

Strategic Analysis for Sustainable Tourism Development: A SWOT-Based Approach to Ekasoghi Beach Tourism in Sumenep District

Sustainable Tourism
Development

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ABSTRACT

Ekasoghi Beach Tourism is one of the marine tourism destinations in Sumenep Regency. This tour has natural beauty, with tourist attractions in Sumenep and has natural wealth that the tourism sector should be proud of which not only provides tourist resources but also contributes to the environment and society in its development. Sumenep Regency is a city that has a variety of tourist attractions, one of which is Ekasoghi Beach, and this beach has a very beautiful and sparkling view at night. Tourism potential in Indonesia can be a force that must be taken into account under certain conditions. Natural beauty is the main attraction. And apart from the rich culture and art of its people, Ekasoghi Beach is one of the beaches that is of interest to many local people. The purpose of this research is to determine the strengths, weaknesses, opportunities and threats of the Ekasoghi Beach tourist attraction, and to find the right strategy for developing this tourism. The method used is descriptive qualitative method, in this research the data analysis used is SWOT analysis. The results obtained in this research state that Ekasoghi Beach has implemented internal and external factors that influence the development of tourism development strategies.

Keywords: Analysis, Development, Tourism, Swot

ABSTRAK

Wisata Pantai Ekasoghi merupakan salah satu wisata bahari yang berada di Kabupaten Sumenep. Wisata ini memiliki keindahan secara alami, dengan objek wisata yang ada di Sumenep dan memiliki kekayaan alam yang patut untuk dibanggakan oleh sektor pariwisata yang tidak hanya menyuguhkan sumber daya wisata tetapi juga berkontribusi terhadap lingkungan dan masyarakat dalam pengembangannya. Kabupaten Sumenep merupakan kota yang mempunyai keanekaragaman wisata yaitu salah satunya wisata pantai Ekasoghi, dan pantai ini mempunyai pemandangan yang begitu indah dan gemerlap pada malam hari. Potensi pariwisata di Indonesia dapat menjadi salah satu kekuatan yang harus diperhitungkan dalam kondisi tertentu. Keindahan alam menjadi daya tarik utama. Dan selain kekayaan budaya serta seni masyarakatnya maka pantai Ekasoghi menjadi salah satu pantai yang di minati oleh banyak masyarakat sekitar. Tujuan diadakannya penelitian ini adalah untuk mengetahui kekuatan, kelemahan, peluang, dan ancaman pada objek wisata Pantai Ekasoghi, dan untuk menemukan strategi yang tepat untuk mengembangkan wisata tersebut. metode yang digunakan yaitu metode kualitatif deskriptif, dalam penelitian ini analisis data yang di gunakan yaitu analisis SWOT. Hasil yang di dapatkan dalam penelitian ini menyatakan bahwa pantai Ekasoghi telah menerapkan faktor internal dan eksternal yang mempengaruhi penyusunan strategi perkembangan dalam wisatanya.

Kata kunci: Analisis, Perkembangan, Wisata, Swot

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INTRODUCTION

Tourism is a service industry that in recent decades has become one of the engines driving the world economy. Tourism is also said to be a catalyst in development, because of the impact it has on economic life in countries visited by tourists (Spenceley & Rylance, 2019). Efforts that can be made to achieve the targets that have been set, one of which is by applying the principles of good tourism governance or management. This is inseparable from the existence of good coordination between the three pillars related to government, society, and the private sector. The government is closely related to development through its policies. Local communities who act as hosts need to be empowered and involved in all stages of tourism development according to their abilities. The involvement is expected to have a mutually beneficial relationship between nature, culture, and the lives of local people so that tourism can improve culture and nature and vice versa can foster tourism progress in an area (Table 1).

Table 1. Tourist Visits in 2022

Month	Number of visitors	Description
March	6.200	-
April	4.500	-
May	17.497	Lebaran Ketupat
June	9.017	-
July	2.491	PPKM
August	2.753	PPKM Level 2
September	2.230	PPKM Limited
September	2.230	PPKM Limited

The ups and downs in the number of visitors above are caused by many factors other than the covid-19 pandemic and the tight competition between tourist attractions. So to restore this situation, the manager must find the best strategy to attract visitors, one of which is a promotional strategy. Sumenep Regency has great potential in the tourism sector, especially natural and cultural attractions. Sumenep district is located at the eastern end of Madura Island and is a district full of history and culture. The Sumenep District Government divides the potential and objects of tourist destinations into nine types, namely nature tourism, religious tourism, historical tourism, artificial tourism, cultural tourism, special interest tourism, health tourism, culinary tourism, and geotourism. The location of Sumenep District is directly adjacent to the sea so that the leading tourism is nature tourism. One of the leading tourism products of Sumenep Regency is Ekasoghi Tourism Beach (Figure 1).



Source: Ekasoghi Beach

Figure 1. Ekasoghi Beach

Community-based ecotourism development has principles and criteria, namely ecotourism has a positive impact on environmental preservation and local indigenous

culture. It is also expected to be able to foster the identity and pride of the local community in what is owned after an increase in ecotourism activities (Astuti et al., 2021; Phelan et al., 2020). The existence of a community-based ecotourism pattern does not mean that the community will run its own ecotourism business. The level of ecotourism implementation needs to be seen as part of integrated development planning carried out in an area on this basis, the involvement of related parties starting from the community level, community, government, business world and non-governmental organizations is expected to build a network and carry out a good partnership according to their respective roles and expertise. Community-based ecotourism is an ecotourism business that emphasizes the active role of the community. This is also based on the principles and criteria of community-based ecotourism put forward by Giampiccoli et al. (2020); Stone & Stone (2020) that in reality the community has knowledge about nature and culture which is the potential and selling point as a tourist attraction, so it is imperative to involve the community.

Liu et al. (2020); Tien et al. (2021) states that tourism development is a model framework used by local governments to explore and develop the tourism industry that has an attraction for tourists. One of the attractions is the local wisdom of a destination that has more value and is attractive to tourists who will visit. Sumenep has a number of potential tourist destinations that can be developed in the concept and order of sustainable tourism. By utilizing the potential of local wisdom in Sumenep Regency which is classified as cultural history tourism, the planning of cultural history tourism analysis above is included in tourism planning in development.

This study aims to evaluate the condition of Ekasoghi Beach tourism after the tsunami and earthquake. An analysis of the external and internal environment was conducted to understand its influence on marketing strategies. The results show that the condition of the tourism industry is not good, with SWOT analysis on the IFAS Matrix showing an average position. The main strength lies in the concept of tourism. The purpose of further research is to analyze the internal and external factors that influence the preparation of tourism development strategies at Ekasoghi Beach, Sumenep District, and to develop and recommend an optimal ecotourism development strategy for the area.

LITERATURE REVIEW

Ecotourism

Ecotourism is a special form of tourism activity. This special form makes ecotourism often said to be the opposite of mass tourism. The difference with mass tourism actually lies in the characteristics of the product and market. Ecotourism is a tourist activity that pays great attention to the preservation of tourism resources. The International Ecotourism Society defines it as responsible travel to natural areas that conserves the environment and improves the well-being of local people (Eshun & Tichaawa, 2019; Mtapuri & Giampiccoli, 2019). According to Wardana et al. (2019), Ecotourism is a tourist trip to an environment both natural and artificial as well as existing cultures that are participatory and informative in nature which aims to ensure the preservation of nature and socio-culture. Ecotourism focuses on three main things, namely; sustainability of nature or ecology, providing economic benefits, and psychologically acceptable in the social life of the community. So, ecotourism activities directly provide a way for everyone to see, know, and enjoy the natural, intellectual and cultural experiences of local communities. Based on the definition of ecotourism above, Damanik and Weber (2006) explained that ecotourism can be seen from three perspectives, namely, first ecotourism as a product, second ecotourism as a market, third ecotourism as a development approach and As a product, ecotourism is all attractions based on natural resources. As a market, ecotourism is a trip directed at efforts to preserve the environment. ecotourism is a method of utilizing and managing tourism resources in an environmentally friendly manner. Tourism activities carried out are emphasized to be responsible for the welfare of local communities and environmental conservation. In its activities, it is not only tourists who play an important role but other tourism actors such as tour operators and the community.

Wearing and Neil (2009) explain that the idea of ecotourism is related to tourism that is expected to support environmental conservation. Because the goal is to create a tourist industry activity that is able to provide a role in environmental conservation. Ecotourism is often designed as low impact tourism. Ecotourism has characteristics that include local management, quality travel products, respect for culture, important training, dependence and relationships with natural and cultural resources, and integration of development and conservation. In its activities, ecotourism is governed by specific parameters that reflect a commitment to environmental sustainability and diversity.

According to Honey (1999) in his book entitled "Ecotourism and sustainable development. Who owns paradise," the parameters of ecotourism can be explained as follows. First, ecotourism involves traveling to natural areas, which are defined as areas with beautiful, unique and abundant biological wealth and natural scenery. These natural places visually reflect the integrity of their components, creating harmony and natural beauty. Secondly, ecotourism emphasizes the importance of minimizing impacts on the environment. This impact can come from various parties such as tourism managers, tourists, hotel managers, and restaurants. Through the practice of ecotourism, it is expected to reduce the negative impacts caused by tourism activities.

Ecotourism Development

Asadpourian et al. (2020) explains that in formulating an ecotourism development strategy, it must first be reviewed based on the conditions of the influential strategic environment. The strategic environmental conditions include internal factors (strengths and weaknesses) and external factors (opportunities and threats) that can affect ecotourism management. Ecotourism development is the answer to environmental problems and also greatly supports economic development, especially the economy of local residents. Tseng et al. (2019) states that true ecotourism must be based on a system of views that includes the principles of balance and the inclusion of local community participation in potential areas for ecotourism development. Ecotourism can be seen as a joint venture between local communities and visitors in an effort to protect wildlands, cultural and biological assets through support for local community development. Furthermore, Lasso & Dahles (2023) argues that the development of Indonesian ecotourism, the important thing and needs to be considered is the participation of local communities in every tourism activity. The concept of tourism development by involving or basing on community participation (community-based ecotourism), basically is to provide opportunities for people who live in areas that become objects and tourist attractions to manage services for tourists. Fennell (2020) suggested some basic principles of ecotourism development. First, ecotourism should involve direct contact with nature, allowing tourists to feel the touch of nature deeply. Second, the ecotourism experience is expected to provide both personal and social benefits for tourists. Third, this principle emphasizes that ecotourism is not a type of mass tourism. Fourth, ecotourism programs are designed to provide physical and mental challenges to tourists. Fifth, the importance of interaction with local communities and learning about local culture is made a basic principle. Sixth, ecotourism is expected to adapt to rural accommodation conditions. Finally, experience takes precedence over comfort in the basic principles of ecotourism development.

METHODS

The type of research used is descriptive qualitative method, which is a systematic and subjective approach in explaining everything in the field and is oriented towards efforts to understand the phenomenon as a whole. The location of this research is the Ekasoghi Beach tourist attraction in Sumenep Regency. The data used comes from primary data and secondary data. The location of this research is the Ekasoghi beach tour in Sumenep Regency which has been operating from 2000 to the present. This research was conducted in Sumenep district in September-December 2023. research location is an activity that is

very decisive for the data collection process. And the location of this research is the place to examine the events of the research. The location is on the beach of Ekasoghi, Sumenep.

Data collection in this study was conducted through three main methods. First, observation was used to directly monitor the condition and situation of the tourist attraction under study. Second, interviews were conducted with informants to obtain in-depth information about the tourist attraction and its development. The interviews also aimed to understand the viewpoints and experiences of the relevant parties. Third, questionnaires were used to obtain more accurate and in-depth information, including suggestions, opinions, and criticisms related to the tourist attraction being investigated. The combination of these three methods is expected to provide a comprehensive and detailed picture of the tourist attraction that is the focus of the research.

In this study, the data analysis used is SWOT analysis because it can identify internal and external factors by looking at the tourism geographic information matrix by producing four alternative strategies, namely alternative SO strategies (create strategies that use strengths to take advantage of opportunities), alternative WO strategies (create strategies that minimize weaknesses to take advantage of opportunities), alternative ST strategies (create strategies that use strengths to overcome threats) and alternative WT strategies (create strategies that minimize weaknesses and avoid threats) (Delita, Elfayetti, & Sidauruk, 2017).

RESULTS

Ekasoghi Beach is located in Tanjung Village, Saronggi District, Sumenep Regency. Ekasoghi Beach is one of the beaches that has a beautiful panorama and sunset that is the target of visitors, based on the results of interviews with visitors to Ekasoghi beach, namely, based on the results of interviews from Icha as a visitor to Ekasoghi beach is a woman who is 19 years old and comes from Ganding Sumenep District. Said that sister Icha was the first time visiting the Ekasoghi beach tour. Sister visited the tour because she was interested in enjoying the sunset. The sister knew information about the existence of Ekasoghi Beach tourism for the first time from her friend who had visited before.

Based on the results of interviews from the daughter as a visitor who is 21 years old and comes from Bangkalan Regency. sister visited the tour because she was invited by her family who lived in Sumenep Regency and was interested in enjoying the atmosphere on Ekasoghi beach, the sister knew information about the existence of Ekasoghi Beach tourism for the first time from her brother and the internet. Based on the results of interviews from Rizal Visitors A man who is 17 years old and comes from Sumenep Regency. Brother visited the tour because he was invited by his friends and had a desire to play on the beach. sister knows information about the existence of Ekasoghi beach tourism first knew through her friend's WhatsApp story and searched on Instagram.

Sumaryanto as Chairman of the organization for industrial spiritual and cultural advancement (OISCA) tells various things related to mangroves on the Ekasoghi beach He also suggested that the manager of Ekasoghi provide a description of each type of mangrove so that visitors can read it. Especially enthusiastic visitors who want to know, such as students as well as people who visit it can learn.

Endang Triwahturini as Head of the Madura Mangrove Care Group, said that mangrove cover has its own attraction as a research site. Some of Endang's students at Madura Islamic University will research mangroves at Ekasoghi. Mangrove areas that are managed as tourism are indeed attractive for research (Table 2).

Table 2. Ekasoghi Beach Questionnaire

Question	Informant	Answer
What promotional strategies have been used so far at Ekasoghi beach?	Manager	Facebook, Instagram, poster, entertainment
What social media has been used so far	Manager	Facebook Instagram
Is there a special employee responsible for the promotion section?	Manager	None yet

According to Law No.10 of 2009 (Chapter 1, Article 1, Paragraph 3) tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local government. On the other hand the WTO (World Tourism Organization) defines tourism as a variety of activities carried out by people who travel for and stay outside their habitual environment and not more than one year in a row for pleasure, business, and other purposes, Sumenep is one of the districts located on the eastern tip of Madura island. Sumenep district has a land area of 1,146.93 km² and an archipelago area of 946.53 km² consisting of 332 villages and sub-districts spread across 27 sub-districts (Fathor et al., 2021).

Sumenep is one of the districts in East Java that has a lot of tourism potential both on land and islands, with very beautiful natural conditions. Also supported by the existence of historical relics in the form of Kerat on, palace museums and tombs of Islamic kings, as well as the richness of the cultural arts of the people's hand skills in the form of batik art, carving or sculpture, traditional food and herbal medicine, can lead Sumenep District to become a tourist destination in East Java. The Sumenep District Government initially divided the potential and objects of tourist destinations into six namely natural tourism, historical tourism and pilgrimage, marine tourism, conservation tourism, cultural tourism, and special interest tourism. The high number of tourists visiting Sumenep Regency is influenced by the history of Sumenep Regency, namely. It needs the right effort in developing the potential of regional tourism in Sumenep Regency. One of the efforts to improve tourism in Sumenep Regency can be directed at developing marketing, structuring the region and improving the quality of human resources. Thus, the efforts made are intended to optimize existing resources both natural resources and human resources. The tourism sector needs to be developed in areas that have tourism potential.

Existing objects are maintained, and there is a need for expansion for natural tourism areas. Meanwhile, cultural or historical areas are maintained as part of the cultural wealth of Sumenep District. The beach is one of the most popular tourist attractions for visitors. Sumenep district has many beaches. One of the most popular beaches in the Sumenep district, Ekasoghi Beach, is one of the beaches that is currently being hit in the Sumenep district. And located in Tanjung Village, Saronggi District, Sumenep Regency. Ekasoghi Beach is one of the beaches that has a beautiful panorama and sunset that is the target of visitors. many visitors even from out of town also come to visit Ekasoghi beach. Lots of facilities are provided to pamper the visitors. The bamboo bridge that stands firmly right above the sea water, is the most popular photo spot. The bamboo bridge or what is called the "Jogging Track" which is made around makes it easy for visitors to walk in the middle of the sea while enjoying the waves below. In addition, visitors can also enjoy the beauty of the sea water and the waves that are on the beach Ekasoghi. Sumenep district has a lot of tourism potential that has recently been taken seriously by the local government to be developed especially the potential of beach tourism. Whereas Sumenep Regency has great potential to become a tourist destination (Utami et al., 2019; Yusuf et al., 2019). Along with this potential, the government and several other stakeholders need to work together to make improvements and preparations carefully including the provision of adequate and representative infrastructure to cause the comfort of visitors. Tourism development is closely related to technology where technology that is developing today can be a medium to introduce tourism potential widely as the development of Ekasoghi beach tourism. According to Aichner et al. (2021); González-Padilla & Tortolero-Blanco (2020), People will look for information through social networks because it is easier and faster. tiktok social media which can speed up the process of introducing tourism potential. online marketing development of Ekasoghi beach by creating social media such as tiktok accounts by displaying several cinematic videos and Ekasoghi beach vlog videos in order to help disseminate the existence of Ekasoghi beach to be better known by young people.

SWOT analysis is the initial analysis stage for researchers to see the object of research. This analysis is used to determine what steps the researcher should take. By analyzing the object at an early stage like this, it is possible to produce an analysis that will show the strengths, weaknesses, opportunities, and threats of the object (Noguerol et al., 2019).

In determining SO (Strength and Opportunities) Strategy, there are several development strategies in optimizing strengths to take advantage of opportunities for Ekasoghi Beach attractions, namely:

- Building and improving tourist facilities and maintenance. If visiting tourists feel their needs while in the tourist attraction area are sufficient, it will certainly be a special memory for visitors and the desire to return to the tourist attraction. Therefore, it is necessary to build supporting infrastructure for activities such as building proper toilets, restaurants or cafes, souvenir shops, tourist services, and hotels or lodging for visitors. Not only that, maintenance of existing infrastructure facilities must continue to be carried out to maintain the beauty of infrastructure facilities.
- Developing tourist attractions Tourist attractions that can be built on Ekasoghi Beach attractions are water attractions such as boat rentals, flying fox, and children's playgrounds.
- Building and organizing tourist accessibility Accessibility is the most important infrastructure in supporting regional tourism development, because with good road access it will provide a sense of comfort for tourists to pass through without worrying about accidents. Therefore, it is hoped that there will be road repairs on the highway that is very damaged when entering Ekasoghi Beach tourism.

Moreover, in term of WO Strategy (Weaknesses and Opportunities), there are several strategies to minimize weaknesses by taking advantage of opportunities at ekasoghi beach tourist attraction.

- Increase promotion and improve better development programs to attract visitors so that they are ready to face competition between objects.
- Coordinate with the private sector to invest so that it can help continue the development of infrastructure, accommodation, and companion attractions.
- Conduct empowerment, counseling in order to foster and increase public awareness and tourism management about the importance of tourism awareness.

In determining ST (Strength and Treats) Strategy, there are several strategies in using strengths to overcome threats at Ekasoghi Beach tourist attraction, namely:

- Optimizing the natural potential and uniqueness of tourism objects by maintaining and maintaining tourism objects on an ongoing basis to face competition for tourism objects.
- Development and construction of environmentally friendly tourist attractions by exercising strict control over the implementation of elements of tourism actors that are not in accordance with the attitudes and actions of tourism actors that can threaten damage to tourist attractions.
- Organizing companion attractions so that the atmosphere at the tourist attraction is more varied and able to attract and retain tourists to linger at the Ekasoghi Beach location.

Lastly, in making WT (Weaknesses and Treats) strategy, there are several strategies in minimizing weaknesses and avoiding threats at Ekasoghi beach tourist attraction, namely:

- Improving the quality of professional labor in the management and maintenance of tourist attractions on an ongoing basis so as to reduce environmental damage due to arbitrary development.
- Supervising and maintaining existing facilities at tourist attraction locations.

The research results indicate that Ekasoghi Beach possesses inherent appeal and potential for the advancement of ecotourism. The analysis of the development of Ekasoghi Beach tourism underscores the importance of involving the local community to foster growth and ensure the sustainability of tourism initiatives. It is crucial to establish an enduring appeal and effective management to preserve Ekasoghi Beach's sustainability and transform it into a captivating natural tourist destination.

CONCLUSION

In conclusion, the strategic analysis of Ekasoghi Beach tourism development in Sumenep District, employing the SWOT analysis, highlights its commitment to environmentally friendly tourism. Positioned in the village of Tanjung Saronggi sub-district, Ekasoghi Beach emerges as a significant marine tourism destination in Sumenep Regency. The research aimed to identify the strengths, weaknesses, opportunities, and threats associated with Ekasoghi Beach as a tourist attraction. The ultimate goal was to formulate an effective strategy for the development of tourism that not only showcases natural resources but also contributes positively to the environment and the local community. This underscores the significance of a holistic approach to tourism development that considers ecological and societal aspects for a sustainable and impactful outcome.

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