



BANYUWANGI REGIONAL GOVERNMENT POLICY IN TOURISM DEVELOPMENT AND IT'S CONTRIBUTION TO REGIONAL ORIGINAL INCOME (PAD)

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ABSTRACT

This study aims to determine the objective conditions of tourism and government policies and their contribution to PAD in Banyuwangi Regency. The type of research used is a qualitative type with a descriptive approach. The data used in this study are primary and secondary data. As for the data analysis, using a qualitative analysis descriptive approach. The results of the study show that 1. The tourism sector is a strategic sector developed by the Banyuwangi district government and at the same time becomes the starting point for economic development and development while still prioritizing local wisdom and involving the local community without losing local values . 2. Local government policies are divided into 2 approaches, namely: Ecotourism Concept where the concept of tourism development through 3 concepts namely Community based Tourism (CBT), event tourism and a sustainable and structured marketing strategy. Integrated development is integrating between sectors that can be connected with the business sector, namely improving infrastructure, maintaining local culture, and involving the Tourism Community. 3. The development of tourism in Banyuwangi Regency has an impact on PAD, which is 22 billion (5.6%) in 2017, to 29 billion (6.4%) in 2018. Meanwhile in 2019 the development is very significant, which is 37 billion (7.4%)

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1. Introduction

The tourism sector is an important sector of national economic development. The Indonesian government in 2018 has explicitly made the tourism sector the *leading sector* of Indonesia's economic development in addition to the agricultural and fishery sectors. This is due to the large contribution of this sector and the multiplier effect arising from tourism activities. Based on 2020 statistical data, it shows that the tourism sector's contribution to Indonesia's gross domestic product was 4.8% in 2019 or an increase of 0.3% compared to 2018. Meanwhile, in terms of foreign exchange, the tourism sector contributed USD 17.6 million, up USD 1.2 million from the previous year. In terms of the economic multiplier, this tourism activity can create more smooth state (regional) economic mobility, such as the creation of new businesses, the creation of new workers, and others whose final results can improve the welfare of the community.

The rapid development of tourism in Indonesia makes the government enthusiastic in developing the quality of tourism/destinations, this is evident from the increasing physical development of tourism facilities (infrastructure) and other supporting facilities. For this reason, the formation of creative and innovative government policies in the development of tourism potential is absolute. This central government policy must of course go hand in hand with local government policies, both district and city so that the orientation of national economic development can go hand in hand and support each other.

Even with the local government of the Banyuwangi Regency, as is commonly known, the Banyuwangi Regency has designed policies whose approach is based on regional potential by utilizing its natural, cultural and religious wealth. As an area that geographically has abundant natural and resource wealth, the orientation of Banyuwangi Regency's economic development is directed to the tourism sector as the main support for its economic development. This is very reasonable considering that Banyuwangi Regency is the largest district



in Java with potential natural wealth in the form of protected forests, mountains, mountains, seas, beaches, and a wealth of resources in the form of a population of 1.7 million with different cultures and religions.

In an effort to move towards the development of the tourism sector in Banyuwangi, the local government has designed strategic steps for the development of the tourism sector through short, medium and long term development plans and these are spelled out into a work plan through the Banyuwangi & policy framework regarding the direction of Banyuwangi tourism development policies to front. The concept is none other than a sustainable tourism sector development plan with a local potential approach (local wisdom)

The form of the strategic steps in developing the tourism sector seems to have begun to produce results, there are 3 aspects that are the benchmarks for the results of tourism development, namely the number of tourist visits, the length of stay of tourists and the amount of investment that goes into the tourism industry. Referring to data released by the Central Statistics Agency (BPS) of Banyuwangi Regency in the last 5 (five) years, it shows that the number of tourist arrivals (domestic and foreign) to Banyuwangi Regency has experienced a massive increase where in 2015 the number of tourists who visited was 1.77 million, in 2016 as many as 4.09 million tourists, in 2017 as many as 4.71 million tourists, in 2018 as many as 5.32 million, and in 2019 as many as 5.40 million tourists. Meanwhile, judging from the period of stay of tourists, it is known that the average stay of tourists who come to Banyuwangi is 2 days per person. Furthermore, in terms of the amount of return on investment that enters Banyuwangi Regency, it has increased by 3250% over the last 6 years (banyuwangikab.go.id).

From all the explanations above, these policies will certainly create consequences for the local government of Banyuwangi Regency, namely, they will receive regional revenues from the tourism sub-sector. With this additional regional income, the Banyuwangi Regency APBD also increases. In addition to the income obtained, the community can also enjoy the effects of development policies in the tourism sector.

Referring to the data from the Banyuwangi district government, the target of obtaining PAD in 2019 is 39 billion from the tourism sector which in 2018 was 29 billion. This means that there is a very serious effort from the Banyuwangi district government through all existing SKPD (especially the tourism and culture department) and of course support from all levels of society. Therefore, this research focuses on how the local government policy in developing the tourism sector and how big the contribution of tourism to the acquisition of regional income in Banyuwangi Regency. Based on these facts, this study has 3 objectives, namely to determine the objective conditions of tourism and government policies and their contribution to PAD in Banyuwangi Regency

2. Methods

The type of research is descriptive qualitative research which aims to understand the various phenomena studied and directly experienced by researchers such as behavior, motivation, or holistic actions, (Moleong, 2016). While the location chosen in this study was carried out in Banyuwangi Regency, East Java . Besides collecting data, it was obtained through the relevant agencies, but also made observations to tourist attractions in Banyuwangi Regency. There are at least 2 reasons why this research prefers the Banyuwangi district. *First* , based on the concept of ecotourism which was developed in Banyuwangi by making the community the subject of tourism. This has the potential to increase *competitive advantage* for the community to develop their respective local potentials. Second , so far, the Banyuwangi district government is very concerned about building integrated tourism. What is meant here is that the existence of tourism is integrated with others such as MSMEs, culture, accessibility, etc.

To obtain data in this study used 3 (three) methods, namely: (a) interviews. Interviews will be conducted on *key informants* in Banyuwangi Regency government agencies consisting of the Head of Tourism, Head of Sub-Department of Tourism and Culture, Head of Revenue Service, Head of Bappeda and related institutions; (b) documentation. The documentation in question is data in the form of correspondence, daily notes, souvenirs, reports, artifacts, and photos (Noor, 2011). (c) Observation

To obtain maximum and objective research results in accordance with research objectives 1 and 2, this study will be analyzed using a qualitative descriptive approach. Meanwhile, to answer the third research objective using the proportion formula developed by Djarwanto, (2001). where quantitative data (income data from the tourism sector) is needed in the form of revenue from the tourism sector in Banyuwangi Regency Original Revenue, the formula is as follows:

$$Z = X_m/Y_m * 100\% \quad (1)$$

description:



Z : proportion of sector revenue tourist
X_m : revenue from the tourism sector
Y_m : PAD Banyuwangi Regency

3. Results and Analysis

3.1 The Objective Condition of the Tourism Sector in Banyuwangi

Geographically, the location of Banyuwangi Regency is at the eastern end of the island of Java. The district, known as the "sunrise of Java", is located in the province of East Java, where on the north side it is directly adjacent to Situbondo Regency, on the east side by the Bali Strait, on the south side by the Indian Ocean, on the west side by Bondowoso and Jember regencies. Banyuwangi Regency has an area of 5,800 Km². Where the potential that can be developed in the tourism sector consists of the sea, mountains and nature. Besides that, Banyuwangi has several tribes including Javanese, Madurese and Osing tribes. Of course its existence can support tourism development through their respective cultures,

As is commonly known, the development that was launched by the Banyuwangi Regency Government in the last 10 years was the development of the tourism sector and made it a leading sector of regional economic development which is expected to improve people's welfare and reduce poverty. The process of developing the tourism sector is an integration of the potential of its resources such as nature, population and culture. Until now, the utilization of natural potential that has become a tourism destination has reached 65 coastal points such as Alas Purwo, G-land, Pulau Merah, Boom Beach and others, while the artificial potential is a consequence of investments that enter Banyuwangi such as AIL tourism and others. The two potentials are integrated with the wealth of repertoire owned through the use of culture and religion in Banyuwangi such as Gandrungsewu, Kampong Osing and others.

3.2 Banyuwangi Regency Government Policy in Tourism Development

a. Ecotourism Policy Concept

1) Community Based Tourism (PBK)

This PBK concept is one of the innovative and creative works of the Banyuwangi district government where the tourism development strategy is based on optimizing the existing potential and preserving the nature that is owned and each local culture in a sustainable manner and does not change the authenticity of the nature that is owned. The important point of this policy is *first*, the natural potential that is owned is managed optimally by always preserving the existing nature. Technically, this concept is based on the potential of the resources owned by the village and the community as fully tourism development actors, in this case the residents – read: the local community – as the subject of development and not as an object. *Second*, utilizing the potential of local culture that is owned by optimizing and preserving it. Currently, there are 6 tribes living in Banyuwangi Regency, namely Osing, Mandar, Madura, Javanese, Chinese and Balinese which are a wealth for Banyuwangi Regency, especially related to culture. One of the tribes that is still strong in maintaining tradition is the Osing tribe, which is a native tribe in Banyuwangi, and is still maintained today. such as Gandrung Sewu, Gandrung Dance, Kampong Osing and others. and *third*, provide an opportunity for investors to invest their capital in Banyuwangi with a very easy permit but still with the requirements set by the local government such as an easy permit for hotel development (but must be at least three stars), making it easier to invest in the infrastructure sector at tourist attractions but must still maintain preservation of the existing nature and culture of the local community.

2) Even Tourism

Event tourism is a tourism sector development policy in a creative way where this policy integrates the potential for natural tourism with programmed community activities with 2 main objectives, namely introducing local Banyuwangi culture, and hoping that visiting tourists can extend their stay/visit in Banyuwangi. An example of this event tourism is Ijen tourism by designing jazz festival activities. This event tourism policy is a creative idea that has been going on since 2012, where in that year the local government made 12 events to support tourism activities. Furthermore, over time, the government tries to explore the socio-cultural potential of the community that can be developed in the event. This is proven by an increase in the number of events held every year where in 2013 there were 2 events, namely 15 events, in 2014 the government launched 23 events, in 2015 as many as 38 events, 2016 as many as 53 events, 2017 as many as 72 events, 2018 as many as 77 events, 2019 as many as 99 events and in 2020 as many as 132 events. These events are designed based on local wisdom which is an effort to pamper tourists and can be enjoyed for free. The main purpose of these events is so that visiting tourists can hold off for a moment to extend their tour time.

3) Sustainable and scalable marketing strategy

The third point, the concept of ecotourism is a tourism attraction strategy through tourism marketing aspects, namely sustainable marketing with several programs that do the following:

- a. Banyuwangi Ethno Carnival (BEC), is a carnival activity by displaying various cultural and artistic potentials of the Banyuwangi community. In addition, this activity also invites various ethnic groups in Indonesia to participate in these activities.
- b. Utilizing all social media by playing destination videos via streaming by showing videos of superior destinations, both tourist and cultural attractions in Banyuwangi Regency.
- c. Even banyuwangi festival, which makes all potential resources as an attraction / attraction for tourists. This festival is held every year.
- d. How to market tourist areas by involving communities such as the Banyuwangi blogger community from creative young people by holding various activities such as photo competitions on social media, and gathering with netizens through land coffee.
- e. Using infrastructure facilities for information sources, with messages that invite readers/viewers to cross the Banyuwangi district both from the north (Situbondo and south of Jember Regency) with video streaming shows in the form of the beauty of tourist charms installed in strategic places, especially access to enter and exit the Banyuwangi Regency.

From these several programs, apart from being an attraction, it also aims to build a link (synergy) between the tourism sector and the business sector, with the hope that the business world will also benefit from these tourism activities. One of the promotional media used is Banyuwangitourism.com, which is a tourism promotion website that is managed directly by the Disbudpar of Banyuwangi Regency. Where this website contains various information about tourist attractions, culinary, culture and information related to tourism in Banyuwangi. Here's a screenshot of the banyuwangitourism.com.

Some of these marketing programs have had an impact on at least 3 (three) important points, namely *first* , return on investment, the number of tourist arrivals who visit, and the number of days tourists stay. Referring to the data published by the Central Statistics Agency (BPS) of Banyuwangi Regency for the last 5 (five) years, it shows that the number of tourist visits has experienced a massive increase . The following is data on tourists visiting Banyuwangi Regency:

Table 1. Number of Tourists Visiting Banyuwangi Regency 2015-2019 Tahun

No	Year	Tourist Visit		Total Travelers
		Local travelers	Foreign Tourist	
1	2015	1,727,958	45.569	1,773,527
2	2016	4,022,449	77,139	4,099.588
3	2017	4,832,999	98,970	4,931,969
4	2018	5,200,000	127,420	5,327,420
5	2019	5,307,054	101,622	5,408,676

Source: BPS Banyuwangi Regency, 2020

Meanwhile, judging from the length of stay of tourists visiting Banyuwangi Regency, the average length of stay is 2 days per person. Furthermore, in terms of the amount of return on investment that enters Banyuwangi Regency, it has increased by 3250% over the last 5 years (banyuwangikab.go.id). The serious and continuous development efforts carried out by the local government of Banyuwangi Regency and supported by all communities have an impact on reducing the number of poverty in Banyuwangi Regency.

b. Integrative Policy (*Integrative Tourism Policy*)

The integrative policy developed in Banyuwangi Regency is a policy that links between potentials that support each other between one potential and another, such as developing tourist areas by improving various direct support facilities for destinations such as increasing the number of flight routes, which aims to support destinations. travel to make it easier and faster. Improvement and expansion of road access that can connect from and to tourism locations, and other supporting facilities. Another example is providing easy and fast licensing for investors who will invest through the development of environmentally friendly hotels, these



policies already look like the construction of hotels/inns is growing faster. Referring to data published by the Banyuwangi Regency (BPS) in 2020, there were 314 hotels throughout Banyuwangi Regency, of which 8 (eight) 4-star hotels, 25 (twenty-five) 3-star hotels, and 30 (thirty) 2-star hotels. 1, 485 homestays, 750 restaurants (restaurants) and 65 natural tourism destinations and 68 travel agents.

In addition, tourism development in Banyuwangi is based on an integrative-based policy. It is intended that one sector with another sector can give each other a positive effect and can go hand in hand. In the context of this integrative development, several important steps were taken, namely, first, to make improvements to the infrastructure to support tourism places, secondly, to take advantage of the rich potential of local culture. and third, strengthening tourism communities or groups, including by preparing how the people of Banyuwangi behave when receiving tourists, especially foreign tourists. The following is an explanation of the development of the integrated tourism sector in Banyuwangi:

1) make infrastructure improvements to support tourism places

Infrastructure is one of the various determinants of development and development of tourism objects, this is related to access to tourism objects. Where the measuring instrument used is the availability of means of transportation both land, air and sea. Therefore, improvements to the three types of transportation media must be made so that visiting tourists can be facilitated and without difficulty.

Several strategic steps have been and are being taken by the local government of Banyuwangi Regency to improve the quality and quantity of infrastructure, including improving quality through asphaltting and widening of roads in all areas in Banyuwangi, providing special bus facilities (for certain tours), maintaining port operations. Ketapang and improve Blimbingsari Airport services, including the addition of flight routes. Meanwhile, from the service aspect for communication and information purposes for tourists, the Banyuwangi Regency Government provides 1,200 wireless fidelity (wifi) facilities throughout Banyuwangi Regency. placed in green open areas and other public spaces. In the bio-physical aspect, the implementation of development is focused on the aspect of spatial structure arrangement that shows a regional picture as a manifestation of the entire system and network in infrastructure, this aims to integrate services to all (especially tourists), which includes the application of transportation systems, telecommunications, energy, electricity, and water resources.

2) take advantage of local cultural potential

One of the supporting strengths of tourism in Banyuwangi is the wealth of local local culture, where the local government maintains and revives local cultures. This is done with the aim of attracting tourists to visit Banyuwangi. There are 3 efforts to increase tourism through local cultural aspects carried out by local governments, namely Festivals (Banyuwangi Batik Festival, Banyuwangi Gandrung Sewu, Jazz Festival), International Events (Banyuwangi International Surfing Competition, International Tour to Mount Ijen (ITBI), and Banyuwangi International. Adventure Trail (BIAT), and other events such as Banyuwangi Art Week and Banyuwangi Ethno Carnival.

3) strengthening the tourism community

The third effort is to strengthen the tourism community in Banyuwangi Regency. The form of this involvement is to involve several associations such as Banyuwangi handicrafts and batik, culinary associations, Indonesian hotel and restaurant associations, and Indonesian tour guide associations, so that mutual support/synergy occurs between these communities and local governments. In this synergy, all associations agree on a code of ethics which is then jointly agreed by all business people in the tourism and creative economy sectors in Banyuwangi. The points in the agreed code of ethics include providing maximum service, providing true and accurate tourism information and always maintaining the good name and reputation of tourism and the creative economy. The role of these communities is very strategic, because these communities function to provide tourism facilities and infrastructure. Karyono (1997) states that tourism facilities are a form of service provided to tourists by the tourism industry, either directly or indirectly, and their lives depend a lot on tourist visits.

3.3 Contribution of the Tourism Sector to Regional Original Income

Regional Original Income (PAD) of Banyuwangi Regency is the income from all economic sectors in Banyuwangi Regency which is then used by the regional government for development. This PAD includes land and building tax (PBB), street lighting tax (LPJU), land and building acquisition fees (BPHTB), billboard tax, hotel tax, entertainment tax, tax on non-metallic minerals and rocks and others. While the acquisition of local revenue in the tourism sector is obtained from various activities in the form of entertainment, hotels, and restaurants. In table 2, the following is the acquisition of PAD and the contribution of the tourism sector in Banyuwangi:

Table 2. Local Revenue and Contribution of the Tourism Sector, 2015-2019

No	Year	PAD (in billion)	PAD (tourism sector in Billions)	Contribution
1	2015	303	14	4.6%
2	2016	367.9	19	5.1%
3	2017	389.1	22	5.6%
4	2018	450.1	29	6.4%
5	2019	495.5	37	7.4%
6	2020	327.25*	n/a	n/a

Source: BPS Banyuwangi Regency in 2020, www.banyuwangikab.go.id

*the achievement of PAD from various sectors until august 2020, with a target of 595 billion for the year 2020.

In general , achievement indicators in the tourism sector in 2015-20 20 showed a very positive trend. A very rapid increase in domestic tourist visits occurred in 2019, where the level of achievement increased by 3 times compared to 2015 (1,773,527), which reached 5,408,676 people in 2019. Along with the increase in tourists visiting Banyuwangi Regency, the impact on the increase the contribution of the tourism sector to PAD, which was 22 billion (5.6%) in 2017, to 29 billion (6.4%) in 2018. Meanwhile in 2019 the development was very significant, which was 37 billion (7.4%). Meanwhile, in 2020 , in aggregate , there was a very sharp decline in earnings due to Social restrictions include community restrictions due to the Covid-19 pandemic . This greatly affects all sectors of the economy, not only in Banyuwangi but throughout Indonesia. This can be seen from the achievement of the Banyuwangi Regency's original regional income until September 2020, which only reached 55% of the 550 billion target of obtaining regional original income, which was 327.25 billion.

4. Conclusion

From the results of these studies it can be concluded that:

1. The tourism sector is a strategic sector developed by the Banyuwangi district government and at the same time becomes the starting point for economic development and development while still prioritizing local wisdom and involving local (local) communities by not eliminating local values.
2. Local government policies are divided into 2 approaches, namely:
 - a. *Ecotourism Concept* where the concept of tourism development has 3 (three) policies, namely *Community based Tourism (CBT)*, event tourism and a sustainable and measurable marketing strategy.
 - b. Integrated development, namely integrating between sectors that can be connected with the sector by taking 3 strategic steps, namely: improving infrastructure for access to leading tourist destinations, maintaining local culture, and involving the tourism community.
3. Tourism development in Banyuwangi Regency has an impact on PAD, which is 22 billion (5.6%) in 2017, to 29 billion (6.4%) in 2018. Meanwhile, in 2019 the development is very significant, which is 37 billion (7.4%)

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