

# Tourism Management Through Community-Based Ecotourism Development Strategy at Lombang Beach, Sumenep Regency

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## ABSTRACT

Community ecotourism is based on references to rural development through the tourism sector which promotes natural resources and supports efforts to preserve the natural environment and increase community participation in management. Thus, generating benefits for the local community's economy. Sumenep Regency, which is located on Madura Island, has a lot of tourism potential. The development strategy carried out uses internal and external factors. The research was conducted in Lombang Village, Batang-Batang District, Sumenep Regency, East Java. This research aims to determine methods that can be used to develop community-based ecotourism on Lombang Beach, Sumenep Regency. The data used uses primary data obtained through interviews used in this research. This research collects data through interviews which are used in the research. Collecting data through a qualitative approach through journals, literature reviews and references. In addition, SWOT analysis at Lombang Beach, Sumenep Regency was used to identify internal and external factors in the ecotourism development plan. The research results show that the strategy for increasing Lombang Beach tourism needs to be developed and attention needs to be paid to it so that it can develop community-based ecotourism on Lombang Beach, Sumenep Regency, to become sustainable and superior tourism. Lombang Beach is still not a sustainable tourist attraction. Therefore, as a local community, being able to develop Lombang Beach tourism into sustainable tourism provides benefits to the community.

**Keywords:** Strategy, Society, Development, SWOT, Tourism

## ABSTRAK

Ekowisata berbasis masyarakat mengacu pada pengembangan pedesaan melalui sektor pariwisata yang mempromosikan sumber daya alam dan mendukung upaya pelestarian lingkungan alam serta meningkatkan partisipasi masyarakat dalam pengelolaan. Sehingga menghasilkan keuntungan ekonomi bagi masyarakat setempat. Kabupaten Sumenep yang berada di Pulau Madura memiliki banyak potensi pariwisata. Strategi pengembangan yang dilakukan menggunakan faktor internal dan faktor eksternal. Penelitian dilakukan di Desa Lombang, Kecamatan Batang-Batang, Kabupaten Sumenep, Jawa Timur. Penelitian ini bertujuan untuk menentukan metode yang dapat digunakan untuk mengembangkan ekowisata berbasis masyarakat di Pantai Lombang Kabupaten Sumenep. Data yang digunakan menggunakan data primer yang diperoleh melalui wawancara digunakan dalam penelitian ini. Penelitian ini mengumpulkan data melalui wawancara yang digunakan dalam penelitian. Mengumpulkan data melalui pendekatan kualitatif melalui jurnal, tinjauan literatur dan referensinya. Selain itu, Analisis SWOT di Pantai Lombang Kabupaten Sumenep digunakan untuk mengidentifikasi faktor internal dan faktor

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*eksternal dalam rencana pengembangan ekowisata. Hasil penelitian menunjukkan bahwa strategi untuk meningkatkan wisata Pantai Lombang perlu adanya pengembangan dan perlu diperhatikan untuk dapat dikembangkan agar dapat mengenai pengembangan ekowisata berbasis masyarakat di Pantai Lombang Kabupaten Sumenep, menjadi wisata berkelanjutan dan unggul. Pantai Lombang masih belum menjadi wisata berkelanjutan. Oleh karena itu, sebagai masyarakat sekitar untuk dapat mengembangkan wisata Pantai Lombang menjadi wisata berkelanjutan memberikan manfaat kepada masyarakat.*

**Kata kunci:** Strategi, Masyarakat, Pengembangan, SWOT, Wisata

## INTRODUCTION

Environmentally friendly ecotourism prioritizes nature conservation, socio-cultural and economic empowerment of local communities as well as education and learning (Butarbutar & Soemarno, 2012; Gumede & Nzama, 2021). The natural and cultural resources of protected areas have great potential to be utilized in ecotourism development (Mafruhah et al., 2009). Ecotourism does not exploit nature but transforms it and has an impact on community welfare. A more specific form of ecotourism is community-based ecotourism. Local communities control development and management which provides them with many economic, educational, social, cultural and health benefits as well as in terms of preserving the natural environment. Community-based ecotourism is an alternative approach to participatory development planning where the community actively participates in the ecotourism activities in question. Ecotourism activities in protected areas such as protected forests are more attractive to tourists, especially those who really care about nature and the environment (Nepal, 1997). The government must continue to participate in tourism development by paying attention to Indonesian religion and culture.

One effort to successfully develop an area is to involve the local community in activities. Community-based ecotourism can create employment opportunities for local communities and reduce poverty (Arsad et al., 2021). Ecotourism income comes from tourism services for tourists. Ecotourism has a positive impact on the preservation of the local environment and indigenous culture which is expected to foster identity and a sense of pride in local communities that develops through increased ecotourism activities. In efforts to develop ecotourism, it is a key factor in the government's decision-making process in all development plans (Stein et al., 2003). To develop ecotourism, it is necessary to improve the quality of human resources so that they are more productive in thinking and skills. Apart from that, preserving existing natural resources is also needed to improve the tourism industry, attract tourists and make people feel the impact of economic activities (Laarman & Durst, 1993). According to Xia et al., (2011) tourism has become a temporary transition mode. Hudson and Timothy say inclusive tourism communities are the best place to plan, implement and evaluate tourism. Local communities must participate in managing tourist attractions (Fallon & Kriwoken, 2003; Vafadari, 2008; Naipinit & Maneenet, 2010). Ecotourism development is essentially an interaction between social, economic and industrial processes. Therefore, the elements involved in this process have their own functions. Community participation is expected to have a very big role in this process. So that the community can participate in owning, managing, planning, and deciding on programs involving welfare. The development of coastal and marine ecotourism must consider two aspects, namely the tourist destination aspect and the market aspect. Although the development of tourism products still ensures the preservation of natural and cultural resources of coastal and marine communities.

Sumenep Regency is part of Madura Island, one of the areas in Indonesia that has great tourism potential. Sumenep Regency is located on the east side of Madura Island with 126 small islands. Sumenep Regency is the largest of the three districts on Madura Island. Its beautiful location and many islands make it known as a resort island. Sumenep has great marine and coastal tourism potential. This district has an area of 2,093.47 km

and a population of 1,134,810 (BPS Sumenep, 2022). In 2014, the number of tourists visiting Sumenep reached 544,623 people. Meanwhile, in 2015 it increased to 623,343 people, in 2016 there were 855,946 people and in 2017 there were 1,051,145 people. In 2018, the number of visits reached 1,288,019 people. The peak occurred in 2019 as many as 1,498,486 people. Therefore, ecotourism in Indonesia is currently developing significantly and widely, especially on Lombang Beach, Sumenep. One of Sumenep's natural riches is Lombang Beach which has an ecotourism development strategy, although it is not yet stable and has developed significantly (Rozi & Camelia, 2022). The general objective to be achieved is to determine the benefits of ecotourism for improving community welfare and converting natural resources on Lombang Beach. The specific target to be achieved is to know the strategy for developing community-based ecotourism on the coast of Sumenep Regency, starting from the planning stage to monitoring evaluation.

## **LITERATURE REVIEW**

### **Community Based Ecotourism**

Ecotourism is environmentally friendly tourism that prioritizes nature conservation, socio-cultural economic empowerment of local communities and education and learning. Ecotourism began when there was a negative impact on conventional tourism activities (Weaver, 2002). Environmental losses have an uncontrolled influence on local culture, a decline in the role of local communities, and business competition which is starting to threaten the local economy, culture and environment. The mid-1980s saw the beginning of ecotourism in Indonesia. Hector Ceballos-Lascurain in 1987 defined ecotourism as a trip to a natural place that is relatively undisturbed or polluted with the aim of studying, admiring and enjoying the scenery, flora and fauna as well as ways of manifesting existing community culture from both the past and present.

Natural and cultural resources in conservation areas have great potential that can be utilized for ecotourism development (Bunruamkaew & Murayama, 2012). This is because ecotourism does not exploit nature but converts it and has an impact on community welfare. Many people agree on the elements or characteristics that build ecotourism, namely nature (the existence of things that can be taken or learned) and sustainability (the existence of planning and management to realize sustainability). There are also those who argue that the dimensions of ecotourism are ecological (active participation of the main components in preserving natural resources), economic (benefits felt by the community due to ecotourism activities carried out primarily for the preservation of the resources themselves) and social dimensions (aside from the community plays an active role and has the authority to participate in managing and supervising) (Firdausyah et al, 2021).

### **Ecotourism Development Strategy**

The development of coastal and marine ecotourism must consider two aspects, namely the tourist destination aspect and the market aspect. Even though ecotourism development adheres to the concept of mainstreaming products and markets, the development of tourism products still ensures the preservation of natural and cultural resources of coastal and marine communities. The development of coastal and marine ecotourism is closer to the conservation aspect because nature contains sustainable aspects. Preserving the community's natural resources guarantees the realization of sustainable development (Garrod & Wilson, 2004; Muhanna, 2006; Mulyadi, 2020). In its implementation, coastal and marine ecotourism hardly exploits natural resources but only uses the services of nature and society to meet the knowledge, physical and psychological needs of tourists. (Sabir, 2020). The government must continue to participate in the growth of tourism regarding Indonesia's diversity and culture. Minister of Tourism and Creative Economy Sandiaga Salahuddin Uno said that he would follow the direction of the President of Indonesia regarding the development of the creative industry and tourism in three ways, namely: innovation, adaptation and collaboration. The sustainability of ecotourism which continues to develop needs to be continuously

monitored to maintain the sustainability of tourist attractions. Development of a tourist attraction can be carried out in various aspects according to the needs of the tourist attraction itself. (The attractiveness factor of each tourist location can change consistently because each location has tourist attractions (Enright & Newton, 2004; Cracolici & Nijkamp, 2009).

One effort to achieve success in developing an area is by involving local communities in activities. This is necessary to directly obtain the impact of these activities. Apart from that, local community involvement is needed to foster a sense of ownership of existing tourist attractions so that their use and increase income. Community involvement in the development and management of tourist attractions will have a positive impact on the sustainability and preservation of the ecosystem around the object. Most people stated that they did not know what ecotourism meant. Only some know the function and tourist attraction and the rest know the impact that will result from the existence of the tourist attraction. However, after explaining the meaning, function and impacts that arise, they will understand about ecotourism (Hidayat, 2016). In general, ecotourism includes potential, attractiveness, facilities and accessibility.

### **METHODOLOGY**

This research uses qualitative research. This research was conducted to determine methods that can be used to develop community-based ecotourism. Primary data was collected directly from the field through direct observation, interviews and questionnaires, the type of data used in this research. As well as respondent data used by 30 respondents from a questionnaire distributed to respondents with specific answers, the community and visitors agreeing to implement a community-based ecotourism development strategy on Lombang Beach. Data collection techniques provide valid references and can be reviewed according to the current context. Direct views of natural objects, community participation and tourism awareness group activities. Study of literature, journals and scientific works. Tourists are used as respondents to limit data and discuss research results. Secondary data comes from related agencies, such as the Culture and Tourism Service, Youth and Sports Service, Village Community Empowerment Service, Development Planning Agency, Central Statistics Agency and Regency Villages.

The data obtained was analyzed using qualitative methods. The author took qualitative methods because analytical techniques help describe a phenomenon, explain relationships, test hypotheses and obtain the meaning of a problem. Qualitative analysis of the community participation process and collaboration process between the community and stakeholders who participate and support ecotourism activities on Lombang Beach. At this stage, an ecotourism development strategy is implemented. The community is involved in the spirit of participation starting from planning, monitoring and evaluation in implementing ecotourism activities. Apart from that, collaborative cooperation is also built between the community and various parties. Qualitative descriptive and SWOT analysis are the two data analysis methods used. Qualitative research data was collected through direct observation and threats related to internal and external factors to determine the development of community-based ecotourism on Lombang Beach. By using SWOT analysis, internal and external factors can be identified to determine the strengths, weaknesses, opportunities and threats of each factor.

### **RESULTS AND DISCUSSION**

Lombang Beach in Sumenep Regency is famous for its natural potential, including a long white sandy beach and around it there is a prawn pine forest, a type of typical tree that is only found in Indonesia and China. Apart from that, this beach also has tourism potential which can provide benefits to the local community and the government (Vibrianto et.al., 2015). However, one of the problems with Lombang Beach is the lack of environmental awareness among managers and tourists. The poor conditions and large number of tourists on Lombang beach have led to conflicts over use and there is no limit on the number of tourists who come. Becoming sustainable tourism requires

understanding and research into aspects of sustainable tourism (Hardy et al., 2002; Cole, 2006). To develop the Lombang Beach tourism community, SWOT analysis should be used. Because the tourist attraction of Lombang Beach is included in the analysis results, the Lombang Beach tourist community can achieve similar strategic development. The results of the SWOT analysis show that internal factors are very strong in the internal and external conditions of the tourism industry in Sumenep Regency in general. However, if these weaknesses are not overcome gradually, these weakness factors can become dominant. Compared to current threats, external conditions still represent an opportunity. In situations where internal factor weaknesses exist, a stabilization strategy involves minimizing or eliminating those weaknesses as much as possible to take advantage of existing marketing opportunities. Developing a more specific approach in building community tourism destinations at Lombang Beach, Sumenep Regency shows the strengths and weaknesses of Lombang Beach. Lombang Beach in Sumenep Regency presents a range of strengths that contribute to its appeal as a tourist destination as follows:

- Affordable ticket prices for the public.
- Has unique and beautiful natural beauty, sustainable and maintained.
- Adequate transportation.
- Maintaining the characteristics of Sumenep Regency.
- Maintained cleanliness and governance.
- The friendliness of the people at Lombang Beach is very good.

However, Lombang Beach faces several weaknesses that need strategic attention for sustainable development, such as:

- There are no skilled workers available to serve tourists visiting Lombang Beach.
- Community participation and awareness in the development of Lombang Beach ecotourism is still low.
- There is no planned social media marketing system or brochures.
- Lack of digital marketing via social media
- There is a need to develop infrastructure at Lombang Beach, Sumenep Regency. Starting from improving roads to get to tourist locations, tourist guides, tourist accommodation and infrastructure that needs to be developed for Lombang Beach tourism purposes.
- Lombang Beach which has beautiful and natural natural beauty.
- Easy transportation access to visit Lombang Beach tourism

In terms of threats, Lombang Beach faces threats related to underdeveloped marketing media and inadequate infrastructure management, particularly concerning the roads leading to the location. Utilizing the concept of community-based ecotourism development, there are several approaches that can be employed to address and overcome these challenges and achieve the desired goal. These strategies include: 1) Creating something unique and determining the characteristics of Lombang Beach tourism; 2) Increase public awareness and provide direction on how to develop Lombang Beach tourism so that it remains sustainable. Because the aim is to improve community welfare by introducing traditional and local cultural values in an attractive tourist destination, the process of developing a tourist village can involve the surrounding community in the overall program.

Lombang Beach Ecotourism can use strategies by exploiting opportunities to reduce weaknesses. The following things can be done: 1). Improving the management of Lombang Beach ecotourism with the help of the tourism office. 2). Provide educational guidance to the community regarding Lombang Beach ecotourism so that it can develop. 3). Complete the facilities and infrastructure needed for Lombang Beach ecotourism. 4). Carry out governance for infrastructure improvements. 5). Develop a marketing strategy for Lombang Beach ecotourism through online media or brochures and travel tours so that you can get to know and understand Lombang Beach tourism better.

Tourist attractions must be easily accessible because tourist attractions must be able to be visited. Therefore, in tourism development, the accessibility aspect of tourist attractions must be prioritized. Strategies that can be implemented to develop community-based ecotourism through well-organized and correct management. This internal factor is an identification of development aspects of Lombang Beach ecotourism. These aspects are in the form of existing strengths and weaknesses, these factors will later be used to formulate development strategies in the SWOT analysis. Following are the internal factors:

- a. Strengths
  - The beautiful and natural potential can attract tourists to visit.
  - Accessibility to the Lombang Beach location is quite adequate.
  - Tourists feel satisfied and comfortable after visiting Lombang Beach.
- b. Weakness
  - Facilities to support tourism activities need to be developed.
  - Lack of promotional strategy via social media.
  - Infrastructure that needs attention.

This external factor is an identification of aspects contained in development from outside Lombang Beach. These aspects are in the form of existing opportunities and threats. These factors will later be used to formulate a strategy for developing Lombang Beach in a SWOT analysis. The following are external factors:

- a. Opportunities
  - Beach tourism has still been preserved since 2002 until now.
  - Stable development of tourist visits.
- b. Threats
  - There is a need for a tour guide at Lombang Beach
  - Awareness of the public and tourist visitors regarding maintaining the cleanliness of the place.

**Table 1.** Visitors to Lombang Beach Tourist Destinations, Sumenep Regency

| Tourist attraction | 2019             |          | 2020             |          | 2021             |          |
|--------------------|------------------|----------|------------------|----------|------------------|----------|
|                    | Foreign tourists | Domestic | Foreign tourists | Domestic | Foreign tourists | Domestic |
| Lombang Beachg     | 21               | 45.417   | 3                | 13.928   | -                | 1.279    |
| Slopeng Beach      | -                | 36.869   | -                | 4.405    | -                | 1.254    |
| Gili Lyang Beach   | 66               | 4.840    | 6                | 507      | -                | 2.231    |



**Figure 1.** Facilities at Lombang Beach

Awareness of the public and tourist visitors regarding maintaining the cleanliness of the place. Based on Table 1, it can be concluded that natural tourism at Lombang Beach

is a special attraction for tourists. The natural beauty is maintained naturally thanks to the help of the local community and managers who play an active role in preserving the tourist attraction of Lombang Beach. All Lombang Beach facilities must be developed by Tourism Department stakeholders (Figure 1). An ecotourism development strategy that relies on local communities as the main actors in tourism development will have many advantages. Active participation of local communities will create a sense of ownership of tourism. Therefore, sustainable tourism development can be achieved both in terms of teaching local culture and sustainable and natural nature. The community's ancestral land does not change hands to other investors so that future generations do not worry (Suhnadi, 2003). Ecotourism development strategies must be able to provide satisfying experiences to visitors to ensure sustainable ecotourism businesses. Apart from that, ecotourism development must also be able to create a sense of security, comfort and provide satisfaction and increase the experience for visitors (Fandeli, 1999). The atmosphere of security, comfort and order at Lombang Beach is well maintained but still needs to be paid attention to. Meanwhile, for the security and order of cars and motorbikes in the Lombang Beach area, there are officers from the entrance to the parking lot.

Regarding community-based ecotourism development strategies that can be implemented so that Lombang Beach tourism becomes superior sustainable tourism. Researchers discussed that the community should participate in the development of ecotourism in Panati Lombang, Sumenep Regency. What has not been discovered or cannot be determined is regarding Lombang Beach tourism managers being able to develop community-based ecotourism and provide direction to the community to participate in tourism development.

## CONCLUSION

The research results indicate that a strategy is needed to enhance Lombang Beach tourism through development, with careful attention required for sustainable community-based ecotourism in Lombang Beach, Sumenep Regency. Lombang Beach has not yet achieved sustainable tourism; therefore, as members of the community, it is essential to develop Lombang Beach tourism into a sustainable and outstanding destination. Consequently, local residents can benefit from the development of Lombang Beach into sustainable tourism.

The research reveals a strategy for community-based ecotourism development at Lombang Beach, Sumenep Regency, outlining a plan for enhancing tourism at Lombang Beach. This strategy employs SWOT analysis, considering both internal and external factors, to assess the impact of community-based ecotourism development on Lombang Beach. While the beach boasts preserved natural beauty, there are evident shortcomings in its overall development. Hence, there is a need for improved management, community engagement, promotional strategies, and infrastructure development. As Indonesians, it is crucial for us to actively participate in the management of tourism in our surroundings and contribute to its development.

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