wants are always to be involved in the development process. Based on the background and the previous studies above, this study aims to examine the development strategy for the attraction of Baturiti waterfall ecotourism in Parigi Moutong, Central Sulawesi.

II. CONCEPT AND HYPOTHESIS

Tourism is an industry that has been developed in developing countries in the last three decades because it is considered to have a large role in increasing national income and improving people's welfare. This is clearly seen from the many tourist attractions built, developed and promoted on a large scale through various media and promotional tools by developing countries.

As one of the stakeholders who play an important role in the implementation and progress of the tourism travel industry in Baturiti Village, Parigi Moutong Regency, village officials are trying to make several

projects by empowering their potential to become ecotourism attractions, providing tourism facilities and infrastructure including conducting coaching and as well as training in the tourism travel industry to the local area so that tourist visits will increase which will thus have a positive impact, especially with regard to regional income and community income.

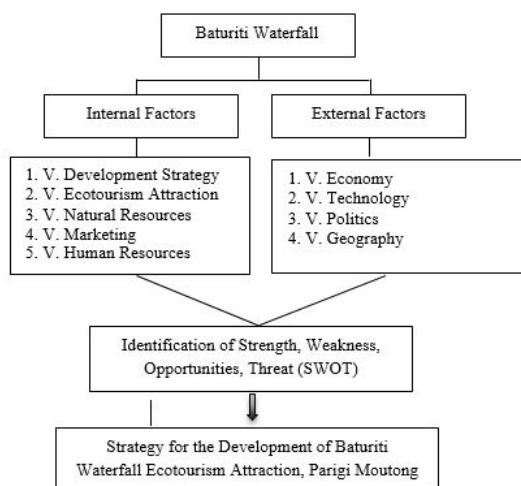


Figure 1. Concept Framework

In this study, several internal factors and external factors are analyzed. Internal factors consist of several variables, namely Development Strategy Variables, Ecotourism Attraction Variables, Natural Resource Potential Variables (SDA), Marketing Variables and Human Resources (HR) Variables. While the external factors consist of several variables, namely Economic Variables, Technological Variables, Political Variables, and Geographical Variables.

III. METHOD

This research was conducted at Baturiti Waterfall in the Parigi Moutong Region, Central Sulawesi. The type of data used in this study is qualitative and quantitative data. Qualitative data used in this study include Baturiti Waterfall, the form of ecotourism attraction development, the obstacles faced by Baturiti Waterfall and various efforts made by Baturiti Waterfall in the Parigi Moutong Region in developing ecotourism attractiveness which was carried out with in-depth interviews. Quantitative data in this study such as the number of residents in Baturiti Village and the number of tourists visiting Baturiti Waterfall. Data collection techniques in this study used several ways that were adapted to the nature and type of data including observation, interviews, questionnaires, documentation and literature

studies. Data analysis used in this study is SWOT Analysis and Cartesian Diagram Analysis.

IV. RESULT AND DISCUSSION

Table 2. Internal factor Analysis Summary Matrix (IFAS Matrix)

No.	Internal Strategic Factors	Quality	Rating	Score Quality x Rating 100
Strengths				
1	Development Strategy Variables The comfort provided while traveling makes you want to visit another time	9	4,0	0,36
2	Service when traveling is very good	8	4,0	0,32
3	Ticket prices are affordable	9	4,0	0,36
4	Information boards are available	8	3,7	0,30
Ecotourism Attraction Variables				
5	Tourist attraction is interesting	9	4,0	0,36
6	Access road is still natural	9	4,0	0,36
Natural Resource Potential Variables				
7	The beauty is still maintained its authenticity and cleanliness	8	4,0	0,32
8	Beauty gives comfort to travel	9	4,0	0,36

The Development Strategy variable has four indicators. First, having the comfort provided when travelling makes you want to visit another time, namely the Baturiti waterfall provides comfort to visiting tourists and makes them want to visit again at another time. The second is the service when travelling is very good, namely by providing good service to meet the needs of visitors while travelling so that visitors get satisfaction in terms of service.

There are two indicators of the Ecotourism Attractiveness Variable, namely attractive tourist attractions and natural road access. First, tourist attractions attract visitors who come to see the stunning scenery and panoramic views, clear water and a soothing atmosphere that can make the heart and mind calm. Both access roads are still natural, it takes footsteps to walk down the path to the waterfall where visitors can enjoy the scenery around which presents beautiful natural panoramas in the form of trees and plantations

owned by residents. The surrounding nuances are still very united with nature. The distance is not too far so visitors will be comfortable and have nothing to lose when they come to Baturiti Waterfall Ecotourism.

The Natural Resource Potential variable has two indicators, the first is that beauty is still maintained, its authenticity and cleanliness. And the second beauty gives comfort to travel. In the first indicator, the beauty of Baturiti Waterfall is very unique because it presents a charming natural beauty. Cleanliness and authenticity are still maintained with very beautiful stones. The coolness and fresh air can be felt by the visitors. Second, beauty provides comfort for visitors when travelling. Baturiti Waterfall is perfect for those who travel while enjoying the beauty of nature. The natural beauty that is displayed is surrounded by trees that make it attractive and beautiful so as to provide comfort for visitors.

Table 3. Internal Factor Analysis Summary Matrix (IFAS Matrix)

No.	Internal Strategic Factors	Quality	Rating	Score Quality x Rating 100
Weakness				
Marketing Variables				
1	Less use of people's homes as lodging	4	2,4	0,10
2	Lack of availability of health facilities	4	2,1	0,08
3	Lack of tourist facilities in the form of a swing	4	1,9	0,08
4	Lack of promotion	4	2,4	0,10
Human Resources variables				
5	Lack of facilities such as parking, toilets, lodging, culinary tours and souvenirs	5	2,4	0,12
6	Lack of support for community participation	4	2,3	0,09
TOTAL				3.30

The marketing variable in this study has four indicators, the first of which is the lack of use of residents' houses as lodging. The role of the community in the development of tourism in an area is very necessary. One of the tourism businesses is directly managed by the community, one of which is lodging. However, there is no accommodation available in Baturiti Waterfall ecotourism, so utilizing native houses is an alternative to staying while

on vacation with all its daily activities. Visitors can be directly involved in the owner's daily activities and feel the local wisdom from the life of the local community. The second is the lack of availability of health facilities, where there must be guarantees that at tourist destinations there are services available for an illness that might be suffered by visitors or anticipate possible accidents while travelling. The lack of inadequacy of these health facilities can later have a negative impact on the safety of visitors. Third, the lack of tourist facilities in the form of a swing. Services with adequate, safe and comfortable facilities will certainly be able to increase the quality and quantity of tourist visits. Fourth, there is a lack of promotion by the local community and few managers know how to do promotions via the internet. Of course, ecotourism at Baturiti Waterfall will not develop and progress if it is not accompanied by promotional activities because with food promotion potential tourists will be able to know for sure and more accurately about the tourist destinations to be visited.

There are two indicators of HR (Human Resources) variables, the first is a lack of facilities such as parking, toilets, lodging, culinary tours and souvenirs. Each tourist spot should have facilities such as parking, toilets, lodging, culinary tours and souvenirs. Parking facilities must be sufficient for two wheels and four wheels. Toilets facilities not only in terms of their large number but also must be kept clean so that tourists are comfortable using them. For lodging, you can use local people's houses as lodging if there are no hotels available. Culinary tours and souvenirs also need to be increased in number, with the availability of culinary tours to help tourists who want food or to relax in the culinary area. The second is the lack of support for community participation in tourism development because some of the people work as farmers which is their main livelihood.

Through the analysis of the IFAS Matrix in Table 2 above, a total score of 3.30 is obtained where of the 14 internal indicators, 8 indicators are Strengths and 6 indicators are Weaknesses. The score obtained from the weighted average of each internal indicator is multiplied by the average rating of each internal environmental indicator and then divided by 100 to obtain each internal indicator. After that, add up all the scores from the first indicator to the last to get the total internal environment score.

Table 5. External Factor Analysis Summary Matrix (EFAS Matrix)

No.	Internal Strategic Factors	Quality	Rating	Score
				Quality x Rating / 100
<i>Threats</i>				
Geography Variables				
1	Threats to security	5	2,4	0,12
2	Damage due to tourism activities	5	2,3	0,12
3	Competition with other tours that have more complete facilities	4	2,4	0,10
Technology Variables				
4	Lack of availability of technology to assist the promotion process	4	1,9	0,08
TOTAL				1,51

Table 4. External Factor Analysis Summary Matrix (EFAS Matrix)

No.	External Strategic Factors	Quality	Rating	Score Quality x Rating / 100
<i>Opportunities</i>				
Economic Variables				
1	Improvement of Human Resources	8	3,4	0,27
2	The economic conditions of tourism in general affect visiting tourists	8	3,5	0,28
Political Variables				
3	Collaboration between managers and the local community	8	3,3	0,26
4	Creating jobs for people who are unemployed	8	3,6	0,29

Economic Variables there are two indicators, the first is the increase in human resources. With an increase in Human Resources, the level of productivity in working and managing the tourism business will also increase it helps in solving problems faced and making decisions to improve tourism development. The second is that the economic conditions of tourism, in general, affect tourists, with better economic conditions it will affect the increase in tourist visits coming to Baturiti Waterfall. Thus, causing an increase in the local community's economy.

There are two indicators of Political Variable, namely the cooperation of managers and the local community. Tourist attractions are an important potential to be managed and handled properly so that this potential can contribute to development in terms of economy, social society and also environmental preservation. Therefore, cooperation between managers and the local community is needed. The second is to create jobs for people who are unemployed. The positive impact of tourism development affects the surrounding community such as expanding employment opportunities, increasing business opportunities and also increasing income.

Geographic variables, there are three indicators, namely threats to security, damage due to tourism activities and competition with other tours that have more complete facilities. The first is a threat to security because security and safety are one of the most important factors in the tourism industry which directly affect the fluctuations in the level of tourist visits. The second is the damage caused by tourism activities caused by the increasing tourism activities in line with the number of visitors and the development of infrastructure to meet the needs of tourists. It is undeniable that it will lead to an increase in the amount of waste, pollution and aesthetic problems. The third is competition with other tours that have more complete facilities, with facilities specifically aimed at creating convenience, comfort and safety for tourists in making tourist visits, it is undeniable that tourists will prefer these destinations.

Technology variable, namely the lack of availability of technology to assist the promotion process. In utilizing technology to attract tourists, the local community must learn about how to conduct or operate the internet to promote tourist destinations in their area, that way many tourists will know about the various information on tourist destinations that are offered so that many tourists will come.

Through the EFAS Matrix Analysis in Table 3 above, a total score of 1.51 is obtained where out of 8 external indicators, there are 4 indicators which are opportunities for the Potential for Development of Baturiti Waterfall in the Parigi Moutong Region, Central Sulawesi and 4 indicators which are threats. The score obtained from the weighted average of each external indicator is multiplied by the average result of the assessment of each external environmental indicator and then divided by 100 to obtain a score for each external indicator. After that, add up all the scores from the first to the last indicator to get the total external environment score.

From the calculation of the Internal Factor Analysis Summary (IFAS Matrix), it has been determined that the total score is 3.30 and the External Factor Analysis Summary (EFAS Matrix) is 1.51.

Analysis of the internal and external matrices that discuss the indicators that exist in

the management of the Baturiti Waterfall in the Baturiti Region of Central Sulawesi according to the strengths, weaknesses, opportunities and threats that exist using the SWOT Matrix, which is shown in table 6 below:

Table 6. Matriks SWOT

FAKTOR	STRENGTH (S)	WEAKNESS (W)
INTERNAL	Variabel Strategi Pengembangan 1. Kenyamanan yang diberikan saat berwisata membuat ingin berkunjung di lain waktu 2. Pelayanan saat berwisata sangat baik 3. Harga tiket masuk terjangkau 4. Tersedianya papan informasi Variabel Daya Tarik Ekowisata 5. Daya tarik wisata menarik 6. Akses jalan masih alami Variabel Potensi Sumber Daya Alam 7. Keindahan masih terjaga keaslian dan kebersihannya 8. Keindahan memberi kenyamanan berwisata	Variabel Pemasaran 1. Kurang mema: rumah penduduk penginapan 2. Kurang tersedianya kesehatan 3. Kurangnya fasilitas berupa swing 4. Kurangnya promosi Variabel SDM 5. Kurang fasilitas parkir, MCK, pen: wisata kuliner da oleh 6. Kurangnya di partisipasi masyarakat
EKSTERNAL	STRATEGI SO	STRATEGI WO
OPPORTUNITIES (O)	Variabel Ekonomi 1. Peningkatan Sumber Daya Manusia 2. Kondisi ekonomi pariwisata secara umum mempengaruhi wisatawan yang berkunjung Variabel Politik 3. Kerjasama pengelola dan masyarakat setempat 4. Menciptakan lapangan kerja bagi masyarakat yang pengangguran	1. Mengembangkan dan prasarana pe aktivitas wisata s dapat me peningkatan SDM pengelolaan Air Baturiti 2. Mengembangkan kesehatan untuk bahwa pada daerah wisata tersedia pe bagi suatu penyak mungkin akan dide pengunjung menantisipasi kemungkinan ke pada saat berwisata 3. Bekerjasama masyarakat s dengan mema: rumah penduduk penginapan 4. Mengembangkan wisata berupa swi lebih menarik pengunjung

Quadrant I : (P9) Availability of information boards for directions to Baturiti Waterfall

(P13) The price of admission to Baturiti Waterfall is affordable

Quadrant II : (P10) There are culinary sellers and souvenirs along the road to Baturiti Waterfall

(P11) Utilizing residents' houses as lodging

(P12) Availability of health facilities around the Baturiti Village area

(P14) The need for tourism facilities in the form of a swing

Quadrant III : (P7) Facilities such as parking, toilets, lodging, culinary tours and souvenirs

Quadrant IV: (P1) The tourist attraction of Baturiti Waterfall is interesting

(P2) The comfort provided while travelling makes you want to come back another time

(P3) Service when travelling to Baturiti Waterfall was very good

(P4) Baturiti Waterfall still maintained its authenticity and cleanliness

(P5) Baturiti Waterfall provides tourist comfort for visitors

(P6) Baturiti Waterfall has adequate facilities

(P8) The access road to Baturiti Waterfall is still natural

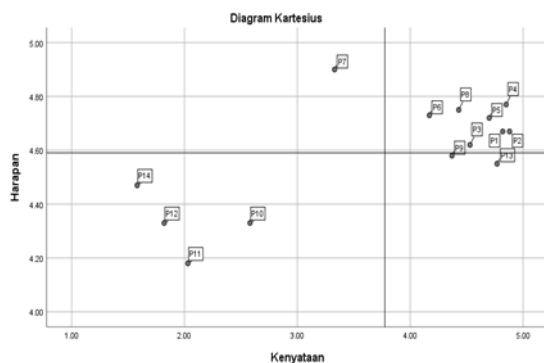


Figure 2. Cartesian Diagram Analysis

In analyzing the Cartesian diagram which aims to determine the level of consumer expectations and the reality received by visitors at Baturiti Waterfall in the Parigi Moutong Region, Central Sulawesi. The average value of the total reality is 3.75 and the expectation is 4.60, then these numbers are used as the X and Y axes. The Cartesian diagram will be divided into 4 quadrants, namely quadrants A, B, C, and D.

In the Cartesian diagram, it can be seen that there is no problem with the availability of information boards for directions to Baturiti Waterfall and the price of admission to Baturiti Waterfall is no problem and is good, but in the future, it needs to be readjusted. By further clarifying the direction information so that visitors can better understand the directions while the price of the entrance ticket will need to be adjusted to the existing facilities or conditions at that time. The more complete and better the existing facilities, the price of admission can be adjusted.

There are still some visitors who are dissatisfied with the facilities at Baturiti Waterfall such as culinary traders and souvenirs along the road to Baturiti Waterfall, using residents' houses as lodging, the availability of health facilities around the Baturiti Village area and the need for tourist

facilities in the form of a swing. By providing culinary traders and souvenirs along the road to Baturiti Waterfall so that visitors can enjoy the scenery while on a culinary tour and shop for souvenirs that can be brought home as memories. By increasing the number of facilities such as parking, toilets, lodging, culinary tours and souvenirs in order to provide comfort for visitors when travelling. Furthermore, the top priority is where the management of Baturiti Waterfall has been able to fulfil these expectations in their service. This means that visitors are very satisfied with the services of the Baturiti Waterfall Ecotourism. By still maintaining the attractive tourist attraction of Baturiti Waterfall, the comfort provided when travelling so that visitors want to return to visit at another time, services when travelling, the beauty of Baturiti Waterfall is still maintained its authenticity and cleanliness, Baturiti Waterfall provides the convenience of travelling, has Adequate facilities and natural road access.

The purpose of the SWOT Analysis and Cartesian Diagram Analysis is the same, namely to be able to identify community involvement in the development of Baturiti Waterfall Ecotourism and to formulate strategies for developing Baturiti Waterfall Ecotourism in Parigi Moutong Regency. From the results of research using SWOT Analysis and Cartesian Diagram Analysis there are weaknesses, namely the lack of community involvement in activities to develop Baturiti Waterfall Ecotourism and also existing facilities still need to be developed to attract visitors to come for a tour.

V. CONCLUSION

Based on the SWOT Analysis of the Baturiti Waterfall Ecotourism Development Strategy in the Parigi Moutong Region, Central Sulawesi, both the internal and external environment, it can be concluded that 1) Internal factors that are the main strengths for managers of Baturiti Waterfall in the Parigi Moutong Region, Central Sulawesi, namely the comfort provided when travelling makes you want to visit at another time, service when travelling is very good, admission prices are affordable, information boards are available, attractive tourist attractions, road access is still natural, beauty is still maintained, authenticity and cleanliness and beauty gives comfort when travelling at Baturiti Waterfall. Meanwhile, the main weaknesses for the managers of Baturiti Waterfall in the Parigi Moutong Region, Central Sulawesi, are the lack of utilization of

residents' houses as lodging, lack of availability of health facilities, lack of tourist facilities in the form of swings, lack of promotions, lack of facilities such as parking, toilets, lodging, culinary tours and souvenirs as well as the lack of support for community participation. 2) External factors that are the main opportunities for managers of the Baturiti Waterfall in the Parigi Moutong Region, Central Sulawesi namely increasing human resources, tourism economic conditions, in general, affecting tourists, cooperation between managers and the local community and creating jobs for people who are unemployed. Meanwhile, the Threats are threats to security, damage due to tourism activities, competition with other tours that have more complete facilities and less availability of technology to assist the promotion process of Baturiti Waterfall Ecotourism.

Based on the Cartesian Diagram of the Baturiti Waterfall Ecotourism Development Strategy in the Parigi Moutong Region, Central Sulawesi, it can be concluded that 1) Based on data from the results of this study as a whole for visitor satisfaction with Baturiti Waterfall Ecotourism seen from six dimensions (satisfaction in enjoying tourist attractions, the beauty of Baturiti Waterfall, conditions of facilities and infrastructure, access to tourist objects, supporting facilities and willingness to pay fees) has good performance according to visitors, and expectations are met. So, it can be concluded that visitors are satisfied with Baturiti Waterfall Ecotourism. Even though in reality there are still several attribute items that require improvement and improvement must be prioritized. 2) Based on the data from this research, a Cartesian diagram is used to describe the position of the attributes that map the level of interest for visitors. The results show the attributes in Quadrant I, Quadrant II and Quadrant III, where these attributes are the top priority that must be implemented according to visitor expectations because these factors are considered very important and their performance must be maintained and evaluation is always carried out. The quadrants and the attributes are:

Quadrant I :

Q9. Availability of information boards for directions to Baturiti Waterfall

Q13. The price of admission to the Waterfall is affordable

Quadrant II :

P10. There are culinary traders and souvenirs along the road to Baturiti Waterfall

P11. Utilizing people's houses as lodging

Q12. Availability of health facilities around the Baturiti Village area

P14. The need for tourism facilities in the form of a swing

Quadrant III:

Q7. Facilities such as parking, toilets, lodging, culinary tours and souvenirs.

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