



Study of Development of Agro tourism in the Poncokusumo District of Malang City

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ABSTRACT

This study aimed to examine the implementation of agro-tourism-based tourism development policies in Poncokusumo District, Malang Regency, as well as the variables facilitating and impeding implementation. This study employs a qualitative approach. This research employs data collection methods: interview, documentation, and observation. This investigation was conducted in the Poncokusumo District of the Malang Regency in the province of East Java. Poncokusumo subdistrict can cultivate tourism sub-sectors, food crop agriculture, vegetables, horticulture, plantations, and livestock. The results indicated that the implementation of agro-tourism-based tourism development policies has been proceeding well. District, Malang Regency is more widely known and people are more interested in visiting. The local government should be allowed to enhance the Department of Tourism and Culture budget because the current budget is insufficient to maximize the development of Malang's tremendous tourism potential. They are increasing human resources, particularly in developing agro-tourism-based tourism, in the Malang Regency government through education and competency training to deliver more professional and competent services. They are increasing human resources, particularly in developing agro-tourism-based tourism, in the Malang Regency government through education and competency training to deliver more professional and competent services. The local government should be allowed to enhance the Department of Tourism and Culture budget because the current budget is insufficient to maximize the development of Malang's tremendous tourism potential. They are increasing human resources, particularly in the development of agro-tourism-based tourism, in the Malang Regency government through education and competency training so that they can deliver more professional and competent services.

Keywords: Agro Tourism, Competency, Tourism Industry.

1. INTRODUCTION

Tourism development in Indonesia is undergoing rapid expansion, and advancements in the industry have bolstered tourism's contribution to job creation. Tourism development is one of the government's effective programs thanks to business and infrastructure development. The Ministry of Culture and Tourism of the Republic of Indonesia has formulated a strategic plan for the development of tourism in Indonesia, with the goals of improving the welfare of the community by creating business and employment opportunities, as well as achieving equitable development in the tourism sector and achieving sustainable tourism development in order to provide sociocultural and socioeconomic benefits. For the community and region, as well as the preservation of environmental quality; boost tourist satisfaction and increase market share; Referring to the concept given by [Arroyo, CG, et al.,] that in tourism development, three key factors must be considered: market/tourist demand (travel demand), tour operators (tourism intermediaries), and the impact of destinations or tourist destinations (destinations influences). As actors and tourism professionals, stakeholders, mainly the village community, must be aware of and comprehend planned tourism marketing strategies. Thus, the village is expected to become a professional manager and understand the intricacies of the tourism sector, such as evaluating, planning, and supervising customer-related source policies and activities. This information satisfies travellers' wants and expectations so they may experience contentment [Karimaman Sinaga 2022].

The Government Regulation of the Republic of Indonesia Number 110 of 2015 about Agro Horticultural Tourism Business contains agrotourism-related policies. Article 1 paragraphs 1 and 2 stipulate: "Agro Horticulture Tourism Business is a productive and innovative business that provides and manages goods and services for the satisfaction of tourists in the implementation of horticulture-based agro-tourism. According to [Evita, et al], agrotourism is an integrated and coordinated system of activities for the development of tourism and agriculture in relation to environmental conservation and the health of farming communities. Behind the existing local advantages in Poncokusumo District, specific problems are encountered during the development of agrotourism [Nafi, M. and Supriadi B., (2017),. According Winarno, Budi. (2002) , Agrotourism consists of activities more

directly related to agriculture and animal husbandry. This consideration also refers to suitable natural conditions. Consequently, agro-tourism is very suitable to be developed in Poncokusumo.

2. LITERATURE REVIEW

2.1 Factors Influencing the Implementation of Policy

According to Nafi (2017), the success of policy implementation is influenced by six variables: policy standards and objectives, policy resources, communication between organizations and implementers, implementation characteristics, socioeconomic and political conditions, and implementing organizations.

2.2 Constituencies of Public Policy

In terms of structure, policy elements include elements of policy objectives, elements of problems, elements of demands (demands), elements of impact (outcomes), and elements of policy instruments or tools (policy instruments). According to [6], a good goal must at least meet the four desired criteria to be achieved: The desired goal means that, firstly, it can be accepted by many parties because its content does not conflict with the values held by many parties, and secondly, it represents the interests of the majority or is supported by a strong group in society. A reasonable goal is the best choice of several alternatives calculated based on relevant information. A realistic goal is the best

2.3 Tourism Theory

According to Usman (2017), there are a number of well-known types of tourism, including Cultural tourism, which is a trip based on the desire to broaden one's view of life by visiting other places or abroad and studying the state of the people, their customs and customs, their culture and art. Health tourism is the journey of a tourist to change the circumstances and environment of the daily place of residence. The last is Ecotourism.

2.4 Tourism development idea

According to Wahab, et al., (2016), there are various types of development, including Overall with a new purpose, building attractions on sites not previously used as attractions. New goals, building attractions on sites that have previously been used as attractions. Overall new development of existing attractions was built to attract more visitors and enable these attractions to reach a broader market by gaining new market share. New developments in existing agritourism attractions. Physical Aspects According to [9], the environment is the unity of space with all objects, forces, conditions, and living things, including humans and their behaviour, which affect the survival and well-being of humans and other living things.

2.5 Agrotourism Concept

Agritourism combines tourism and agriculture, where visitors can visit gardens and farms, enjoy shows, participate in activities, eat a meal, or spend the night in a plantation or park area. According to [9], agritourism is an alternative to increase income and survival and explore the economic potential of small farmers and rural communities. According to [10] the benefits of agrotourism include increasing environmental conservation, aesthetic value and natural beauty, recreational value, scientific activities and scientific development, and economic benefits.

2.6 Concept of Tourism Development Based on Agrotourism

According to Gumelar S. Sastrayuda (2010) the agro-tourism development approach includes: Conservation-based development, which is intended to foster a pattern that maintains the authenticity of the agro-ecosystem by striving for the preservation of natural resources, the environment, history, culture, and recreation; Community-based development, which is intended as a pattern of community development that places agro-tourism as empowerment of farming communities; and Integrated development, which is intended. According to Gumelar S. Sastrayuda (2010) in managing agro-tourism, it is necessary to carefully consider several aspects that will underpin the success of agro-tourism management, such as Aspects of human resources Human resources are the management of ODTW agro-tourism, because The human resources required, in addition to having a background in their field, must also have extensive experience in managing their work.

3. METHODOLOGY

3.1 Types of study

The method used in this study is a qualitative descriptive method, which is a type of research that seeks to describe the object or subject under study in accordance with what it is, with the goal of systematically describing the facts and characteristics of the object under study and understanding each context of the phenomenon as a whole.

3.2 Research locations

This research was conducted in Poncokusumo District, Malang Regency, East Java Province. Poncokusumo sub-district has the potential to develop tourism sub-sectors, food crop agriculture, vegetables, horticulture, plantations, and livestock. Poncokusumo District has a very beautiful natural location because it is in a hilly and mountainous area.

3.3 Research Objectives and Sources

We are implementing agro-tourism-based tourism development policies in Poncokusumo District, Malang Regency, with the following indicators: Regulations, facilities and Infrastructure, and human resources. Factors supporting agro-tourism-based tourism development policies in Poncokusumo District, Malang Regency, with the following indicators: Community participation, Government commitment, and Human resources. Factors inhibiting the implementation of agro-tourism-based tourism development policies in Poncokusumo District, Malang

3.4 Data gathering technique

Interviews, according to Usman & Akbar (2017), are oral questions and answers between two or more people directly. In this case, the researcher will ask in-depth questions orally to the informants based on interview guidelines with the goal of obtaining the required information. b. Observation is a method of collecting data by making direct observations by researchers at the research...

3.5 Data Analysis Methodology

This study's data analysis was conducted using an interactive model by Huberman and Saldana (2014), which employs the four phases depicted in the graphic below. According to Miles, Hubberman, and Saldana (2014),

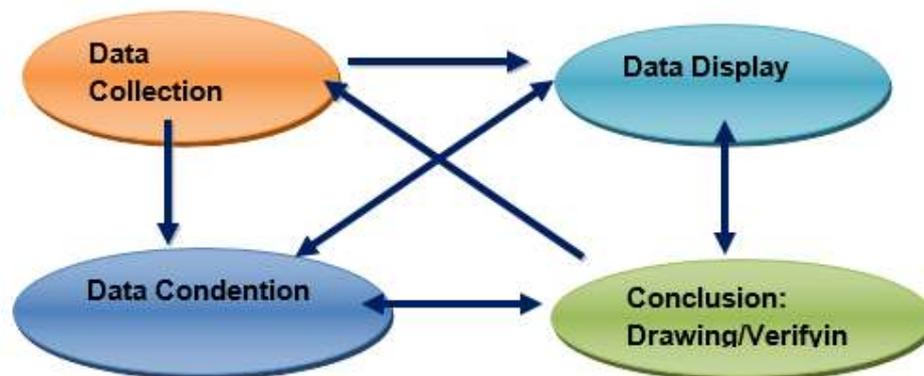


Figure 1. Depicts Interactive Data Analysis.

4. RESULTS

4.1 Description of Research Sites

Poncokusumo District is a Malang Regency, East Java Province, Indonesia sub-district. It covers an area of 20,632 hectares, and the majority of its residents are farmers.

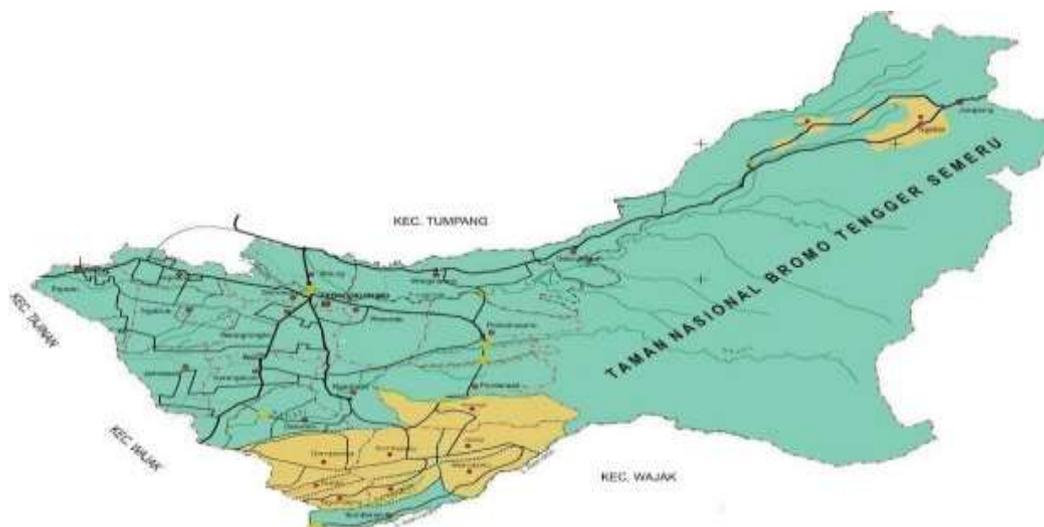


Figure 2. Administrative map of the Poncokusumo District

Source: District Office of Poncokusumo, 2022

Residents of Poncokusumo District rely heavily on the trade and agriculture sectors. Fruit picking tours such as apples, oranges, guavas, and star fruit. Chrysanthemum flower tours. Waterfalls. These are among the activities that have the potential to help the growth of agro-tourist tourism in Poncokusumo District: Riverside adventure, Camping ground, and Carmel hermitage. As a brief description, Poncokusumo District, related to tourism development, has another potential outside Mount Bromo that can be relied on at both the regional and international levels. The potential in question is the enormous potential for agro-tourism in Poncokusumo District.

In the economic structure of Malang Regency, the Agricultural Sector continues to play an essential role in economic development, which contributes to the formation of Gross Regional Domestic Product (GRDP). This garden of chrysanthemums and orchids is also a part of the Poncokusumo sub-mainstay district's sector. Poncokusumo District is located on the west slope of Mount Semeru, which is a hilly stretch of most productive land between 600 and 1200 meters above sea level with average annual rainfall between 2300mm and 2500mm and an average annual temperature of 21.7 degrees Celsius, so it has the potential to develop agricultural businesses. With abundant water supply in Poncokusumo District, freshwater fisheries, agrotourism and water tourism, including rafting and river tubing, were created. Residents of Poncokusumo District also raise dairy cattle, beef cattle, goats, lambs, and chickens as additional agricultural products.

4.2 Result

Implementation of an Agrotourism-Based Tourism Development Policy in the District of Poncokusumo, Malang Province This section discusses the results and analysis of field data, either directly through interviews or indirectly through written materials and observations gathered during research on agrotourism-based tourism development policies in Poncokusumo District, Malang Regency. The Department of Tourism and Culture of Malang Regency is responsible for administering local government affairs and providing assistance in the fields of tourism and culture. In accordance with its duties and responsibilities, this service plays a significant role in the Malang Regency tourism sector. In the agro-tourism-based tourism development program, the Head of the Tourism Development Division of the Malang Regency Tourism and Culture Office stated, "We hope that with these programs we can improve the welfare of the community and promote tourism potential in the Poncokusumo District" (interview, July 7 2022). Based on the results of the interviews, it can be concluded that the existence of a tourism development program in Poncokusumo District can improve the welfare of the community and encourage tourism in Poncokusumo District to be more optimal. Program implementers are crucial to the success of a policy because they are the movers or tools used to achieve the success that was determined at the outset.

The agro-tourism-based tourism development program in Poncokusumo District can provide benefits that can be felt both directly and indirectly by the government as the implementer and the target group in Poncokusumo District, Malang Regency. "Benefits obtained from the existence of a tourism development program in which the community can train and develop skills in the field of tourism, and also invite the community to participate in encouraging the realization of a conducive climate in a tourist attraction, and with this tourism development program, it can encourage the growth and development of the tourism industry and revitalize

the economy of the community surrounding the tourist village" (Interview July 7, 2022). The community, specifically the Gubugklakah Tourism Awareness Group, stated: "By Merilee S. Grindle's theory, in implementing a policy, there must be a type of benefit that demonstrates the positive impact generated by implementing the policy.

Tourism infrastructure facilities are things that tourists must have on their way to tourist destinations, such as roads, electricity, water, and telecommunications. Poncokusumo District has a variety of tourism, but its readiness to support tourism must be balanced with the development of tourism infrastructure facilities. To date, tourism development in Poncokusumo District has focused on increasing the attractiveness and potential of tourism. Of course, adequate Infrastructure is required in every agrotourism-based tourism object in Poncokusumo District to achieve this goal. However, in reality, not all tourism objects have adequate Infrastructure, which is a separate barrier to the tourism object's development (interview, July 11 2022). Researchers interviewed the Head of Poncokusumo Village regarding the construction of facilities and Infrastructure in Poncokusumo Village. The Head of Poncokusumo Village provided the following information: "We are currently constructing a swimming pool where mothers can enjoy the cool natural atmosphere while their children play, and we hope to have a budget for road repairs next year" (Interview July 14 2022). Tourism facilities and Infrastructure are indicators of tourism development in the context of the tourism development concept. Facilities or Infrastructure can be interpreted as all facilities that allow tourism infrastructure to live and develop and provide services to tourists who visit tourist attractions and meet their diverse needs.

Human resources have a critical role in an organization; hence, they must be utilized effectively and efficiently in order to be highly effective. Human resource development in an organization will involve various factors, including education and training. Training helps to understand practical knowledge and its application. The development of human quality through the development of thinking skills, among other things, is implemented by increasing the ability to assess the situation. Human resource development is an ongoing effort to enhance the quality of human resources in the broadest sense through education, training, and mentoring. The Malang Regency Tourism Office in Poncokusumo District has applied tourism awareness to the community as part of its education program. "In developing human resources, the Sapta Pesona application is held through education with the application of tourist awareness and training to the community, with the goal of improving the quality of human resources in the tourism sector" (interview July 7 2022).

It was also said in an interview with members of the Poncokusumo Village tourism awareness group who attended Tourism and Culture Office-led training. "The training activities will focus on product creation, homestay management and management, digitization, entrepreneurship, and business management. We will be guided by professional staff from academics and practitioners" (interview July 13 2022). Poncokusumo, head of the District Community Welfare Section, also states: "The application of Sapta Pesona is part of an endeavour to provide exceptional service to tourists so that they can stay when they visit one of Poncokusumo District's tourist spots (interview July 11 2022). Based on the preceding, human resources function as a critical success factor in implementing Malang Regency's tourism growth is discussed. The role of human resources as a driving force for the tourism industry, as developers of tourism industry products, and as a factor of tourism competitiveness to create prosperity in society. The preceding is consistent with Setiawan's concept of tourism development, according to which human resources are one of the factors that play an essential role in advancing the tourism sector. The significance of human resources in the tourism sector stems from the fact that humans (people) are a precious resource in most fields. In businesses, especially service-based ones, human resources play a crucial role in achieving successful performance.

Factors Supporting Agrotourism-Based Tourism Development Policy in Poncokusumo District, Malang Regency. For the public to accept government-issued policies, they must comprehend, appreciate, and implement them as intended. In other words, community involvement or participation is crucial for achieving the established development objectives. The active participation of the community in development initiatives necessitates the community's understanding of the same interests and concerns, which can be achieved via an awareness approach. For the program to be successful, community members must be active in its cognitive and practical components and its emotional aspects. Community support for the growth of tourism has a positive effect on the economic life of the local community, as it creates employment opportunities for the community, such as the sale of souvenirs, the provision of lodging, and the provision of goods and services for tourists. The local government recognizes that to achieve the goal of tourism development in Poncokusumo District as a tourist destination, the participation of the community is essential, particularly the community surrounding the tourist attraction area, as the surrounding community is the lifeblood of a tourist attraction. This support can form participation in maintaining the attraction's security, beauty, cleanliness, and sustainability. This was communicated by the head of Poncokusumo District's Social Welfare Section, who stated: "We are encouraging community involvement so that they can assist as well as be good hosts, such as doing tiny things to preserve the environment in tourist regions" (interview July 11 2022).

In the context of growing community engagement, the Regional Government has made different initiatives to cultivate community participation so that community members can support and benefit from developing tourism attractions in their region. The head of the Malang Regency Tourism Office's Development Division said: "Skills training for the community to create distinctive crafts and guidance, direction, and counselling about tourism, specifically Sapta Pesona Wisata, for all societal levels" (interview July 7 2022). Coconut Village Gubug klakah in relation to the Gubugklakah Village Sapta Pesona activity implementation. The following is based on a conversation with the village chief of Gubug klakah, who stated: "Thanks to tourism awareness initiatives and Sapta Pesona, the community engages directly in the development of village tourism and is motivated and inspired to expand the tourism potential in the village," Alhamdulillah (interview July 14 2022). Based on the findings of interviews concerning the actions of Sapta Pesona, namely attempts to give outstanding service to tourists, particularly in tourist villages, the community must participate directly in tourism development.

Government commitment is a belief in the principles of a public institution, the active participation of employees in the organization's goals, and an employee's declaration of allegiance to his employer. The high obligation of granting more authority to assist the success and prosperity of public service delivery. Head Tourism is one of the pillars of Malang Regency's economy; hence, strategies that may both promote tourism and improve people's welfare are required. The Chairman of Pokdarwis Poncokusumo Village, as presented by the community, stated: "The government's commitment to developing tourism, such as through policies that make tourism a significant contributor to economic growth, is crucial" (interview July 14 2022). The head of the District of Poncokusumo's Social Welfare Section stated: "We will be consistent in making improvements and restructuring in various sectors of Poncokusumo District in order to promote the district's tourism potential" (interview July 11 2022).

The head of the Tourism Development Division at the Office of Tourism and Culture stated: "In promoting and developing tourism in Malang district, we are partnering with BNI to encourage tourism MSME players to be more productive in expanding their businesses and to open up investment opportunities in Malang Regency's potential tourism industries by lowering licensing requirements (interview July 7 2022). Tourism is one of the engines of the regional economy with the potential to generate regional income through tourism development. Various regions, from districts and cities to provinces and countries, are actively developing their potential as tourism assets.

Support for the availability of quality, professional, knowledgeable human resources and experience managing an organization or institution so it runs optimally is significant for policy implementation. To respond to this trend, every tourist destination (destination) is required to improve the quality of human resources because it is believed that the quality directly affects the quality of tourism. To improve the quality of human resources (HR) in Poncokusumo District through applying tourism awareness to the community and training in tourism, thereby enhancing the quality and creativity of the community in tourism development. Researchers conducted interviews with the Head of Tourism Development regarding attempts to strengthen human resources, stating: "To increase the quality of human resources, the community is educated about tourism in order to improve quality in the tourism industry, and training is provided to develop creativity" (Interview July 7 2022).

The chairman of Poncokusumo District's community welfare section further stated: "Farmers in Poncokusumo District received socialization on how to plant, care for, and improve their agricultural products, as well as training in managing their agriculture by making various preparations such as potatoes, apples, jackfruit, salak, etc. used as souvenirs for tourists" (interview July 11 2022). Also, people say: "So that our agricultural output can increase, the government has facilitated the dissemination of information on how to plant properly, and monitoring is performed" (interview July 15 2022). The aforementioned is consistent with the concept of tourism development. Human resources (HR) of tourism are individuals/actors of the tourism industry who have direct or indirect interactions/links with all components of tourism. Tourism human resources play an essential role in driving the wheels of this industry. Tourism development can be carried out optimally with competent tourism human resources.

Obstacles to Agrotourism-Based Tourism Development Policy Implementation in Poncokusumo District, Malang Regency. Tourism human resources include tourism actors or workers; The following are the outcomes of an interview with the Director of Tourism Development at the Tourism and Culture Office of the Malang Regency:

"In improving human resources, the government is not required to play the role of entrepreneurs, or the private sector also plays a role in determining the satisfaction and quality of its workers, improving the quality of its human resources, and the significance of the community surrounding the tourist area, which also determines the comfort and satisfaction of visiting tourists" (interview, July 7, 2017).

The head of the Poncokusumo District Welfare Section stated: "The difficulty is the shortage of human resources in the sector of promotion and marketing, as there are still many tourist destinations that have not attracted many tourists due to the lack of promotion conducted by tourism managers" (Interview July 11 2022). Additionally, the village leader of Gubugklakah said: Due to a lack of information, facilities, and personnel, many of the opportunities for nature tourism in this region have not been explored or marketed effectively (interview July 14 2022). The realization of tourism is the interaction of humans who do tourism, who act as consumers, namely those who travel, and humans who offer tourism products and services.

The growth of tourism in the Poncokusumo subdistrict will proceed smoothly if the subdistrict's tourist facilities and Infrastructure are sufficient and in good condition so that tourists will leave with a positive image and a desire to return. In general, facilities and Infrastructure already exist in the tourist area of Poncokusumo District. However, in their condition, the existing facilities and Infrastructure are very far from what is expected, or the majority of facilities have been damaged to the point where the supporting Infrastructure for tourists is not optimal, particularly regarding the existing road conditions and cleanliness of tourist areas. The existing management is not optimal due to budgetary constraints. The head of the poncokusumo subdistrict's social welfare department stated: "There are still many facilities and infrastructure that need to be improved, but our budget prevents us from building or repairing the inefficient existing facilities and infrastructure" (interview July 11 2022)

Based on the findings of facility and infrastructure-related interviews with tourists visiting the Agrotourism area in Poncokusumo Village, state: "The road to the Agrotourism area in Poncokusumo is still in poor condition because it is very narrow, especially when passing the vehicle in front of us, and there are still many potholes; we are driving a private vehicle, so it is a bit difficult; if you are not an experienced driver, do not do that. -Likely you will fall into the abyss " (interview, July 17, 2022). Additionally, some tourists have reported: "We are rather dissatisfied with the cleanliness of the location, which is fairly filthy due to the absence of garbage cans. I believe there should be a janitor that sweeps this area daily; maybe, future improvements will be made" (interview, July 17, 2022). Based on the results of the interviews above, it can be concluded that facilities and Infrastructure are one of the factors inhibiting the implementation of agro-tourism-based tourism development in Poncokusumo District.

The fiscal decentralization policy implemented in Indonesia gives local governments the freedom to formulate work programs and budgets based on the needs and capacities of the region. With this policy, it is hoped that local governments will more effectively provide public services and construct economic facilities that meet the local community's needs. Consequently, jobs will be created, increasing the local population's income, welfare, and independence. Following is a table of budget allocations for 2016-2021 at the Malang Regency Tourism and Culture Office compiled by the researchers: The Head of Development of the Tourism and Culture Office of the Malang Regency stated:"The budget at the tourism office is still small, but we outsmart it with a program that is implemented gradually each year, in accordance with the available budget capabilities; hence the importance of collaboration and synergy within the scope of opd, stakeholders, and the community, where this synergy will make tourism development activities easier to implement (Interview July 7 2022). According to interviews with researchers, the available budget for tourism development in Malang Regency is still limited, highlighting the significance of collaboration between local government organizations, stakeholders, and the community to facilitate tourism development in Malang Regency.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

Implementation of Agrotourism-Based Tourism Development Policy in Poncokusumo District, Malang Regency in Poncokusumo District, there is still a shortage of Infrastructure to enable the growth of agrotourism-based tourism. They support Factors for Agro-based Tourism Development in Poncokusumo District, Malang Regency. Community participation supports and develops tourism in the region by giving direction and training to all societal levels regarding the government's commitment made by the Malang Regency Tourism Office in collaboration with BNI to support MSMEs so that MSME actors in the tourism sector are more productive in expanding their businesses and by making licensing more accessible for investors to invest in Malang Regency's tourism sectors. To improve the quality of human resources in the development of agro-tourist-based tourism in the Poncokusumo District through tourism awareness, training, and socialization to promote agricultural productivity and agricultural product processing. Factors Impeding the Development of Agrotourism-Based Tourism in Poncokusumo District, Malang Regency. Human resources are still insufficient, particularly in relation to promotional or marketing activities. They observe the limited human resources of tourism managers, which contribute to the dearth of tourist visits caused by the absence of promotion and marketing activities. Regarding tourism support facilities and Infrastructure, they are not adequate, particularly in terms of the state of existing roads and the cleanliness of the tourist area. This also indicates that the existing administration is not optimum, therefore the development of this tourist attraction will encounter difficulties if the accessibility, existing facilities, and Infrastructure are not optimally managed.

5.2. Suggestion

For the development of agro-tourism-based tourism, it is suggested to the local government that human resources be strengthened in terms of promotional or marketing activities so that the existence of agro-tourism-based tourism in Poncokusumo District, Malang Regency is more widely known and people are more interested in visiting. To enhance agrotourism-based tourism, it is recommended that the government improve infrastructural facilities, in this case, access roads to tourist regions and that the tourism manager hires specialized personnel to keep tourist areas clean. The local government should be allowed to enhance the Department of Tourism and Culture budget because the current budget is insufficient to maximize the development of Malang's tremendous tourism potential. They are increasing human resources, particularly in the development of agro-tourism-based tourism, in the Malang Regency government through education and competency training so that they can deliver more professional and competent services.

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