

Research Article

Sustainable Tourism Development Through Religious Tourism in Pasuruan City

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Abstract.

The city of Pasuruan holds significant potential for religious tourism, making it a prime candidate for tourism development. Achieving sustainable tourism, which involves finding a harmonious equilibrium between three key aspects - the quality of tourism experiences, the excellence of tourism resources, and the well-being of the local community - is imperative for the region. To this end, well-devised strategies are essential to facilitate urban tourism growth within Pasuruan City. This research endeavors to shift the focus of religious tourism development towards a sustainable paradigm in Pasuruan. Employing qualitative research techniques, the study uses methods such as observation, interviews, literature review, and documentation for data collection. The findings of the research underscore Pasuruan City's potential for fostering sustainable tourism through the establishment of religious tourism offerings. The establishment of sustainable tourism practices not only promises to bolster the local economy but also enrich the lives of the Pasuruan community, ultimately shaping the city's identity. This research aspires to serve as a guiding tool for the local government of Pasuruan City, aiding them in implementing tourism development strategies to uplift the region's economy.

Keywords: tourism, sustainable tourism, religious tourism, Pasuruan city

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1. Introduction

The tourism sector plays a pivotal role in the economic development of a region. It acts as a catalyst for economic growth at both the broader national level (macro) and the local community level (micro). The establishment of various tourist attractions and destinations contributes significantly to the influx of visitors, which, in turn, generates revenue for the local economy. One of the key benefits of a thriving tourism industry is its ability to trigger a chain reaction of positive economic outcomes, often referred to as the domino effect. As tourists visit an area, they require various services, accommodations,



food, transportation, and entertainment, which prompts the growth of related industries. Hotels, restaurants, transportation services, souvenir shops, and other hospitality-related businesses all experience increased demand. This surge in demand leads to job creation, not only in traditional tourism sectors but also in supporting industries like agriculture, construction, and retail. Moreover, the positive impact of the tourism sector extends beyond direct economic gains. Local entrepreneurs and artisans often find opportunities to showcase their products and cultural heritage, fostering cultural preservation and community pride. As a result, the tourism sector becomes a multi-faceted driving force, not only for the local economy but also for cultural exchange and understanding. By diversifying the sources of income within a region, the tourism sector reduces the community's dependency on a single industry, making the local economy more resilient to external shocks. This economic resilience is particularly important during times of global economic uncertainty, such as the recent COVID-19 pandemic, where traditional sectors might face challenges. A strong tourism sector can serve as a buffer, helping to maintain economic stability and livelihoods.

In essence, the development and growth of the tourism sector have far-reaching positive implications for a region's economic prosperity. It enhances employment opportunities, stimulates business innovation, and encourages cultural exchange. Moreover, by attracting international visitors and generating foreign exchange earnings, the tourism sector contributes to the overall economic well-being of a nation. Therefore, fostering and sustaining a robust tourism industry should be a strategic priority for regions seeking comprehensive and sustainable economic development.

The pivotal role of the local tourism industry in the overall economic advancement of a nation is a concept that has been duly acknowledged and comprehended by the central government. This recognition is exemplified by the provisions outlined in Article 4 of the Tourism Law No. 10 of 2009, which elucidates the multifaceted objectives of national tourism development.

At its core, the purpose of fostering the national tourism sector is to foster a substantial boost in economic growth. This isn't limited to mere financial gains; rather, it encompasses the broader ambition of elevating the welfare and quality of life of the general populace. The pursuit of this goal inherently involves the battle against poverty and the reduction of unemployment, positioning tourism as a potential avenue for creating job opportunities and enhancing livelihoods.

Furthermore, the scope of national tourism development extends to encompass vital environmental considerations. It underscores the imperative of preserving the environment, natural resources, and ecological balance. This not only safeguards the beauty

and ecological diversity of the region but also contributes to sustainable development, aligning with global initiatives for responsible and eco-friendly tourism practices.

In parallel, the development of the tourism industry contributes to national progress and identity. By promoting the nation's cultural, historical, and geographical uniqueness, tourism helps in the cultivation of a positive national image on the global stage. This, in turn, can foster international interest, leading to increased tourism flows and thereby, economic growth. The comprehensive objectives outlined in Article 4 of the Tourism Law underscore the symbiotic relationship between the national tourism industry and the broader socio-economic fabric. By striving for economic growth, improved societal welfare, poverty alleviation, and environmental preservation, the development of the tourism sector acts as a catalyst for positive change, not only within the local communities but on a national scale.

Pasuruan City is considered relatively small in East Java Province. It spans only about 36.58 square kilometers and is divided into 4 districts. Despite its size, Pasuruan City possesses significant potential due to its strategic location in industries, commerce, and even tourism. The tourism potential of Pasuruan City encompasses various types of attractions, including cultural, historical, and religious sites. Situated in East Java Province, Pasuruan City is predominantly inhabited by followers of Islam. The city holds a long history in the spread of Islam, with Islamic boarding schools that have persisted over time as places of learning for teachers, scholars, and kyai (Islamic leaders) in East Java. The label "Kota Santri" (City of Islamic Students) attached to Pasuruan City is one of the factors that attracts tourists.

Furthermore, one of the main attractions drawing visitors to Pasuruan City is to visit several popular tombs, including those of Mbah Ratu Ayu, Mbah Hamid, Mbah Selagah, Mbah Sakarudin, Mbah Semendi, and Mbah Arif Segoropuro. This underscores Pasuruan City's significant potential in religious tourism. In any region, sustainable tourism is essential to create a balance and harmony among three elements of tourism: the quality of the tourist experience, the quality of tourism resources, and the quality of community life.

According to Pearce and Robinson [1], strategy is a large-scale, long-term oriented plan to interact with the competitive environment to achieve a company's objectives. Therefore, to accomplish this, appropriate strategies for the urban tourism development in Pasuruan City are also necessary, as outlined by Larasati [2]. Meanwhile, according to Ervina [3], the process of strategy development begins with business strategy development, focusing on sustainability, followed by the formulation of operational strategies with a focus on structural and infrastructural development. Based on the

above description, this study aims to explore the development of Religious Tourism based on the Sustainable Tourism approach in Pasuruan City.

2. Literature Review

2.1. Tourism concept

The concept of tourism involves a comprehensive plan that orchestrates a sequence of activities conducted by individuals or groups, spanning across the territorial boundaries of another nation. These activities are orchestrated to harness services, conveniences, and other ancillary components provided by both government entities and local communities, with the overarching aim of fulfilling the desires and aspirations of tourists. In accordance with the findings by Prandnyana et al. [4], the pivotal potential for transforming a region into a thriving tourist destination hinges on its possession of captivating tourism potential, encompassing both inherent strengths and untapped opportunities that can catalyze its growth.

In the real world scenario, the notion of sustainability has been embraced and integrated into the previous version of the Tourism Law, denoted as Law number 9 of the year 1990, which subsequently underwent revision to become Law number 10 of 2009. This legislative evolution signifies an increasing consciousness regarding the intricate concept of sustainability, which encompasses multiple dimensions: an eco-friendly disposition, the capacity for economic enrichment, social and cultural acceptability, and a paramount focus on the community's pivotal role in the developmental process.

As highlighted by Anwar et al. [5], the development and progression of tourism stands as an indicative barometer for the welfare and prosperity of communities. Taking a sociological standpoint, the holistic development of tourism consists of three cardinal elements: a dynamic facet involving travel to alluring tourist destinations, a static facet entailing prolonged stays within these destinations, and an aftermath component that signifies the repercussions of these activities, especially concerning the local populace.

2.2. Sustainable tourism concept

Sustainable development is a multifaceted concept that involves carefully balancing economic, social, and environmental considerations. In the context of tourism, it becomes even more complex as it involves not only the promotion of economic growth through tourism activities but also ensuring the preservation of natural resources, local

culture, and the overall well-being of the community. Sutamihardja [6], highlights the potential conflicts that can arise between environmental conservation and economic development. Striking a balance between these two seemingly opposing goals is at the heart of sustainable tourism. This means that tourism activities should be designed and managed in a way that they generate economic benefits while minimizing negative impacts on the environment.

Risfandini and Sunardi [7], emphasize the importance of involving various stakeholders in sustainable tourism development. This approach recognizes that the outcomes of tourism ventures affect not only tourists and businesses but also the local community and the environment. Engaging stakeholders in the decision-making process can lead to more holistic and inclusive development that considers the interests of all parties involved. Arida [8], outlined principles further underscore the comprehensive nature of sustainable tourism development. These principles advocate for community participation, emphasizing that the local population should have a say in shaping the direction of tourism activities. Additionally, the principles stress the significance of responsible resource use, ensuring that tourism does not deplete natural resources or harm the environment. Monitoring and evaluation mechanisms are also essential to ensure that the development goals are being met and to make adjustments if necessary. Overall, sustainable tourism development requires a delicate balance between economic growth and environmental conservation, all while considering the social and cultural aspects of the local community. It's a complex endeavor that necessitates careful planning, active involvement of stakeholders, and continuous monitoring to ensure that the benefits of tourism are maximized while the negative impacts are minimized.

3. Research Methods

The study employed a qualitative descriptive approach, which is a research method that aims to provide a detailed and comprehensive account of a phenomenon. This approach is particularly suitable for exploring complex and nuanced aspects, such as the development of religious tourism in Pasuruan. By using this approach, the researchers sought to go beyond mere statistical analysis and instead focus on gaining a deep understanding of the topic. The research was conducted in Pasuruan, a city that holds significance due to its potential for religious tourism. This choice of location adds context and relevance to the study, as the researchers aimed to understand the specific dynamics of religious tourism in this particular area. The interviews were conducted through the FGD and discussions with relevant parties on August 10, 2023, during

an event focused on public order and safety (Kamtibmas) with the topic of “Building Pasuruan City through Synergy & Collaboration”.

The researchers collected data through various methods, including interviews, focus group discussions, observation, and documentation. Interviews and focus group discussions are crucial tools in qualitative research, as they allow direct interaction with participants. In this case, interviews were conducted with a diverse range of stakeholders, including local residents, officials from relevant government bodies, cultural experts, academics, and other relevant parties. This comprehensive approach ensured a well-rounded understanding of the perspectives and experiences related to religious tourism in Pasuruan. To ensure the credibility and validity of the data, a triangulation approach was likely used. Triangulation involves using multiple sources, methods, or perspectives to corroborate findings. This enhances the robustness of the research and minimizes biases that could arise from relying solely on one source or method. Transcribing and analyzing the collected data manually is a rigorous process. Researchers transcribe recorded interviews and discussions verbatim to ensure accurate representation. Then, they group the data into themes based on commonalities and patterns. These themes form the basis for the discussion section of the research article, where the researchers delve into the insights gained from the data analysis. Overall, this research methodology allows for an in-depth exploration of the development of religious tourism in Pasuruan. By combining various data collection methods and involving diverse stakeholders, the study aims to provide valuable insights into the challenges, opportunities, and strategies related to sustainable religious tourism in the city.

4. Result and Analysis

4.1. Religion tourism potential in Pasuruan City

The main themes that emerged from the interviews conducted with the informants during the Focus Group Discussion (FGD) revolve around the strategic aspects of sustainable tourism development in Pasuruan city. These themes shed light on the collaborative and comprehensive approach required for successful and impactful tourism growth:

Shared Vision and Mission: The first theme underscores the necessity for all stakeholders involved in the tourism sector to align their vision and mission. This unity ensures that everyone is working towards a common goal, creating a cohesive framework for sustainable tourism development.

TABLE 1: FGD interview results.

Informant	Main Theme	Statement
Informan 1	Vision and Mission	“Vision to Realize Madinah City: Accelerating Economic Growth and Resilience Based on Local Potential” “We acknowledge our limited financial capacity, so what we are doing is how we polish what we have, but it can become a lever for the economic sector.”
Informan 2	FGD to discuss directly with the local	“Focus Group Discussions (FGD) are conducted each Friday, driven by the guidance from the Indonesian National Police necessity of direct face-to-face interaction with the community, enabling the direct formulation of policy steps.”
Informan 3	Bounce back after COVID-19 Pandemic	“Two years under extremely challenging conditions, our economic growth was negative, reaching up to 4 percent during the COVID-19 pandemic. Today, the economic growth in Pasuruan City has exceeded 6 percent, even higher than before the COVID-19 pandemic.”
Informan 4	Vision Mission	“The heritage sites, religious tourism, and events that are held aim to attract more people from outside to come to Pasuruan City. The positive impact will be felt for the local economy. This aligns with the vision and mission of Pasuruan as the Madinah City, which focuses on advancing its economy, beautifying the city, and fostering harmony among its residents.”
Informan 5	Cultural heritage site	“Pasuruan City still has quite a number of historical buildings. This is the work of expert teams who can conduct research and studies in order to propose them as cultural heritage sites.”
Informan 6	Synergy and collaboration	“We see a paradigm shift after the country’s reform into a supporting system for development, the key is to build in synergy and collaboration.”
Informan 7	Synergy and collaboration	“There are still many untapped potentials, and with the completion of neighborhood community this could become an attraction for investors to invest in the city.”
Informan 8	Discussion	“Focus Group Discussions (FGD) are conducted to communicate directly with the community so that the Local Government can make appropriate policy decisions. This needs to be a collaborative effort and should not turn into a misunderstanding in the field.”

Local Engagement through Discussion: The second theme highlights the significance of involving the local community at every stage of sustainable tourism planning. By fostering open discussions and incorporating local insights, the development can cater to the needs and aspirations of the residents, leading to a more inclusive and community-oriented approach.

Synergy and Collaboration: The third theme emphasizes the pivotal role of synergy and collaboration among all the stakeholders. Effective communication, partnership, and shared resources enable a holistic approach to tourism development, fostering a positive impact on the local economy, culture, and environment.

Pasuruan's Potential for Sustainable Tourism: The fourth theme highlights the promising potential of Pasuruan city as a sustainable tourism destination. The regained economic growth following the pandemic serves as a strong foundation for the implementation of sustainable tourism initiatives. With a balanced focus on economic growth and community well-being, Pasuruan can position itself as an attractive and responsible tourism hub.

These themes collectively underscore the need for a coordinated effort among various stakeholders, including local communities, government bodies, businesses, and cultural entities, to pave the way for sustainable tourism development in Pasuruan. The informants' insights reflect a comprehensive strategy that takes into account the economic, social, and environmental dimensions of tourism growth.

Based on the data from the Department of Tourism, Youth, and Sports (Disparpora) of Pasuruan City, until December 2022, tourists visiting for religious purposes occupied the top rank with a total of 754,324 people. This number is significantly higher when compared to tourists who were solely seeking leisure, which amounted to 116,860 people, and tourists who stayed in hotels, totaling 36,398 people.



Figure 1: Data on tourism visit rate of Pasuruan City 2022. Source: Department of Tourism, Youth, and Sports of Pasuruan City.

In addition to having religious tourism as a potential attraction, according to informant 1 during a focus group discussion organized by the Pasuruan City Government, it was stated that Pasuruan City also possesses socio-cultural potential that supports the existing religious tourism. One of these potentials is the celebration or commemoration of the Prophet's Birthday (Maulid Nabi). During the celebration of the Prophet's Birthday, there are usually religious lectures, processions or parades in traditional attire, artistic

and cultural performances such as the “jeng rejeng” art, commonly known as “Rebutan”, which involves the tradition of competing for prizes hung on a rope. The prizes being contested range from brooms, cooking pots, clothes to food items, and there’s also a cultural exchange of food like fruits, cakes, and yellow rice. This represents a unique socio-cultural aspect of the local community and can be considered a tourist attraction that is intricately linked with the religious tourism in Pasuruan City.

Here’s one form of sustainable tourism that supports the economic sector: pilgrims visiting from outside the city, usually arriving on Thursday evenings for the ziarah (pilgrimage). After the ziarah, the majority of them choose to stay, engaging in local activities and interacting with the local community. Many street vendors surround the pilgrimage sites, creating a very interesting social interaction within the urban area.

4.2. Efforts in developing religious tourism as sustainable tourism

Economic development should be viewed as a multidimensional process that encompasses fundamental changes in social structure, societal attitudes, and national institutions, while also pursuing the acceleration of economic growth, addressing income disparities, and alleviating poverty, according to Todaro [9]. In the pursuit of religious-based tourism development, it is hoped to create sustainable tourism in Pasuruan City. The development of religious tourism also aims for the enhancement of community well-being, cultural advancement, preservation of nature, environment, and other resources within the Pasuruan City area.

At present, the vision to transform Pasuruan City into an economically advanced, aesthetically pleasing, and harmonious city (Madinah) is driving continuous efforts to increase local revenue through the optimization of regional potential, including the development of tourism activities. Based on research conducted in Pasuruan City, several initiatives undertaken by the Pasuruan City Government to achieve sustainable tourism and optimize the development of religious tourism in the area have been identified, including:

Development of Religious-based Tourism Area According to informants 1, 7, and 8: As a city known for its religious tradition, Pasuruan City holds remarkable potential in religious tourism that attracts numerous visitors. When visiting Pasuruan City, tourists can explore not only the tombs of Mbah Slagah and Mbah Hamid, but also the Jami’ Mosque and the city square area. One significant event in religious tourism is the Haul of Mbah Hamid, attended by thousands of people. It takes place on the 9th of Rabbiul Awwal (in the Islamic calendar, Rabbiul Awwal is the month of the Prophet Muhammad’s

birth) around the tomb of KH Abdul Hamid, located behind the Al-Anwar Grand Mosque in Pasuruan City. This pilgrimage has become a prominent tourist attraction in Pasuruan City.

Cultural Potential Development and Creation of Religious Tourist Attractions According to informant #2: The development of cultural potential in Pasuruan City can integrate local cultural and spiritual elements, while also restoring and preserving historical buildings with religious architectural value. For instance, the Jami' Mosque, the oldest mosque with Javanese and Islamic architectural elements, and the Kepanjen church, built in the 19th century with Dutch architectural influence. In terms of creating religious tourist attractions, Pasuruan City presents the Terbangun Banjari religious performance, a unique form of Islamic arts characterized by rhythmic and vibrant melodies. It serves as a medium of religious expression, conveying messages of faith, social culture, and Ishari music, a form of spiritual music with a focus on sacred expression.

Involvement of Local Community in Every Religious Tourism Development According to informant 3: The engagement of the local community in every religious tourism development is essential. For instance, in religious tourism development, local communities can actively participate in promotion, combining it with entrepreneurial activities. This can involve selling local SME products, unique handicrafts, signature foods (souvenirs), or even becoming tour guides around these tourist sites.

Supporting Skill Training Programs and Promotion of Religious Tourism: According to informant 4: Utilizing training for the community to establish businesses for micro, small, and medium enterprises (MSMEs) organized by the Malang City Government, often held on Pasuruan's anniversary. The training provided includes making chiffon cakes, turning clams into chips, and training in crafting skills like batik and woven bags. The Department of Cooperatives and Micro Enterprises frequently holds exhibitions featuring MSME products every six months to promote MSME practitioners and generate income for Pasuruan residents. Additionally, as a way of promoting religious tourism, the Department of Education and Culture in Pasuruan holds arts and culture competitions focused on religious themes. These competitions include religious song singing contests, poetry competitions, and religious-themed painting contests held during the commemoration of Isra' Mi'raj.

Environmental Conservation and Cultural Preservation: According to informant 5: In commemoration of World Environment Day held in June 2023, Pasuruan, supported by the Department of Environment, conducted a cleanup activity around the city square area involving the community, theater enthusiasts, local youth organizations, and residents around Purworejo. With the tagline "Littering? Not Cool!", the aim was to educate

the community about the importance of environmental preservation, proper waste disposal, cleanliness, and transforming waste into valuable artworks. The city square area features the popular Payung Madinah tourist attraction. Through annual events like these, it is hoped that the community gains a deeper understanding of the significance of environmental conservation in preserving culture.

Private Sector Participation in Religious Tourism Development: According to informant 6: Support from the private sector, such as Bank Jatim, through Corporate Social Responsibility (CSR) programs, involves the development and arrangement of the Simpang 4 Panglima Sudirman area or the Landmark area. This enhances the realization of Pasuruan's concept as Madinah City (Advancing its Economy, Beautifying the City, and Harmonizing its Citizens). Bank Jatim also supports the Mayor's programs aimed at empowering MSMEs and digitalizing Pasuruan towards becoming a smart city. This further strengthens Pasuruan's vision as Madinah Van Java and positions it as a religious tourism destination.

In the optimal development of religious tourism in Pasuruan City, it is necessary to preserve the surrounding environment and continue to uphold the culture that Pasuruan possesses. Based on a survey conducted regarding the condition of the religious areas in Pasuruan City, with a classification of security conditions, the results showed a percentage value of 81% indicating that the majority of roads are in a safe condition. The social condition of the community within the P3GI area was reported as good by 86% of respondents. The road infrastructure was considered to be in good condition with a percentage of 86%. According to interviews with the community, the condition of drainage infrastructure was reported as good by 74%. The availability of educational facilities was reported as 67% in good condition, and places of worship were considered good by 66% of the community. The availability of trading facilities was reported as 83% in good condition, and health facilities had a 69% rating of good condition. However, there is a fear among some members of the community that this development might overlook the cultural heritage that already exists in Pasuruan City. In response to these concerns, the government, along with the team, has explained that the development of religious tourism will not disregard the cultural heritage of Pasuruan City. In fact, it aims to preserve the existing cultural heritage, preventing its demise and making it known to the national community.

5. Conclusion and Recommendation

Based on the research conducted in Pasuruan City, several efforts can be undertaken for the optimization of religious tourism development in the city as a sustainable form of tourism. These efforts include: (1) Establishing a religious-based tourism area in the Alun-Alun (city square) of Pasuruan, precisely on Jl. Alun-Alun Selatan, Kebonsari Panggungrejo, Pasuruan, East Java. This is known as the “Payung Madinah” tourism spot, which is recognized for its significant potential and high market share. (2) Developing cultural potential and creating religious tourism attractions. The general concept of religious tourism development in Pasuruan follows a cultural city approach, making governmental and community support crucial in achieving the vision of Pasuruan as a “Madinah” city. This can be achieved by endorsing and promoting religious tourism attractions such as “Terbangan Banjari” and “Seni Hadrah Ishari,” usually organized during the celebration of the Prophet’s Birthday (Maulid Nabi) every year.

In general, the development of religious tourism in Pasuruan as sustainable tourism is indeed worth pursuing. This is demonstrated by the presence of the Regional Spatial Planning Regulation of Pasuruan City for the period 2021-2041, which serves as both a legal foundation and a commitment to sustainable development. It involves community participation in decision-making through surveys and focus group discussions with relevant stakeholders, preservation of cultural heritage areas, the establishment of mangrove tourism, and the management of existing religious tourism facilities and infrastructure, such as the complex of the KH Abdul Hamid mausoleum.

Several steps that can be taken by Pasuruan City to optimize the development of sustainable religious tourism include developing a cultural city concept, enhancing security in areas prone to criminal activities, improving infrastructure and drainage in certain locations, introducing new and more appealing religious tourism attractions, conducting training programs to enhance the quality of human resources in the tourism sector, and establishing partnerships with private entities for the development of religious tourism in Pasuruan City. Further research could delve into the impact of religious tourism development on the preservation of cultural heritage and the local environment. Investigating how the development of religious tourism aligns with the concept of a cultural city and its implications on the community’s way of life could provide valuable insights. Additionally, studying the effectiveness of the training programs and collaborations with the private sector in promoting sustainable religious tourism and local economic growth could shed light on potential areas for improvement. Exploring tourists’ perceptions and satisfaction with the developed religious tourism attractions could also contribute

to refining strategies for enhancing the visitor experience and ensuring the long-term success of the initiatives.

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