

**Tourism Visits and Tourism Development Strategies:
A Review of Supply and Demand Side Attributes Perspective**

Ghozali Maski¹, Murniati², Vietha Devia S S³, Khusnul Ashar⁴

¹Brawijaya University, Faculty of Economics and Business
M.T. Haryono, Road 165, Malang 65145, Indonesia

²Bina Nusantara University, Faculty of Entrepreneur Business Creation
Araya Mansion, Road 8-22, Genitri, Tirtomoyo, Pakis, Malang 65154, Indonesia

³Brawijaya University, Faculty of Economics and Business
M.T. Haryono, Road 165, Malang 65145, Indonesia

⁴Brawijaya University, Faculty of Economics and Business
M.T. Haryono, Road 165, Malang 65145, Indonesia

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Abstract

Tourism has become important because an area has attractive natural resource potential, and a very strategic geographical location. In addition, it has an interesting culture so that its tourism development is different from the others. Malang Regency is one of the areas in East Java province which has almost the same tourism potential as Bali, especially its beach tourism. But so far, it has not been followed by stable tourist visits, especially foreign tourists and information shows that the last two years have decreased. One of the things that causes this is the development of culture that is not supported enough and the use of technology that is still limited. So because of that, a tourism concept and a specific tourism development strategy are needed, and concept development and strategy formulation are based on the results of a two-sided attribute analysis, namely supply and demand.

This study uses primary and secondary data with data collection techniques through Google forms and Library Research. The data obtained were analyzed by quantitative methods. The analysis tool used is the Principal Component Regression Analysis, and from here it goes on to SWOT, IFAS, and EFAS analysis to formulate a tourism development strategy.

Based on the results of data analysis, it was found that both the supply side and the demand side each had a significant effect. And from here it is sorted again related to what indicators are most meaningful in explaining the attributes. For this reason, it is known that from the supply side there are two influential attributes, namely Attraction and Ancillary. Meanwhile, from the demand side, there are also two attributes, namely Motivation and Preference.

In line with that, the results of the analysis above are continued into the next analysis to develop a tourism development strategy, and the result is that it is necessary for tourism development by increasing the quality of inadequate accessibility, namely regional infrastructure, in this case roads leading to tourist sites. Then the use of technology in management and development, as well as the need for support from tourism agencies and tourism governance and other institutions that are able to synergize the development of tourism destinations.

Keywords: Tourism, Attraction, Preference, Strategy, PCRA, SWOT

1. Introduction

1.1 Introduce the Problem

Indonesia is an archipelagic country with abundant natural resource potential and has a variety of distinctive regional ethnic cultures. This potential greatly supports the development of one of the national strategic sectors, namely the tourism sector. Suryadana, M. Liga (2015), said tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Central Government and or Regional Governments. The contribution of the tourism sector has broad dimensions, not only economically, but also socially, politically, culturally, regionally and environmentally. Tourism has an influence on 3 (three) aspects, namely: economic aspects, social aspects, and cultural aspects (Prabowo, Puspaningtyas, and Murniati 2019). Meanwhile, Yakup (2019) argues that the tourism sector can increase people's income through job creation, encourage the growth of the tourism industry and a multiplier effect which can then encourage economic growth and development of a region.

Data from the Ministry of Tourism for 2021 shows that the tourism sector's contribution to Indonesia's GDP over the past 10 years has tended to increase from 3.03% in 2010 to 4.8% in 2019, as shown in Figure 1. This indicates that the tourism sector is capable become one of the driving sectors of development in Indonesia, and employment.

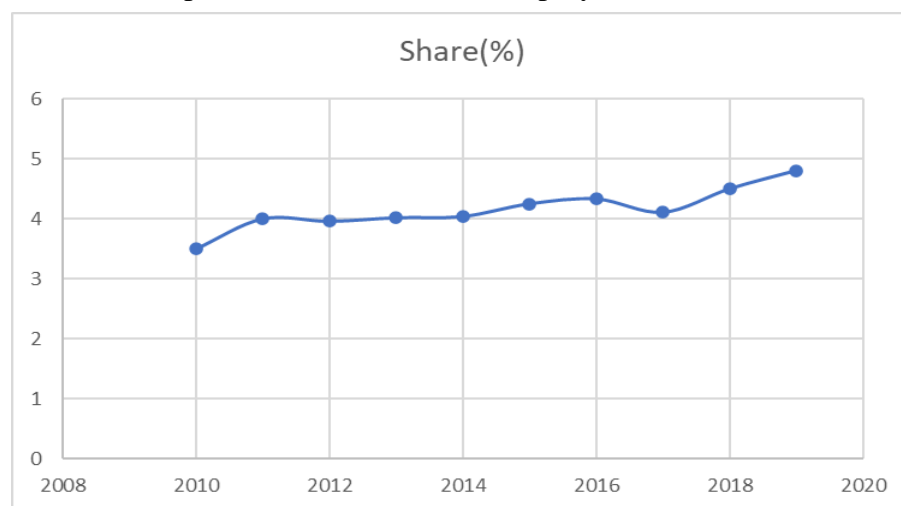


Figure 1 Tourism Sector Contribution to GDP, 2010-2019

Source: Ministry of Tourism, 2020

One of the areas in East Java that has considerable tourism potential with area number two is the Malang Regency. And the Regency's economic growth over the last 10 years (2010-2019) tends to be very volatile, and is below East Java's economic growth. This means that it is included in areas with low economic growth when compared to other regions in East Java. In addition, these data reflect that the majority of the working population still has a low carrying capacity of added value.

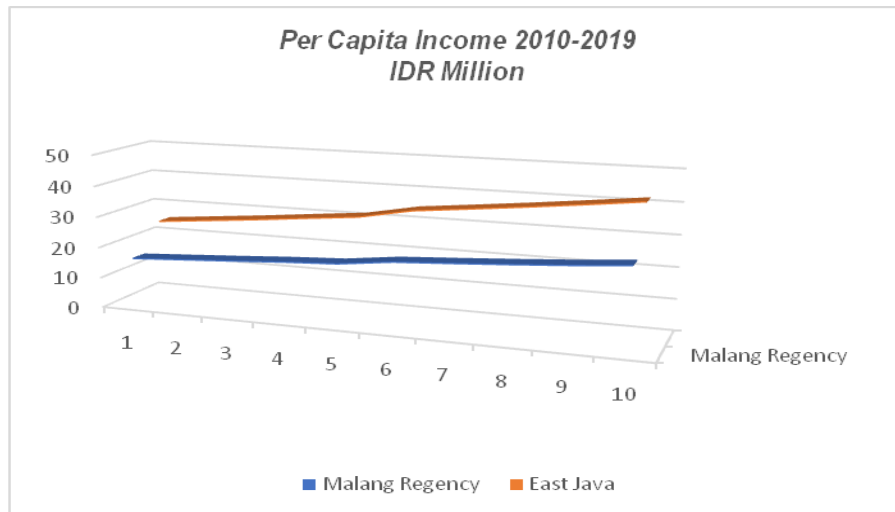


Figure 2 Per Capita RGDP of Malang Regency and East Java
 Source: Central Statistics Bureau (CSB), East Java, 2020

The economic sector that has the largest contribution to the economy of Malang Regency is the Manufacturing Industry sector. It is known that during the last ten years, the average contribution of the processing industry sector was 29.87%. Subsequent contributors were the wholesale and retail trade, car and motorcycle repair sectors with an average contribution of 19.37, as well as the agriculture, forestry and fisheries sectors with an average contribution of 17.15%. Meanwhile, the tourism sector only contributes an average of 6.36%. This indicates that the tourism sector has not been optimally developed so that it has not been able to provide a large contribution in supporting the economy of Malang Regency.

The Ministry of Tourism and Creative Economy (2020) states that tourism destinations can be developed optimally by relying on the potential for tourist attractions and excellence that are owned and managed synergistically through improving the quality of tourist facilities, public facilities, accessibility/facilities and community empowerment in a complete and sustainable system. The advantage of tourism lies in sectoral concepts that intensify information and creativity by relying on ideas, knowledge, skills and talents by optimizing the existence of tourist objects or tourist attractions in an area (Isdarmanto, 2016). Malang Regency Regional Revenue Acquisition Data for 2015-2019 in the tourism sector from 2015 to 2018 experienced growth in nominal terms, but the percentage growth decreased. The biggest decrease in revenue in the Tourism sector in 2019 was minus 15.06%. The following is data on domestic and foreign tourist arrivals in Malang Regency for 2010-2018.

Table 1. Domestic and International Tourist Visit 2010-2018

No	Year	Domestic Tourist		Foreign Tourist		Total	
		Total	Growth %	Total	Growth %	Total	Growth %
1	2010	1,938,066	0	4,187	0	1,942,253	0
2	2011	2,101,822	8%	9,983	138%	2,111,805	9%
3	2012	2,362,853	12%	22,619	127%	2,385,472	13%
4	2013	2,517,248	7%	33,226	47%	2,550,474	7%
5	2014	3,170,575	26%	80,792	143%	3,251,367	27%
6	2015	3,561,221	12%	99,873	24%	3,661,094	13%
7	2016	5,719,881	61%	129,663	30%	5,849,544	60%
8	2017	6,395,875	12%	108,485	-16%	6,504,360	11%
9	2018	7,072,124	11%	100,234	-8%	7,172,358	10%

Source: Department of Tourism and Culture, Malang Regency, 2019

Table 1. shows that the number of tourist visits from year to year has increased, for domestic tourists in terms of the number of tourist visits has increased while foreign tourists from 2010-2016 have increased while in 2017-2018 it has decreased. Based on initial interviews with several foreign tourists who visited Malang, said that website quality or website access about tourism in Malang Regency was not up to date or incomplete, such as the unavailability of an e-book tour guide, so that tourists still experience problems visiting.

In line with that, to develop Tourism a Tourism Development Strategy is needed as Stephanie K. Marrus in (Husein Umar 2001), said that strategy is a process of determining plans for top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a way so that these goals can be achieved. While development is advancing and repairing or enhancing something that already exists (Simanjuntak, Tanjung, and Nasution, 2017). So the tourism strategy is the efforts made with the aim of advancing, improving, and improving the tourism conditions of an object and tourist attraction so that it can become established and crowded for tourists to visit. Being able to provide good benefits to the community around objects and attractions that will become income for the government and a reflection of the success of a good tourism system.

1.2 Explore the Importance of the Problem

Several studies are related to research plans that will be carried out such as research conducted by (Pansiri, 2014) whose research explores the use of gap analysis in examining the demand side and supply side of the motives of visiting tourists, related to Botswana's competitiveness as a tourist destination. Using factor analysis, reliability analysis, and independent t-test. The result is that tourists visiting are looking for pleasure from the cultural side. For Botswana to be globally competitive, it will need to improve destination management, development of created resources, security, historical and cultural heritage, organized visits and hygiene.

According to Ageeva and Foroudi (2019). Her research identifies how place branding influences supply and demand side perspectives and leads to changes in tourist behavior towards Tatarstan, Russia. A conceptual model is designed that describes the tangible and intangible factors of place identity influencing archetypal national characteristics and regional place brands and produces positive place images, authentic lifestyles, and entrepreneurship.

Research conducted by Octastefani and Kusuma (2015) on the Role of Government through the Tourism sector (Studies on the Balai Kambang beach Malang Regency) using the New Public Management perspective in analyzing. The results show that through the tourism sector, the Malang Regency government has carried out its role as entrepreneur, coordinator, facilitator and stimulator to the fullest extent possible to be able to increase regional economic development. Even though in reality it cannot be denied that there are still obstacles or obstacles that must be faced in playing the role of the local government.

Based on several studies, it is known that the importance of tourism supply and demand in the development of tourism strategies, on the other hand, no one has discussed the overall tourism development strategy in Malang Regency which has cultural potential that can be developed. Apart from that, with the geographical location of Malang Regency surrounding two cities that have interesting potential, coupled with the central development plan for the development of Special Economic Zones and the development of the southern route area, this indicates that it is necessary to develop the tourism sector so as to increase the welfare of the people of Malang Regency. Furthermore, what distinguishes this study from previous studies is the method of analysis which begins with factor analysis, followed by component regression analysis, and finally the results of the regression are analyzed using the SWOT method, IFAS, and EFAS with the hope that they can become useful input materials in tourism development strategies.

Revers on the background previously described, the formulation of the problem in this study is: first, how does the supply tourism aspect influence (attraction, accessible, amenities and ancillary) on tourist visits? Second, how does the demand tourism aspect influence (motivation, preference and expectations) on tourist visits? Third, what is the tourism development strategy?

1.3 Describe Relevant Scholarship

1.3.1 Tourism

Tourism is broadly defined as travel from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions. According to Law No. 10 Tourism (2009) that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Tourism is a whole activity related to tourism that is multidimensional and multidisciplinary in nature which emerges as a manifestation of the needs of every person and country as well as interactions between tourists and local communities, central and regional governments and entrepreneurs (Murniati et al. 2021a).

James J. Spillane in Hidayat (2013) states that a tourist object or destination, must include five important elements so that tourists can feel satisfied in enjoying their trip, then a tourist object must include: One, attraction, namely the center of the tourism industry which really attract the

attention of tourists who want to visit it and are the main object of their journey; Two, facilities which are facilities and infrastructure that support the operation of tourist objects to accommodate all the needs of tourists which indirectly encourage growth; Three, infrastructure, namely all construction under and above the ground in an area or region; Fourth, accessibility is a means that makes it easy for tourists to reach tourist destinations; and finally, hospitality which is an intangible thing which is the main attraction for the comfort of tourists and is related to the quality of the service, because the quality of the service provided in a management will provide direct satisfaction to visitors.

1.3.2 Supply and Demand Tourism

Tourism consists of several aspects when viewed from an economic perspective, namely the supply and demand aspects of tourism. For the development of tourism objects, a study is needed regarding aspects of tourism supply and demand as well as their management and development strategies so that their potential can be optimal. Tourism offers can be seen from indicators namely Tourist Attractions, Tourism Facilities, Accessibility and Ancillaries such as Information and Promotion (Suprpto 2005) and (Furi 2012). The general perception conveys that economic activities are carried out within the framework determined by the "law of supply and demand" this is in accordance with the opinion (Karagianni and Vasilatos 2018) which states that, *"There is a general perception that economic activities are performed within the framework defined by the "law of supply and demand". In economic terms, the law of demand states that there is an inversely proportional relationship between the price of a commodity or service and the quantity (of the commodity or service) demanded by the buyers, whereas regarding the rest of the parameters, prices remain stable. The logic of this "law" is: If the price of a commodity or service increases –while the prices of other commodities remain stable– then consumers will substitute this commodity or service for another cheaper commodity or a cheaper service"*.

Tourism is something that is complex and forms a system in which there are sub-systems. Tourism includes the movement of people, goods and services related to organizations, institutional and individual relationships, service needs, provision of service needs etc. (Zaenuri 2012) These elements are subsystems that are interrelated in a functional relationship that forms a system. The sub-system in question is a sub-system: demand, supply, and environment or configuration. The supply subsystem is a reaction to people's demand for tourism needs which are referred to as tourists.

1.3.2.1 Supply Tourism

Tourism offers, namely tourism products in the form of goods and services to meet the needs and desires of tourists. Tourism supply is a reaction to people's demand for tourism needs which are referred to as tourists. Tourism offerings are a desire of tourism owners or managers to offer interesting things from managed tourism objects. (Alvianna et al. 2020), (Putra1, Dewandaru, and Vaulia 2021) Either in terms of the uniqueness of the tourist object or the souvenirs in the tourist area.

Yoeti, Oka A (2008) says that, supply is defined as a number of goods, products, or commodities available in the market that are ready to be sold to consumers who need them. Offer can also be interpreted as a number of goods, services or commodities available in the market at a certain

price at a certain time. (Putra, Dewandaru, and Vaulia 2021). Meanwhile, according to Medlik in Ariyanto. (2005), (Furqon, Wijayanti, and Subagiyo 2021) states that there are 4 factors that affect tourism offerings, namely: First, Attraction means that a tourist area must have its own charm to attract visitors. The attraction can be in the form of the natural beauty of the area, but it can also be in the form of local people and culture. Second, Accessible in this case is in the form of transportation which aims to make tourists able to go to tourist destinations easily. Third, Amenities, namely the facilities of a place is one of the most important factors to make visitors feel comfortable and feel at home living in these tourist attractions. Lastly, Ancillary is another supporting facility so that visitors will feel safer and will come more often.

1.3.2.2 Demand Tourism

Tourist demand arises because they have motivation, preferences and expectations for certain tourist attractions (Zaenuri 2012) (Indra and Nababan, 2020). For this reason, related to this, the following reviews discuss about:

1.3.2.2.1 Tourist Motivation

To go on a tour is usually caused by a desire to get out of the routine and look for something that cannot be found around him. In addition to looking for new experiences, new atmosphere and relieve fatigue after a long time of work. There are 4 elements in the motivation to visit (Rizkhi and Buchori 2014), (Indra and Nababan 2020), namely: 1). Desires (purpose of travel; frequency of visits in tours; and form of visitor pleasure); 2) Encouragement (variety of tourist objects visited; number of visits; accessibility and affordability); 3) Needs (the need for visitor facilities, for example the type of transportation; costs required; visitor infrastructure needs); 4) expectations (expectations of visitors in traveling).

1.3.2.2.2 Preference on Tourist Attraction

The selection of tourist sites as tourist destinations is strongly influenced by tourist preferences. According to Purnama (2020). Tourist preferences are pictures of the best values that tourists consider in determining a choice of travel. Tourist preferences are considered as an ideal view of the existence of tourism seen from the perspective and demands of tourists. Another definition of preference is the tourist's desire or interest in a situation which is a reflection of individual personality values and attitudes that will lead to the process of seeking specific forms of satisfaction or pleasure. Tourist preferences arise from the desires and needs of tourists for the tourism products offered in traveling.

1.3.2.2.3 Expectations on Tourist Attraction

According to Kurniansah (2016), expectation is a wish or desire of someone—tourists—for something that has not been fulfilled. Tourist perceptions and expectations are highly expected as input for stakeholders, both local government and the private sector, to correct all existing deficiencies, so that these tourism destinations become better and worthy of being visited and enjoyed by tourists.

1.4 State Hypothesis and Their Correspondence to Research Design

Consumer behavior is a dynamic process that includes the behavior of individual consumers, groups and members of society who are continuously experiencing change. The American Marketing Association defines consumer behavior as a dynamic interaction regarding feelings, cognition, behavior, and the environment where individuals exchange in various aspects of their lives, Peter and Olson (2010) in (Suryani Tatik, 2013). The behavior between consumers will certainly vary according to the conditions of consumers, external situations and conditions that influence them. Consumer behavior is a dynamic interaction between influence and cognition of behavior and events around which humans exchange. The consumer behavior model has proven useful in terms of organizing different knowledge about social action in a process that changes but still makes sense from psychological, social, economic and behavioral approaches. This was then transformed a lot in analyzing the tourism recovery process.

The decision to visit in the tourism context is adapted from the concept of consumer purchasing decisions. According to Lee et.al (2019) there are five models of the process of buying a product, in this case the visit decision process. However, in this case it applies mainly to purchases with low involvement, consumers can skip or reverse several stages, for example in the context of tourism, tourists carry out travel realizations starting from the need to travel to purchasing decisions and behavior after purchase. Meanwhile, the interaction between demand and supply attributes in consumer behavior can be seen in Figure 3 below.

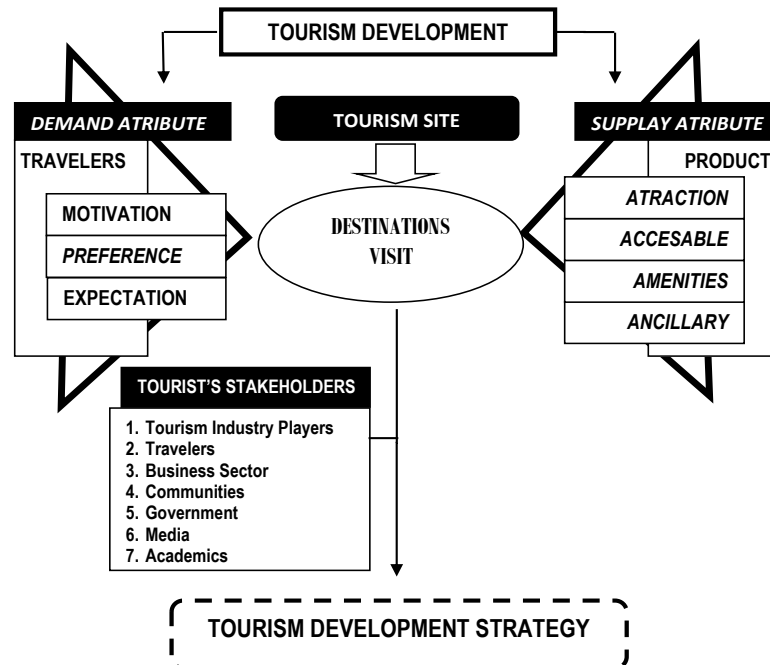


Figure 3 Relationship Framework for the Supply Side and Demand Side of Tourism

Source: Armstrong, Gary & Kotler (2012)

Based on the relation framework as shown in Figure 3 above, a research hypothesis can be developed and this hypothesis will be tested for truth. The results of this test will be used as input to determine policies for improving the tourism sector. For this reason, the intended research hypothesis is as follows:

H1: Attractions have an effect on tourist visits

H2: Accessibility affects tourist visits

H3: Amenities affect tourist visits

H4: Ancillary influences tourist visits

H5: Motivation influences tourist visits

H6: Preference has an effect on tourist visits

H7: Expectations affect tourist visits

2 Method

2.1 Data Types, Population and Samples

The data in this study are primary data collected through questionnaires and uploaded to the internet. Meanwhile, the population of this study is all tourists who have visited tourism objects in Malang Regency, and to determine the number of samples, although there are no definite terms and conditions, the following opinions will be expressed from several experts, including Ferdinand (2014) which states that a sample size greater than 30 and less than 500 is sufficient for most studies. Meanwhile, the samples of this study were tourists visiting tourism objects in Malang Regency who were asked for their perceptions of demand and supply attributes as shown in Figure 3 above.

2.2 Research Variables

Research variables are basically anything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. According to (Sugiono 2013) variables are characteristics or attributes of individuals or organizations that can be measured or observed which can vary between people and organizations studied. The research variables used in this study originate from the relational framework in Figure 3.

Table 2. Research Variable and Indicators

Factor	Indicators	Items	Sources
Supply	<i>Attraction</i>	<ol style="list-style-type: none"> 1. An interesting tourist attraction 2. Excellent tourism destinations 3. The uniqueness of tourist destinations 4. The diversity of attractions displayed 5. Quality service 6. Environmental cleanliness 7. The price of admission 8. Security of tourist destinations 9. Convenience of tourist destinations 	MedlikAriyanto (2005); (Alvianna et al. 2020) (Putra ¹ , Dewandaru, and Vaulia 2021)
	<i>Accessible</i>	<ol style="list-style-type: none"> 1. Adequate infrastructure to tourist attractions 2. Mode of transportation to tourist objects 3. Adequate parking space 4. Infrastructure around tourist destinations 5. There are road signs to tourist sites 6. Accessibility 7. The distance to tourist sites is close to the Terminal / Station / Airport 8. The location is close to other tourist sites 	
	<i>Amenities</i>	<ol style="list-style-type: none"> 1. Accommodation 2. Supporting facilities for tourist destinations 3. Tourist security equipment facilities 4. Safety and comfort facilities 5. Information for tourists before visiting 	
	<i>Ancillary</i>	<ol style="list-style-type: none"> 1. Tourism organizations 2. Information center for tourists 	

		<ol style="list-style-type: none"> 3. Banks and money changers 4. Telecommunications facilities 5. There is a hospital or clinic 6. Partners and cooperation 	
Demand	Motivation	<ol style="list-style-type: none"> 1. Desire namely (a). purpose of visitor travel, (b) Frequency of visits in tours (c). Forms of visitor pleasure 2. Encouragement, among others (a). Variation of tourist objects visited (b). Number of visits (c). Accessibility and distance affordability in relation to time and travel distance 3. Requirements, including (a). Requirements for visitor facilities including types of transportation, costs required (b) Visitor infrastructure needs 4. Expectations of visitors in travelin 	(Zaenuri 2012); Utama (2017); RizkidanB uchori (2014); Fitriana, Abidin, and Endaryanto (2017); Indra and Nababan (2020)
	Preference	<ol style="list-style-type: none"> 1. Selection of tourist sites 2. Convenience 3. Value for money and physical evidence 4. Reputation and service 	
	Expectation	Hope or desire of tourists for something that has not been fulfilled	
Tourism Visit	Visit Frequency	The frequency of visiting tourist objects in a certain period	Udiyana, Kepramare ni, and Erlinawati (2018)

2.3 Analysis Method

2.3.1 Principal Component Regression Analysis (PCRA)

PCRA is a development statistical technique from regression analysis. This model is used because all independent variables are construct variables which in this case are components that have elements that have common factors. So that before PCRA estimation is carried out, it is preceded by component analysis which is confirmatory in nature and this is commonly known as

Confirmatory Factor Analysis (Ohvver et al. 2017). Principal Component Regression combines regression analysis with Confirmatory Factor Analysis (CFA), and the combination between the two can be expressed as follows:

$$Y = w_0 + w_1K_1 + w_2K_2 + \dots + w_mK_m + \varepsilon \dots\dots\dots (1)$$

K1, K2, K3,...Km shows the main component, namely the results of the CFA involved in the PCR model, where the magnitude of m is smaller than the number of independent variables, namely a number of p, and Y as the dependent variable. Meanwhile, the principal component is a linear combination of the standard variables Z, so:

$$\begin{aligned} K_1 &= a_{11}Z_1 + a_{21}Z_2 + \dots + a_{p1}Z_p \\ K_2 &= a_{12}Z_1 + a_{22}Z_2 + \dots + a_{p2}Z_p \\ &\vdots \\ K_m &= a_{1m}Z_1 + a_{2m}Z_2 + \dots + a_{pm}Z_p \dots\dots\dots (2) \end{aligned}$$

If K1, K2, ... ,Km in equation (2) is redistributed into the main component regression equation, namely equation (1), then we get:

$$Y = w_0 + w_1(a_{11}Z_1 + a_{21}Z_2 + \dots + a_{p1}Z_p) + w_2(a_{12}Z_1 + a_{22}Z_2 + \dots + a_{p2}Z_p) + \dots + w_m(a_{1m}Z_1 + a_{2m}Z_2 + \dots + a_{pm}Z_p) + \varepsilon \dots\dots\dots (3)$$

So that the linear regression equation for the main component is obtained as follows:

$$Y = b_0 + b_1K_1 + b_2K_2 + b_3K_3 + b_4K_4 + b_5K_5 + b_6K_6 + b_7K_7 \dots\dots\dots (4)$$

Note:

- Y: Tourist Visits
- K1 : Attraction
- K2 : Accessible
- K3 : Amenities
- K4 : Ancillary
- K5 : Motivation
- K6 : Preference
- K7 : Expectation

2.3.2 SWOT Analysis

SWOT analysis is an analysis of the potentials, problems, opportunities and threats that exist in each sector in the study area (Hermawan, 2017). SWOT analysis is one of the analytical techniques used in interpreting planning areas, especially in very complex conditions where internal and external factors play a very important role. SWOT analysis to formulate a tourism development strategy.

2.3.3 Analysis of IFAS and EFAS

This method is one of the quantitative development analysis methods in the sense that the four SWOT factors analyzed are based on components of each factor, given an assessment to

determine the position of the research object. The assessment is carried out by giving scores to two major groups, namely IFAS (Internal Factor Analysis Summary) which consists of strengths and weaknesses and EFAS (External Factor Analysis Summary) which consists of opportunities and threats.

3. Result

This section describes the results of the analysis which consists of 3 steps of analysis: *First*, the main component regression analysis which aims to analyze the influence of the two-sided attributes, namely demand and supply in the form of components or factors on tourist visits. *Second*, based on the results of Step one, a SWOT analysis is then carried out, and *finally*, the results of the SWOT analysis are carried out further analysis, namely IFAS and EFAS.

The implementation of the SWOT analysis is carried out especially on attributes or components or factors that are statistically significant. For this reason, the first step is to describe the results of the analysis from the first step, namely the principal component regression as can be followed in the following explanation.

Table 3. Result of Principal Component Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.702	.025		185.171	.000
K1 (<i>Attraction</i>)	.384	.040	.730	9.487	.000
K2 (<i>Accessible</i>)	-.114	.071	-.220	-1.605	.110
K3 (<i>Amenities</i>)	.107	.068	.205	1.584	.115
K4 (<i>Ancillary</i>)	-.147	.070	-.284	-2.104	.037
K5 (<i>Motivation</i>)	.196	.069	.377	2.857	.005
K6 (<i>Preference</i>)	-.129	.063	-.246	-2.057	.041
K7 (<i>Expectation</i>)	.038	.031	.070	1.226	.222

Source: Printout SPSS

Referring to the results of the previous analysis, it was found that the aspects of supply tourism that have a significant influence consist of attraction and ancillary, while the aspects of demand tourism that are significant are motivation and preference. From here, the results of the SWOT analysis are compiled as in the Table 4 below.

Table 4. The Matrix of SWOT Analysis

<p>Strengths</p> <ol style="list-style-type: none"> 1. Has attractive natural attractions, affordable ticket prices and travel costs 2. Has a tourism organization 3. High interest in traveling 4. Has a shopping center, culinary, playground 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Inadequate service 2. The role of tourism organizations that are lacking and do not yet have an integrated information center 3. Lack of knowledge, insight and tourist information about tourist objects 4. Lack of variety of tourist attractions that are integrated between tour managers
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Increased enthusiasm for traveling after the Covid 19 pandemic 2. Development of IT to support tourism 3. The number of researchers who study tourist objects 4. The high interest of culinary tourists and natural tourists 	<p>Threats</p> <ol style="list-style-type: none"> 1. There are other attractive, complete and standardized regional tourist destinations. 2. Development of IT used by other regions in supporting tourism 3. There are many competent tour owners and managers and investors outside the region 4. There are many varied and modern tourist attractions outside the region.

Furthermore, after the SWOT analysis is carried out, the next analysis is IFAS and EFAS. Prior to carrying out IFAS and EFAS, should calculation the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) were first carried out based on the SWOT results by giving scores and weights. Determination of scores and weights is based on the results of Focus Group Discussion (FGD) which consists of researchers, tourism experts, managers, tourism, bureaucrats in the field of tourism, and tourists who understand tourism.

Table 5 The Calculation of Internal Factor Evaluation (IFE)

Internal Strategic Elements	Weight (a)	Score (b)	Total (a*b)
Strengths			
Has attractive natural attractions, affordable ticket prices and travel costs	0.15	4.90	0.75
Has a tourism organization	0.12	3.70	0.44
High interest in traveling	0.13	3.80	0.50
Has a shopping center, culinary, playground	0.11	3.70	0.41
<i>Sub Total</i>	<i>0.51</i>	<i>16.10</i>	<i>2.10</i>
Weaknesses			
Inadequate service	0.16	5.00	0.80
The role of tourism organizations that are lacking and do not yet have an integrated information center	0.12	3.90	0.47
Lack of knowledge, insight and tourist information about tourist objects	0.11	3.60	0.40
Lack of variety of tourist attractions that are integrated between tour managers	0.10	3.50	0.35
<i>Sub Total</i>	<i>0.49</i>	<i>16.00</i>	<i>2.04</i>
Grand Total			4.14

The most dominating component for internal factors between strengths and weaknesses, each of which is having attractive natural attractions, affordable ticket prices and travel costs, and inadequate visitor services. Meanwhile, the EFE calculation results from the SWOT analysis for external elements are shown in the following table.

Table 6. The Calculation of External Factor Evaluation (EFE)

External Strategic Elements	Weight	Score	Total
Opportunities	(a)	(b)	(a*b)
Increased enthusiasm for traveling after the Covid 19 pandemic	0.16	4.70	0.74
Development of IT to support tourism	0.13	3.80	0.48
The number of researchers who study tourist objects	0.12	3.70	0.46
The high interest of culinary tourists and natural tourists	0.12	3.50	0.41
<i>Sub Total</i>	<i>0.53</i>	<i>15.70</i>	<i>2.09</i>
Threats			
There are other attractive, complete and standardized regional tourist destinations	0.13	3.80	0.48
Development of IT used by other regions in supporting tourism	0.12	4.10	0.56
There are many competent tour owners and managers and investors outside the region	0.11	3.20	0.34
There are many varied and modern tourist attractions outside the region	0.11	3.20	0.34
<i>Sub Total</i>	<i>0.47</i>	<i>14.30</i>	<i>1.72</i>
Grand Total			3.81

The most dominant components for external factors between opportunities and threats are enthusiasm for traveling after the Covid 19 pandemic, and IT developments used by other regions to support tourism.

From the results of the IFE and EFE arrangements above, the following series of scores are obtained:

- a) Strength = 2.10
- b) Weaknesses = 2.04
- c) Opportunities = 2.08
- d) Threats = 1.72

From this series of scores, a recapitulation table of IFAS and EFAS scores can be compiled as follows:

Tabel 7. The Scores Recapitulation of IFE and EFE

Internal Scores	External Scores	Strategy Choices
S > W (+)	O > T (+)	Aggressive/Growth
S < W (-)	O < T (-)	Survival
S > W (+)	O < T (-)	Diversification
S < W (-)	O > T (+)	Stability

4 Discuss

Based on the research results, it is known that there is an influence from the Supply Tourism aspect on tourist visits. Tourism objects in terms of supply tourism attributes which are reflected by attraction, accessible, amenities, and ancillary will encourage tourist visits. Whether or not supply tourism is good or bad will affect tourist visits and based on the results of respondents' opinions through questionnaires that the attributes of supply tourism are considered good where there are two attributes that have a significant effect, namely Attraction and Ancillary. The results of this study are in line with the research of Brandano, Osti and Pulina (2018); Su, Lian, and Huang (2020); Camilleri (2018) identified supply factors influencing the desire to traveling to a tourist object means that the supply tourism attribute has a positive and significant effect on tourist visits. These findings provide support that supply tourism will positively improve tourist perceptions as a condition needed to improve tourist visits.

Referring to the results of the respondents' perceptions contained in the questionnaire, information was obtained that the attraction score was almost close to 5. While the most popular choices of tourist objects were natural tourism, including: beaches, waterfalls, springs, mountains, and tourist villages equipped with tourist nuances. which are interesting. In addition, the price or cost for traveling is quite affordable. With beautiful and interesting tourist objects, easy to reach tourist sites, supported by complete public facilities, assisted by tourism associations, it will make tourists want to visit even greater.

In line with that, a good improvement and development strategy is needed, this is in accordance with the results of Hermawan's research (2017) which shows that the strategy for developing tourist destinations refers to working on potential natural attractions that are comfortable, beautiful and have existing characteristics to be packaged into attractions. beautiful, unique, which is equipped with a service system, security and cleanliness so that tourists feel comfortable and happy, the prospective tourist will make a tourism visit back to the tourist spot and recommend other parties to come visit. According to Muliana (2022) in increasing attractiveness, there is still a need for innovation support from managers, support from the government and private parties who can assist in funding to improve quality and innovation so that existing destinations are of higher quality and attract more tourists (Utami and Kuswandi 2022)

Furthermore, Ancillary which in this case is in the form of supporting facilities at tourism destinations, for example information centers, ATMs, Money Changers. Information centers are not yet integrated with tourism stakeholders, including the unavailability of ATMs or money changers at tourist attractions. Partner collaboration is also not optimal, this can be seen from the uneven development of destinations. This is also in accordance with the results of interviews and

observations at tourist sites where managers really need cooperation to increase tourist visitors and improve the quality of tourist destinations. (Erkuş-Öztürk and Eraydın 2010). Tourism organizations already exist and this is very supportive of tourism which in turn is expected to be able to encourage tourist visits. For example, the development of the Balai Kambang Beach tourism object needs to be further improved, namely through improvements in all aspects, such as road access to the location, publication strategy and local community support (Mateka, Indrayani, and Harahap 2013).

Identifying tourist motivations seen from demand and supply is very important for determining tourism development strategies to attract and retain tourists (Brandano, et al, 2018). In other words tourist visits are driven by demand tourism. According to (Martins, Gan, and Ferreira-Lopes 2017) that demand tourism is a factor that influences tourist visits. As stated in theory, that someone in this case a tourist will be motivated to visit a tourist attraction if he has strong motivation and there is interest and hope for a tourist object. If someone has positive motivation, choice, and expectations for a tourist attraction, the tendency to visit a tourist attraction will be high. Someone will visit a tourist attraction if he has the motivation or encouragement that is triggered by a tourist attraction that is attractive, easy to access, cheap, complete facilities, well-known, child-friendly, and enjoyable.

Tourist preferences are considered as an ideal view of the existence of tourism seen from the perspective and demands of tourists. Preferences are tourists' desires or interests in a situation which is a reflection of individual personality values and attitudes that will lead to the process of seeking specific forms of satisfaction or pleasure. The thing that causes a preference for tourism is because it has attractiveness, especially natural tourism, including beaches in the South such as *Balai Kambang*, *Sendang Biru*, *Tiga Warna Beach* and other beaches. Apart from that, it has several Featured Tourism Villages such as *Pujon Kidul*, *Gubug Klakah* which are supported by the existence of MSMEs so that it makes tourism activities complete. The preference aspect tends to have well-known and reputable tourist objects, so it can be understood that this tourist attraction has been able to attract tourists to visit. This is in line with the opinion of (Wen et al. 2021) and (Wang et al. 2016) that tourism preferences are also influenced by high technological developments which make it easy for tourists to find access to information related to tourism where in accessing this information tourists can assess tourist locations. interesting to visit (Prastiani and Pratiwi 2020).

Therefore, to increase tourist visits, it is necessary to have integrated information, promotion globally both in electronic and print media (Sari 2017), cooperation between regions and cooperation with other stakeholders in terms of development, investment, promotion and matters of building tourism need to be improved, of course, must be in accordance by increasing the quality and quality of Tourism which must be immediately improved so that tourist visits are higher and able to compete globally.

Regional development is an embodiment of the implementation of government affairs that have been handed over to the regions as an integral part of national development as mandated in Article 258 Paragraph (2) of Law Number 23 of 2014 concerning Regional Government. This has the meaning that regional governments carry out development as a form of embodiment of the implementation of government affairs which are their authority in accordance with their

characteristics and potential (Murniati 2022). One of the regional development programs is in the tourism sector where this sector is one of the leading programs both nationally and regionally to improve the regional economy (Potts, 2010).

Based on the results of this study, in order for tourism to progress and develop, a development strategy is needed. The tourism development strategy in the perspective of Demand and supply tourism can be carried out using two approaches, including: the development approach of the destination area, as well as the institutional and human resource approaches.

4.1 Approach to the Development of Tourism Destination Areas Strategy

The area which is the final destination of tourists where in this place the tourists will enjoy the beautiful and interesting things that have been planned or often referred to as the Tourism Destination Area, (Lois-González and Santos 2015) The approach to developing tourist destination areas can be pursued by method:

1. Establishing a well-integrated tourist destination area supported by access roads (accessibility) by providing uniqueness in each sub-district to strengthen the image of tourism (attraction) by providing supporting facilities (amenities) and supporting facilities (ancillary services) as an effort to increase supply tourism.
2. Excellent and consistent service since tourists arrive at the entrance, while at the tourism destination until their return. These services are carried out by all parties related to Tourists in Tourist Destination Locations and in Public areas including airport and port administrators, Terminals, stations, immigration officers, customs and quarantine, Shopping Centers, Lodgings, and others should be able to provide excellent service and leave an impression good for tourists.
3. Introducing, utilizing, preserving and improving the quality or quality of tourist objects and tourist attractions. This is in accordance with Cucculelli and Goffi (2016), namely creating a new attraction such as culinary tourism, education and religion by holding festivals. Build public facilities and tourism facilities that can meet tourists with special needs. Improve existing accessibility by building a good mode of mass transportation so as to reduce congestion. This can increase the preferences and expectations of tourists as demand tourism. As for the Development of the Quality of Tourist Destinations, among others:
 - a. Attractions, which include natural, cultural, or artificial attractions such as events or what are often referred to as special interests. The development of tourism objects means improving the quality of these tourism objects so that they become appropriate objects and can be enjoyed by tourists, both domestic and foreign.
 - b. Accessibility, includes transportation system support which includes transportation routes or routes, terminal facilities, airports, ports and other modes of transportation.
 - c. Amenity, includes tourism support and support facilities which include accommodation, restaurants, souvenir shops, money exchange facilities, travel agents, tourist information centers, and other convenience facilities.
 - d. Ancillary, includes the availability of supporting facilities used by tourists such as banks, telecommunications, post, hospitals, and so on.

4. Distinguishing tourism destinations and products that focus on developing tourism comparative advantage. This is in line with research according to (Campón-Cerro, Hernández-Mogollón, and Alves 2017) that tourism destinations must be able to be different from their competitors when producing Attractions, Accessibility, Amenity, Ancillary which is unique and valuable for tourists.

4.2 Institutional Development and Human Resources Approach Strategy

Tourism is a system where there are many parties, in this case tourism stakeholders who have a role either directly or indirectly. Tourism product development activities are a series of activities to increase the quantity and quality of tourism product components. To improve tourism products, it needs to be supported by the performance of tourism service institutions and adequate quality of Human Resources (Suni and Zainuddin 2019).

Institutions are strategic pillars for achieving the stated goals and in a more specific sense, can be distinguished into government agencies, private institutions and community institutions. The strategic approach to institutional and human resource development includes:

1. Institutions that are structured and have a solid vision, mission and work ethic from various sectors in supporting tourism development.
2. Support for the development of tourism institutions and tourism governance that are able to synergize the development of tourism destinations, tourism marketing and the tourism industry in a professional manner. The development of other tourism institutions is by empowering the community through community service activities by academics. This is because human resources in tourism management are still limited and on the other hand many academics are interested in conducting research in Malang Regency.
3. Availability of a competent and professional workforce both at the industrial level and at the managerial level and policy making to keep pace with the progress of globalization. Improving the quality of human resources can be realized by conducting training to increase the capacity of tourism object managers, both skills and knowledge that are standardized both nationally and internationally, managers must continue to hone and adapt to the development of the world of tourism which continues to grow and is dynamic.
4. Development of standardized tourism and cultural services both nationally and internationally as well as routinely evaluating and improving the quality of other services on an ongoing basis. The most important services for tourists include: (1) timely service (2) well organized (3) as promised in the promotion (4) supporting facilities (transportation, hotels, restaurants, telephone, fax and Internet)
5. There is an increase in cooperation, both cooperation between regions, between countries and other collaborations and optimizing the performance of associations of hotel, restaurant, culinary and travel entrepreneurs for support in the form of maintaining the sustainability of tourist objects in Malang Regency or becoming voluntary public relations to improve the image of a tourism object that is positive.
6. Increasing cooperation between the private sector and investors for tourism in Malang Regency as a tourism investment that can help create well-maintained and maintained tourist

objects. The government needs to create a conducive investment climate so that investors are interested in investing in the tourism sector.

5 Conclusion

Aspects of supply tourism affect tourist visits and based on the opinions of respondents through questionnaires that the attributes of supply tourism are considered good where there are two attributes that have a significant effect, namely Attraction and Ancillary. Meanwhile, the most popular choice of tourist objects is natural tourism, including: beaches, waterfalls, springs, mountains, and tourist villages equipped with attractive tourist nuances. In addition, the cost of traveling is quite affordable. With beautiful and interesting tourist objects, easy to reach tourist sites, supported by complete public facilities, assisted by tourism associations, it will make tourists' desire to visit even greater.

Identification of tourist motivations seen from demand and supply is very important to determine tourism development strategies to attract and retain tourists. In other words, demand tourism is a factor that influences tourist visits, and tourists will be encouraged to visit a tourist attraction if they have strong motivation and there is interest and hope for the tourist object. If someone has positive motivation, choice, and expectations for a tourist attraction, the tendency to visit a tourist attraction will be high. Someone will visit a tourist attraction if he has the motivation or encouragement that is triggered by a tourist attraction that is attractive, easy to access, cheap, complete facilities, well-known, child-friendly, and enjoyable.

Preferences are tourists' desires or interests in a situation which is a reflection of individual personality values and attitudes that will lead to the process of seeking specific forms of satisfaction or pleasure. The thing that causes a preference for tourism is because it has attractiveness, especially natural tourism, including beaches in the South Beach. Apart from that, it has several Featured Tourism Villages which are supported by the existence of MSMEs so that it makes tourism activities complete. The preference aspect tends to have well-known and reputable tourist objects, so it can be understood that this tourist attraction has been able to attract tourists to visit. Therefore, to increase tourist visits, it is necessary to have integrated information, promotion globally both in electronic and print media, inter-regional cooperation and collaboration with other stakeholders in terms of development, investment, promotion and tourism development. The quality of tourism must be immediately improved so that tourist visits are higher and able to compete globally.

The strategy for developing tourist destinations refers to working on potential natural attractions that are comfortable, beautiful and have existing characteristics to be packaged into beautiful, unique attractions that are equipped with service systems, safety and cleanliness so that tourists feel comfortable and happy. In increasing attractiveness, there is still a need for innovation support from managers, support from the government and private parties who can assist in funding to improve quality and innovation so that existing destinations are of higher quality and attract more tourists.

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