



Rural tourism: Activities and challenges

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ABSTRACT

Rural tourism is perceived to develop the tourism niche segment to reduce the influence of mass tourism. To prevent the risk of natural damage, rural tourism comes as a solution to improve the economy of rural areas and provide education, mixed experiences and offers high levels of service. This study aims to explain the activities of rural tourism that have been determined by the tourism office and the challenges of their development. The ethnographic method is used to cluster activities and problems related to tourism activities in the Rural Tourism area in Lombok Timur. This type of research adopts a case study covering three zones; marine zoning, mountain range zoning, and natural zoning (flat landscape). The sampling technique used was random clustering sampling by selecting three representatives from each sample cluster. The reasons supporting the selection of this sample model are assumed that all samples have the same characteristics. The data collection process was carried out by participant observation, document review, semi-structured interviews, and field notes. All representational tourism activities and development barriers in rural (Desa Wisata) areas are discussed.



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INTRODUCTION

Tourism is an activity in the economic sector as the most significant foreign exchange contributor for a country. The role of the tourism sector is increasingly important in line with the development and contribution made to become a solution (Basri et al., 2020) to support the economy (Hamzah & Hermawan, 2018) through foreign exchange earnings, regional income, regional development (Liu et al., 2020), as well as in the absorption of investment and labour as well as business development spread across various parts of the region in Indonesia (Elistia, 2020). Tourism in Indonesia can become the third-largest contributor to the country's foreign exchange after oil and gas. This can be seen from the tourism sector's contribution to total exports of goods and services, which increased sharply, from 10% in 2005 to 17% in 2012. Managing tourism destinations is indicated by cultural uniqueness and natural beauty (Su et al., 2018). The development of tourism can have a negative and positive impact; even tourism has driving energy to make the surrounding community experience a metamorphosis in various aspects such as socio-cultural and economic.

The existence of a tourist village during the blaze of conventional tourism is vital because it can be a way out of the negative impacts of mass tourism (Nugroho & Asriadi, 2020). Rural tourism is one part of the tourism supporting industry in an area (village), with the perpetrators being the community and youth of rural tourism. The development of rural tourism in Indonesia from data on rural tourism during the 2010-2014 period from 2010-2014, Ministry of Tourism and Culture Strategic Plan is reasonably fast. Two hundred rural tourisms were recorded and increased to 822 rural tourism in 2014.

Rural tourism can be a place for the community to show awareness of things developed into an attraction. With concepts and ideas as a differentiator between other tours, developing a tourist village is a planned change that requires the local community's participation holistically. (Sidiq & Resnawaty, 2017). The existence of rural tourism in tourism development is vital that the central government, through the Ministry of Tourism Working Cabinet in 2015-2019 stipulates that the rural tourism development program is a priority agenda (Arida & Pujani, 2017).

Lombok Timur has a very diverse and abundant potential. The presence of rural tourism causes a person to need an alternative means of releasing boredom (especially foreign tourists)(Nugroho & Asriadi, 2020); one of the choices is to visit tourist attractions that have attractions such as the beauty of the natural panorama (Siregar, 2019). Rural tourism is a combination of natural attractions, culture, and the creativity of the surrounding community, supported by supporting facilities that can attract tourists to visit (Amir et al., 2020). The government of Lombok Timur realizes that tourism is a significant subject for building the regional economy (Permadi et al., 2018). From data obtained from Dinas Pariwisata Lombok Timur, this district has 88 rural tourism spread throughout the Lombok Timur area with their respective specifications and attractions. This rural tourism received a decree with two decades of stipulation letter; in 2018, it received 25 rural tourism decrees, and in 2019, it received 63 rural tourism decrees.

The development of tourist destinations is one way to improve the environment, advanced and beneficial for all people (Santi Deliani Rahmawati, 2020). Rural tourism has a good allure, not only because Indonesia consists of various traditions and cultures, but the natural wealth between one village and another has its uniqueness. Rural tourism with sustainable and CBT (community-based tourism) development is expected to be equitable following the sustainable concept (Sidiq & Resnawaty, 2017). Therefore, various regions have begun to develop rural tourism as alternative tourist destinations offered to tourists, including the Lombok Timur (Ratmaja & Pattaray, 2019).

Many rural tourisms have potential, but there is no driving force, and there is still a lack of management that makes tourism activities unable to develop and progress. The process of creating rural tourism requires a study of the identification of its strengths and weaknesses so that strategy can be carried out and right on target (Amir et al., 2020). At first, rural tourism was created to go to the people (Nugroho & Asriadi, 2020) so that all parties, especially among the community, could feel the benefits of tourism. Government programs in developing tourist villages from the pilot, advanced, and independent villages have encountered problems with limited human resources. People's expectations of the concept of a tourist village are not entirely in line with the understanding and culture that is built in the community. One of the obstacles faced in building rural tourism is the lack of experience, the capital sector, skills, and knowledge of entrepreneurship (Pattaray, 2020). Rural tourism management cannot run only by relying on the income generated from rural tourism itself. There needs to be assistance from various parties outside the rural tourism to increase the revenue of the tourist village (Hadji et al., 2017).

From the data of 88 rural tourism in Lombok Timur, tourism is growing and developing. However, it cannot be denied that rural tourisms are still not moving, such as Desa Montong Baan Selatan, Tembung Putek, Masbagik Timur, Denggen Dasan Borok, and Suradadi. However, it is undeniable that rural tourisms have evolved, become locations for significant events, and have even represented or won nominations and competitions such as Desa Sembalun, Kembang Kuning, Tete Batu Jerowaru, Seriwe, and many more. This study highlights activities in rural tourism by dividing the sample into three village zoning. The three specifications of this research focus on each zoning: marine, rural tourism, mountain tourism villages, and nature tourism villages. The sample marine tourism villages are Seriwe, Tanjung Luar and Surabaya. At the same time, the specifications for mountain tourism villages with research locations are in the towns of Sembalun Lawang, Sembalun Bumbung, and Jurit Baru. And a nature tourism village with Timbanuh village, Tereng Wilis village, and Jeruk Manis village.

LITERATUR REVIEW

Marine attraction

A marine, rural tourism is rural tourism with a strategic location and activities in coastal areas and with tourism potential that has a function and can impact the government and the surrounding community (Rif'an, 2018). Marine tourism is a particular interest activity with iconic activities and natural panorama attractions on the coast and ocean with special interest activities (Alawiyah et al., 2019). Tourism potential in coastal areas is a promising potential by utilizing resources that can become an attraction and with activities that challenge adrenaline, tranquillity, and history, especially for adventure tourism lovers. Maritime tourism has a strong allure to attract both domestic and foreign tourists so that it has the existence of being a sustainable tourism attraction.

Natural attraction

Natural rural tourism is a tourism destination development with attractions presented in the form of things that exist as natural resources, attractions in tourist destinations are a vital component to meet the demand for advanced features. (Suryana, 2017). Natural tourism objects can develop by utilizing and being responsible for environmental sustainability and community welfare (Sihite et al., 2018). Based on World Tourism Organization (WTO), since the 1990s, global tourism has begun to experience a shift in the number of tourists decreasing due to returning to nature tourism (back to nature). (Insani et al., 2019). Natural rural tourism with economic development and development is closely related to the area in increasing the productivity of forest resources (Hadji et al., 2017).

Mountainous attraction

Nusa Tenggara Barat has an active volcano in Lombok Timur, namely Mount Rinjani, the third highest active volcano in Indonesia (Ahmad et al., 2020). Lombok Timur has more tourist areas for hill and mountain climbers with different goals, such as; adventure, camping, enjoying the natural panorama, and more (Mertha et al., 2020). Even Lombok Timur is the center of rural mountain tourism in NTB. Mountain rural tourism is a tourist area located in the highlands. Landscapes of mountainous regions are identified with undulating, steep topography and varying contours. Mountain tourism is currently a trend, especially among young people, because adventure tourism is synonymous with climbing activities, which test endurance and exercises that provide a new sensation with different natural attractions (Ahmad et al., 2020).

RESEARCH METHODS

The research was conducted at the end of April 2021, located in a rural tourism area in Lombok Timur. This research was performed using a qualitative ethnographic approach. This method was chosen because it can obtain and provide accurate and accountable information to be aligned with the data obtained with the facts in the field, namely by data collection methods in the form of field studies, direct observations, interviews, and documentation. The location and grouping of rural tourism are determined by random cluster sampling of three zoning zones: marine, mountain, and nature. There are two types of data used, namely primary and secondary data. Primary data collection is produced through surveys and observations and by selected informants such as POKDARWIS and other tourism actors (TNGR), carried out within two (2) months. Meanwhile, for secondary data obtained from the Dinas Pariwisata Lombok Timur. The analysis used the twigs method. The study of twigs during data collection shows something comprehensive for rural tourism in Lombok Timur. With the twigs analysis method, we can classify several things that will become sources and research results that can reference tourism development and development at a later stage.

RESULT AND DISCUSSION

Marine Zone

Based on relevant sources, marine rural tourism has tourist attractions united with nature and even have nuanced concepts with nature. In marine, rural tourism, several programs have been (can be) implemented in the area, such as; surfing, snorkeling, boating, fishing, *karek keke*, and others. The marine, rural tourism is focused on three (3) rural tourism points, namely Seriwe Village, Tanjung Luar Village, and Surabaya Village, which have several annual events that can attract guests or tourists both from within the country (domestic tourists) and foreign tourists (foreign tourists). The following are some of the annual events in question: Bau Nyale Events, *Bedah Menange*, Kite Surfing, Canoe Racing, Pokdarwis Jamboree, and others. The event is spread in marine, rural tourism areas such as Seriwe Village, Surabaya Village, Tanjung Luar Village, and others.

The Bau Nyale event is one of the most significant events in NTB, especially in Lombok. The Bau Nyale event is a tradition that comes from the legend of Putri Mandalika, who threw herself into the sea to avoid bloodshed from those who wanted to make her stronger. The Bau Nyale activity is an activity that is carried out two times a year, which is usually held in February and March. However, the big Bau Nyale event was held in February at the Tugggak Bau Nyale event. In this event that lasts 24 hours, everyone can participate because these activities are for the public. In this Bau Nyale event, there are several activities carried out such as; Putri Mandalika contest, the parade of *Gendang Beleg* (traditional Lombok music), *Gambus*, combing or walking around the coast, singing typical Lombok

songs (ngayak), *Presean*, which is held every afternoon when the event takes place.

In addition to several program activities that have been successfully implemented and even become sustainable annual events, several programs cannot yet be implemented so that they are still the master plan for the tour, such as culinary tourism in Tanjung Luar village, the establishment of a marine tourism museum in Surabaya village, creating a mini forest area, which is beautiful in the JB Food rest area in Seriwé village, and many more. This is inseparable from the obstacles that still hinder, including incompetent human resources, funding sources, and the lack of active support from the government.

The existence of rural marine tourism impacts the survival of the community. Therefore, community involvement in tourism management plays an important role (Liu et al., 2020). The participation of local communities is very much needed in the development of tourist areas because the local community as the owner of the tourism resources offered to tourists, where the community is not just a beneficiary or a mere object, but as a subject of development (Insani et al., 2019). In marine, rural tourism, there are still rural tourism areas that lack community involvement in the world of tourism; one example is the village of Surabaya, which still thinks that tourism is still in a negative context. Tourism activities have an impact on socio-cultural and economic. In the cultural aspect, marine tourism affects cultural preservation by introducing tourism such as how to dress so that people do not follow the western way of dressing. In addition, the cultural impact of marine tourism can also make the existing culture an attraction. For the economic impact, nautical tourism affects the community, such as creating new jobs and providing a source of income, increasing community income. The village has the authority of PADeS (Village Original Income).

Mountain Range Zone

East Lombok is a district that has a volcano, namely Mount Rinjani. Besides that, East Lombok has some impressive mountains and hills. In mountain tourism villages, the sample locations are Sembalun Lawang village, Sembalun Bumbung village, and Jurit Baru village. From these data, it can be analyzed that mountain tourism villages have a strong attraction for domestic and foreign tourists. In addition to climbing tourism attractions, many events or activities are vital for each rural mountain tourism. One example is strawberry picking tours, apple orchards, paragliding, *begasingan* events, etc. The mountain tourism village also has historical cultural sites, for example, the Bale Beleq traditional house in Bukit Selong, Sembalun. Mountain tourist villages are the main attraction and icon of the tourist village, including Mount Kukus, Bukit Nanggi, Bukit Selong, Sempana Hill, Mojet Hill, Buki Mentar, Amben Hill, and others. and the trend of mountain tourism (climbing) is Bukit Nanggi, Dandaun Savana and Inspirational Savana. This is because the target market or climbers are teenage climbers, causing this hill to be the choice of climbers. A height that is not steep is also an option for climbing, especially for novice climbers.

Apart from the many programs that have been implemented, several programs have not yet been realized, such as non-strawberry agro-tourism in Sembalun Bumbung, Festival of Pedem Heat and Nyampah Together (weekly festival), a creative village in Sembalun Lawang, and many more. The obstacles experienced so that they cannot be realized are caused by a lack of attention to infrastructure, vulnerable youth or *pokdarwis*, and constrained by the situation and conditions of COVID-19. However, from a government perspective, there is already an awareness of the importance of tourism potential. Even the government plans to produce an item in food (candy) with the main ingredient Air Mira with the target consumer being climbers.

The presence of the community in mountain tourism villages has begun to appear, and this can be seen from the community's involvement in making the event that takes place so that it is not only Pokdarwis who are involved in the tourism sector. Mountain tourism villages have a significant economic impact, especially for this community, such as the increasing community economy and reducing migration (Mwesiumo, D., et al., 2022) because more tourists come, the financial turnover will be fast, new jobs such as youth who do not have land can become entrepreneurs and entrepreneurs to guide tourists. This will undoubtedly impact the culture and economy of the local community. However, mountain tourism villages do not have much impact/influence in terms of culture because most tourism activities are located far from settlements. Compared to the cultural impact of mountain tourist villages, the culture in the mountainous tourist village area is not polluted because tourist destinations are quite far from the location of community settlements.

Natural Zone

Lombok Timur is famous for the majority of nature tourism. Natural rural tourism in Lombok Timur offers a variety of tourist attractions. The location points for the tourism survey are Timbanuh village, Tereng Wilis village, and Jeruk Manis village. In these three (3) rural tourisms, it can be analyzed that there are no specifications for annual events such as those in marine, rural tourism. However, this natural rural tourism has a long-term appeal. This natural rural tourism already has lodging, which becomes more when tourists visit within one day. Besides hiking to Mount Rinjani, several tourist attractions can be enjoyed by tourists, such as waterfalls (Aik Leong Waterfall, Semporonan Waterfall, Jeruk Manis Waterfall, and others), camping ground, photo spots with beautiful natural scenery, outbound areas, and red houses.

Natural rural tourism is also inseparable from programs that still cannot be realized, one of which is a cultural-based nature tourism village (presenting existing cultures such as Gendang Beleg, Rantoq, and Peraja activities), and even tourism managers or actors still cannot design programs with new infrastructure constraints and the role of government.

The existence and involvement of the government are inversely proportional to the presence of the community in the world of tourism; in this natural tourism village, the community is quite open to visiting tourists, even though the majority of visitors to natural tourism are domestic. One example in this situation is the lack of land provision from the local government to clear land in the rural tourism area, as experienced by the Timbanuh village community. This will undoubtedly affect the community's economy from tourism (Liu et al., 2020). This will be a job opening a little. However, in rural tourism, such as in Tereng Wilis village and Jeruk Manis village, the community has already got jobs, such as parking attendants and local tour guides. As a result of not having full support from the government (funding support) will cause the tourism to be unsustainable or suspended due to the absence of improvements and renovations, so this can certainly affect the number of tourist visits. For the socio-cultural impact of natural rural tourism, that is, it has no effect because the tourist location is quite far from the residents'/community settlements and the way the community accepts tourism well so that it can filter out negative impacts or things that the community does not want for its social and cultural sustainability. However, because it is located far from residential areas, it will cause the impact of a lack of accredited security.

Table 1: Program and Activity

Program and Tourism Activity		
Marine		
Implemented Programs	Unfinished Program	Challenges
Bedah Menange	Culinary stands	Qualified human resources
Kite surfing	Building museum for marine tourism	Funding resources
Balap Sampan (canoe race)	Setting mini-forest resort in JB Food	Less support of authority
Jambore Pokdarwis		Host-society participation Partnership
Mountain Range		
Strawberry farming	Wisata agro non-strawberry Festival Pedem	Physical infrastructures (unconnected roads to destinations)
Hiking (hills)	<i>Panas dan Nyampah</i>	Unskillful Pokdarwis
Apple garden	<i>Bareng</i> (weekly festivals)	COVID-19 outbreak
Paragliding	Creative villages	
Begansingan Evant		
Nature		
Waterfalls	The cultural attraction for nature	Human resources deficit
Camping ground		Uneven infrastructure
Natural photo spot		Less support of authority
Outbound area for camping		Unreached access to the destination
Rumah Merah (red houses)		

Table 2: Tourism Impact

Zones	Economic impact	Cultural impact
Marine	Providing impact to the host-society Providing new jobs, new revenue for locals, increasing village revenue sources,	Introducing entrepreneurship, ways of local dress
Mountain Range	Improve better economy; locals can fulfill jobs	Local cultures are being introduced and not destroyed
Nature	The value of land increases	Ways of conduct are not contaminated

CONCLUSION

In 2018 and 2019 there were 83 rural tourisms that had received certification from the Dinas Pariwisata Lombok Timur. Rural tourism can significantly impact the community in terms of culture, economy, and others, such as; employment opportunities, increased economic cycle, and increased village and regional income. However, in the data of 83 villages that have received stipulation letters as tourist villages, many rural tourists have not carried out tourism activities and developed the potential of their tourist attractions. Rural tourism in Lombok Timur has not been maximally active as a whole. Of the three (3) zonings that have been divided, only mountain tourism and nature tourism have quite a lot of visitor activity. In contrast, marine tourism zoning still has less activity, only relying on certain moments so that the level of visitor activity increases. Several problems that become obstacles are that there are still many master plans that have not been implemented, the budget for development is limited, promotion and branding that is not too massive, and government support is still lacking. So in the future, to develop rural tourism in Lombok Timur, it is necessary to have strong cooperation from all elements. Local communities must be more active in innovating to attract visitors, academics and tourism practitioners must play an active role in mentoring, and the government as a policy and regulatory makers must be more involved in paying attention to tourist villages, so that shared goals and aspirations are related. Lombok Timur tourism can be realized.

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