REVITALIZATION OF THE LIANG BUA TOURISM SITE FOR TOURISM DEVELOPMENT IN MANGGARAI REGENCY

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ABSTRACT

Liang Bua tourist attraction is one of the tourist attractions in Manggarai Regency which is very interesting because it has an archaeological history with the discovery of ancient animal fossils and Homo Floresiensis fossils. This research was conducted to determine the condition of facilities and infrastructure at Liang Bua tourist attraction and to determine the design of the revitalization strategy for Liang Bua tourist attraction. The type of data used in this research is qualitative and quantitative data. Data collection was carried out through observation, interviews and documentation. Meanwhile, the data analysis technique used is SWOT analysis. The results of this research show that Liang Bua has quite large potential, apart from its history, it is also supported by the natural beauty surrounding the tourist attraction. However, the facilities and infrastructure in Liang Bua are still very limited and not well organized, so it is necessary to design an appropriate revitalization strategy that does not only pay attention to physical conditions but also needs to consider the social, economic and cultural aspects of the local community. With this strategy, it is hoped that it can help efforts to advance and develop Liang Bua tourist attraction in a better direction.

Keywords: Revitalization of Tourist Attractions. Tourism Development, Strategy

INTRODUCTION

Tourism is one of the mainstay sectors which contributes foreign exchange and employment to Indonesia. Basically, tourism sector is a very strategic sector if it can be well managed as well as optimally developed.

Each region in Indonesia has its own potential and uniqueness which can be a special attraction for that region. The existing potential can be used as capital to develop the tourism industry, so that it can improve the regional economy and community welfare. The era of regional autonomy has provided many opportunities for each region to independently regulate and manage its national affairs, including the tourism potential that exists in the region. In this way, the Regional Government can improve and develop and utilize all existing potentials and resources through tourism development in order to increase competitiveness, regional economy, community welfare and regional development.

Manggarai Regency is a district in Flores Island, East Nusa Tenggara Province with an area of 7,136.4 km2, with a population of 382,422 people. Manggarai Regency has many tourist attractions, one of which is Liang Bua tourist attraction. This tourist attraction has very high historical value. Liang Bua is a prehistoric settlement site located in North Rahong District, Manggarai Regency. The name "Liang Bua" comes from the Manggarai language, namely "Liang" which means cave and "Bua" which means cold, so Liang Bua can be translated as "cold cave". Judging from its morphology, Liang Bua does have the characteristics of a prehistoric residence. This can be seen from the size of the cave, which is deep and wide and has a high roof, as well as the cave floor being wide and relatively flat. The mouth of the cave, which is facing east, also supports getting sufficient sunlight and good air circulation. The location of the cave, which is close to rivers (Wae Racang and Wae Mulu Rivers), also supports its residents to meet their living needs. Since research was carried out in 1965 by Theodore Verhoven, a priest from the Netherlands who taught at the Matalako Seminary, Ngada Regency, Central Flores, then continued by the National Archaeological Research Center (Pusat Arkenas) in 1978-1989, and continued with collaborative research between the Arkenas Research Center with the University of New England and the University of Wollongong, Australia and from 2001 to the present at Liang Bua site, has produced many archaeological findings that are very important for science. The most spectacular discovery discovered in 2003 was the fossil of the ancient human Homo Florensis. This ancient human discovery really shocked the world of archeology both nationally and internationally. The skeleton was found in the last Pleostocene layers at a depth of 5.9 m. In this layer, approximately 9 (nine) Homo Florensis individuals were found, but currently only one has been found in almost intact condition (Liang Bua 1/B1). Judging from its physical characteristics, the skeleton is female and around 25-35 years old and has unique physical characteristics, namely its height is only 106 cm, the leg and hand bones are very strong. The skull has archaic characteristics, such as a prominent forehead bone with a sloping forehead. backwards, brain volume 380 cm3 (measured with mustard seeds) and 417 cm3 (measured digitally from CT scan data). The face juts goes forward (prognathic) with a strong jaw, and has no chin.

Judging from its potential, historical value and functional value, Liang Bua tourist attraction should be a very interesting tourist attraction to visit in Manggarai district and could become a world-class tourist attraction, but because it has not been optimally developed, the number of tourists visiting this tourist attraction is still relatively small. and tends to decrease. Liang Bua tourist attraction is considered unwell organized and is experiencing a deterioration in its physical condition. This can be seen from narrow and potholed road access, lack of maintenance and arrangement of the area, lack of promotion, as well as incomplete facilities, such as lodging, restaurants or restaurants in the area around the cave.

No.	Year	Foreign Tourist	%Δ	Domestic Tourist	%Δ	Total
1	2019	293	-	300	-	593
2	2020	48	(0.84)	35	(0,88)	83
3	2021	4	(0,92)	74	1,11	78
4	2022	249	61,25	115	0,55	364
5	2023	743	1,98	896	6,79	1639
Jumlah		1337		1420		1.857

Tabel 1. Level of Tourist Visits at Liang Bua Tourist Attraction 2019-2023

Source: Manggarai Regency Tourism Office

From the table above, it can be explained that the number of foreign tourists visiting Liang Bua tourist attraction from 2019 to 2020 experienced a fairly large decline, namely 0.84%. In 2021 there was another significant decline, namely 0.92%. In 2022 there was a quite significant jump of 61.25% and in 2023 there was another increase of 1.98%.

From the table above, it can be explained that the number of domestic tourists visiting Liang Bua tourist attraction has decreased quite significantly, namely 0.88% from 2019 to 2020. In 2021 there was an increase of 1.11%. In 2022 the level of tourist visit increased by 0.55% and in 2023 there was a quite significant increase of 6.79%.

One of the efforts to improve this tourist attraction is by revitalization. According to Minister of Public Works Regulation No. 18 of 2010 concerning Guidelines for Regional Revitalization, revitalization is an effort to increase land value through redevelopment in an area that can improve the function of the previous area. Revitalization can increase the strategic and significant vitality values of areas that still have potential. Revitalization does not only reactivate what previously existed, but also perfects the structure, working mechanisms and adapts them to new conditions. However, before carrying out a revitalization, there is a need to formulate an effective and efficient strategy to support the realization of the program. The formulation of this strategy can be done by delving the potential of a tourist attraction by identifying internal factors (strengths and weaknesses) and external factors (opportunities and threats). Through this research, it is hoped that it can produce a revitalization strategy that is appropriate, sustainable and supportive to tourism development efforts in Manggarai Regency.

Many previous studies have examined revitalization strategies. Research conducted by Muhaimin (2023), shows that there is tourism potential that is not managed optimally due to lack of promotion, so there is a need for a revitalization program through creative promotion and community empowerment programs, including tourism awareness education, digital content and promotion training, creating an official social media accounts of the tourist attractions and making promotional videos. In contrast to research conducted by Wuisang, et al (2019), the results of this research show that there are heritage buildings that have experienced a change of function because they have not been properly handled, so a revitalization program needs to be carried out by making three-dimensional design concept drawings for the area of revitalization plans.

Research conducted by Nurhadi, et al (2023), the results of the research show the importance of strategies for developing and maintaining tourist villages through revitalization programs, so it is necessary to provide outreach to the community to increase their understanding of the importance of revitalizing tourist attractions. Research conducted by Widyani (2023), the results of the research show that revitalization strategies to increase the existence of local culture can be carried out through tourist attractions, tourist attractions, tourist partnerships. Meanwhile, research conducted by Yarangga and Planologi (2021), the results of the research show that development for modernization can threaten the existence of prehistoric sites so that revitalization needs to be carried out using preservation and conservation concepts.

Based on the differences in research results, researchers are interested in researching "Revitalization of Liang Bua Tourist Attraction in the Context of Tourism Development in Manggarai Regency". A tourism destination is a geographical area located in one or more areas that functions as a place for tourists to live in which there is a combination of products and services consisting of tourist attractions, public facilities, tourism facilities, accessibility, infrastructure and society which are interrelated and complementary to the realization of tourism that is environmentally responsible, socially just and economically viable (Eddyono and Fauziah, 2021:68). To become a good tourist destination (GTD), three things must be developed to make the area attractive to visit, namely:

- a. There is something to see, meaning that the tourist attraction visited has its own uniqueness so it is interesting to see, such as natural beauty, local arts and culture and historical buildings.
- b. There is something that can be purchased (something to buy), that is, there is something interesting, typical or unique about the tourist attraction which can be purchased and used as a souvenir for tourists to take home. Therefore, a tourist attraction must have facilities for shopping that provide souvenirs or other handicrafts and must also be supported by other facilities such as money changers and banks.
- c. There is something that can be done (something to do), namely an activity that tourists can do while at a tourist attraction, such as taking photos, swimming, diving, tracking, etc.

RESEARCH METHODS

The object of this research focuses on the revitalization of Liang Bua tourist attraction in the context of tourism development in Manggarai Regency. East Nusa Tenggara. The data used in this research is quantitative data and qualitative data. Data collection techniques were carried out by means of observation, interviews and documentation studies. The data analysis technique used in this research is a qualitative descriptive analysis technique. Descriptive research describes and summarizes various conditions, situations or various variables. Descriptive research only reaches the descriptive level, namely analyzing and presenting facts systematically so that they are easier to understand and conclude (Wirartha, 2006: 154). The analysis technique used is SWOT analysis (Strength, Weakness, Opportunity, Threat). According to Rangkuti (In Latief, et al. 2021) SWOT analysis is the systematic identification of various factors to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. **Framework**



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RESULTS AND DISCUSSION

Facilities and infrastructure are very important indicators in supporting tourism activities. The facilities and infrastructure in question include roads, public transportation, parking lots, toilets, electricity, water, information places, accommodation, restaurants and various other supporting facilities that can support the sustainability of tourism activities.

To find out in detail the condition of the facilities and infrastructure in Liang Bua, the researcher made a direct visit to the research site and interviewed several sources including the Head of the Manggarai Regency Tourism Office, Liang Bua Tourist Attraction Manager, Liang Bua Village Officials and Visitors at Liang Bua tourist attraction.

In general, there are several components of facilities and infrastructure that Liang Bua tourist attraction must have, namely:

a. Attraction (attraction)

Liang Bua tourist attraction has evidence of human life in prehistoric times. This is proven by the characteristic of the cave mouth facing east so that it supports the occupants to get good air circulation, the size of the cave is deep and wide, the cave floor is wide and flat and the roof is tall. Apart from that, this cave is close to the Wae Racang river so it also supports its residents to meet their living needs. Liang Bua tourist attraction is an archaeological site with Homo Floresiensis fossil which was discovered in 2003 as its main attraction. When tourists visit Liang Bua tourist attraction they can visit the museum to see the Homo Floresiensis fossil and display photos of archaeological excavations. Besides that, tourists can also enjoy the natural beauty around the tourist attraction.

b. Accessibility (accessibility)

Liang Bua tourist attraction is quite far from the center of Ruteng city. Access to Liang Bua tourist attraction can be done using vehicles such as cars or motorbikes. The journey from the city center to the tourist attraction takes approximately one hour because the road is quite narrow and has potholes so there are lots of puddles of water along the road, especially in the rainy season.

c. Amenities (facilities)

Based on observations and interviews with Mr. Benyamin as the manager of Liang Bua tourist attraction, he explained that the facilities at Liang Bua tourist attraction are still very limited because there are no accommodations or restaurants available around the tourist attraction so tourists who visit Liang Bua cannot stay for long because besides taking photos around the cave and looking at Homo Florensiensis fossils, there are no other activities they can do, such as relaxing while eating or drinking if there is a restaurant or place to eat there. In addition, he also explained that the reachable supply of electricity and water at Liang Bua tourist attraction is still limited because a generator is still used as a source of electricity, and there are no trash bins, hand washing facilities and lawn mowing machines to support cleaning activities at the tourist attraction.

Researchers also interviewed Mrs. Levi, a resident of Liang Bua Village. She explained that people in Liang Bua are lack of clean water because they have to get water directly from the riverAncillary (additional/institutional services)

Based on an interview with Mr Aloisus Jebarut as head of the Manggarai district Tourism Office, he explained that Liang Bua tourist attraction is under the auspices of the Manggarai district Tourism Office. This statement was supported by Mr. Lukas Wine as a member of Liang Bua Village, where in the interview Mr. Lukas Wine said that the Village Government was not involved in managing Liang Bua tourist attraction, because it was completely managed by the Manggarai Regency Tourism Office. Most of the residents' plantations around tourist attractions have also been sold to the Government.

According to Mr. Benyamin, as the manager of Liang Bua tourist attraction, the Tourism Department has provided facilities such as toilets, museums, parking lots and road improvements, however the provision of these facilities has not yet been able to optimally support tourism activities in Liang Bua.

In formulating a revitalization strategy at Liang Bua Tourist Attraction, researchers used SWOT analysis to identify internal factors (strengths and weaknesses) and identify external factors (opportunities and threats). This SWOT analysis is used as a basis for formulating a revitalization strategy design at the research site by optimizing strengths and opportunities and simultaneously minimizing weaknesses and threats.

SWOT Analysis

a. Identifying internal factors (strengths) of Liang Bua tourist attraction

1. Having an archaeological history with the discovery of ancient animal fossils and Homo Floresiensis fossils.

2. The natural conditions around the tourist attraction are still very beautiful.

3. View of stalactites and stalagmites in the cave

4. Having a museum where Homo Floresiensis fossils are stored and displaying photos of archaeological excavations.

b. Identifying internal factors (weaknesses) of Liang Bua tourist attraction

1. The road conditions are narrow and have potholes.

2. Quite a distance from the airport and city center.

3. There are no supporting facilities such as accommodation and restaurants in the area around the cave.

4. Lack of clean water.

5. Electricity at tourist attractions still uses a generator.

6. There are no tourist products sold around the cave.

7. Cleaning equipment is still very limited, such as the absence of lawn mowers to support cleaning activities at tourist attractions and there are no trash bins available at tourist attractions.

8. There are no tables and chairs available at the guard post.

- c. Identify external factors (opportunities) for Liang Bua tourist attraction
- 1. Growing global interest in cultural heritage tourism.
- 2. Having the opportunity to become a learning space for schools and educational institutions.
- 3. Opportunity to develop new types of tourism such as educational tourism.
- d. Identify external factors (threats) of Liang Bua tourist attraction
- 1. Competition with other tourist attractions.
- 2. Environmental damage
- 3. Natural disasters

		Strenght (S)	Weakness (W)
	Internal	Strength (S)	1. The road conditions
	Factor	1. Having an	are narrow and
	Analysis	archaeological	potholes
		history with the	2. Quite a distance
		discovery of Homo	from the airport and
Internal	`	Floresinesis fossils	city center
Faktor	\backslash	2. Having Beautiful	3. There are no
analisis	\mathbf{i}	natural conditions	supporting facilities
		3. Having stalactite and	such as
	\backslash	stalagmite views	accommodations and
	\sim	4. Having a museum	restaurants around
		where Homo	the cave
		Floresiensis fossils	4. Lack of clean water
		are stored and	and electricity
		displaying photos of	5. There are no tourist
		excavations by	products being sold
		archaeologists	in the area around
			the cave
			6. Cleaning equipment
			is still very limited

Tabel 2. SWOT Matrix Analysis

 Opportunity (O) 1. Growing global interest in cultural heritage tourism 2. Having an opportunity to become a learning space for schools and educational institutions 3. Having an opportunity to develop new types of tourism such as educational tourism 	 S0 Strategy Making a tourism development plan by utilizing existing archaeological history Developing cultural potential such as dance arts and crafts Making a tourism development plan with educational elements Creating an official tourist attraction website Creating interesting content, such as videos, blogs or interesting photos about tourist attractions 	 7. There are no tables and chairs available at the guard post WO Strategy The government allocates funds to Liang Bua tourist attraction to provide advice and infrastructure as well as infrastructure as well as infrastructure improvements Developing other economic sectors, such as small and medium businesses owned by local communities (handicrafts and local products) Utilizing social media as a promotional medium for Liang Bua tourist attraction
 Threats (T) 1. Competition with other tourist attractions 2. Environmental damage 3. Natural disasters 	ST Strategy 1. The potential and uniqueness of Liang Bua tourist attraction will attract many tourists if supported by the provision of adequate facilities and infrastructure as well as infrastructure improvements 2. The potential and natural beauty will enable Liang Bua tourist attraction to compete with other tourist attractions.	 WT Strategy 1. The funds allocated by the government are focused on improving infrastructure and providing facilities and infrastructure at Liang Bua tourist attraction 2. The government is socializing as well as suggesting the nearby community to make local products that can be sold in the area around Liang Bua

DISCUSSION

- Condition of facilities and infrastructure at Liang Bua tourist attraction Based on the research results above, it can be explained that the condition of the facilities and infrastructure at Liang Bua tourist attraction is still very limited and cannot support the sustainability of tourism activities as a whole. This is characterized by:
 - a. There are no supporting facilities such as accommodations and restaurants around Liang Bua tourist attraction
 - b. The access roads are narrow and potholed.
 - c. Lack of clean water
 - d. Electricity still uses a generator engine
 - e. The distance from Liang Bua tourist attraction to the airport and city center is quite far
 - f. There are no tourist products being sold around Liang Bua tourist attraction
 - g. Insufficient cleaning tools
 - h. There are no chairs and tables available at the guard post
- 2. Strategy for revitalization of Liang Bua tourist attraction

Based on the SWOT analysis above, several revitalization strategy plans for Liang Bua tourist attraction can be formulated, namely:

- a. Making a tourism development plan by highlighting existing archaeological history
- b. Developing the cultural potential, dance arts and crafts of local communities
- c. Making a tourism development plan by utilizing educational elements
- d. Creating an official tourist attraction website that contains complete information about Liang Bua tourist attraction
- e. Creating interesting content such as videos, pictures of beautiful tourist attractions and travel experiences
- f. The government should allocate funds to Liang Bua tourist attraction in order to provide facilities and improve infrastructure
- g. Developing other economic sectors such as small and medium businesses owned by local communities such as handicrafts and local products
- h. Utilizing social media as a means of promoting Liang Bua tourist attraction
- i. The government is encouraging the public to participate in tourism activities in Liang Bua by making and selling local products in the area around Liang Bua tourist attraction

SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)

To carry out an overall strategic position evaluation, the criteria for evaluating tourism performance achievements in Manggarai, then, a SWOT (Strength, Weakness, Opportunities, Threat) analysis is carried out which is assessed from internal and external factors.

a. Internal Factors (Strengths and Weaknesses)

Internal factors are indicators of community assessment of aspects of the availability of facilities and infrastructure, human resource competence and aspects of community awareness. A comparison of the values of the strength and weakness aspects is presented in the following table:

No	Strength Aspects	Weight	Rating	Scaled
		_	_	value
1	Liang Bua tourist attraction has a unique archaeological history	0,20	4	0,80
2	Presenting natural views that are pristine and beautiful and beautiful	0,20	4	0,80
3	There are very beautiful and unique stalactites and satalagmites	0,20	4	0,80
4	Wide parking area available	0,05	3	0,15
5	There is a museum to record archaeological history photos	0,10	4	0,40
6	Available storage space for Homo Floresiensis fossils	0,10	4	0,40
7	Available places and Glamping locations	0,10	4	0,40
8	Sufficient road access available	0,05	3	0,15
	Total Strength :	1,00		3,90
	Weakness Aspects	Weight	Rating	Scaled value
1	Narrow road infrastructure	0,20	3	0,60
2	No accommodation facilities available	0,40	4	1,60
3	There is not enough clean water available and cleaning facilities are limited	0,20	3	0,60
4	Not yet available Merchandise facilities	0,20	2	0,40
	Total Weakness	1,00		3,20
	Difference between Strengths and Weaknesses			0,70

Table 3. Strengths and Weaknesses

b. External Factors (Opportunities and threats)

External factors that can influence the sustainability of tourist attractions can consist of the level of trust of domestic and foreign tourists, the development of an increasingly competitive world of tourism, developments in information technology (digitalization and globalization) and efforts to meet the development of tourist attractions.

No	Opportunity Aspects	Weight	Rating	Scaled
	opportunity Aspects	weight	Kating	
				Value
1	Becoming a unique global tourist destination	0,20	3	0,60
2	Becoming a beautiful and natural natural	0,20	4	0,80
	tourism destination			
3	Becoming a tourist destination for historical	0,15	3	0,45
	education/education for school children			
4	Opportunities for investment in	0,15	3	0,45
	accommodation facilities			
5	Opportunities for culinary investment	0,15	4	0,60
6	There are opportunities to open up	0,15	4	0,60
	employment opportunities in the tourism			
	sector			
	Total Opportunity :	1,00		3,50
	Threat Aspects	Weight	Rating	Scaled
			8	Value
1	There is increasingly fierce competition in the	0,40	3	1,20
1	field of new destinations	0,10		1,20
2	Possibility of damage to the natural	0,40	3	1,20
-	environment			1,20
3	Threat of natural disasters	0,20	3	0,60
	Total Threat	1,00		3,00
	The Difference between Opportunities and			0,50
	Threats			-,••

Table 4. Opportunities and Threats

From the table above, a SWOT matrix (Space Matrix) can be created as follows:



From the SWOT Matrix above, the coordinates or position of Liang Bua tourist attraction are (0.50; 0.70) in the upper one side quadrant, namely stable growth, so the strategy offered for this condition is as explained in the SWOT matrix table above.

CONCLUSION

After analyzing the data obtained in the research entitled "Revitalization of Liang Bua Tourist Attraction in Tourism Development in Manggarai Regency", the following conclusions were obtained:

1. Condition of facilities and infrastructure at Liang Bua tourist attraction

After conducting direct observations and interviews at Liang Bua tourist attraction, it was discovered that the facilities and infrastructure at Liang Bua tourist attraction are still very limited and do not support tourism activities as a whole. This is characterized by the condition of the roads being narrow and potholed, the lack of supporting facilities such as accommodations and restaurants around the tourist attraction, a lack of clean water, electricity at the tourist attraction still using a generator and the location of the tourist attraction is quite far from the airport and city center.

2. Revitalization of Liang Bua tourist attraction can be done through several strategies, namely:

- a. Making a tourism development plan by highlighting existing archaeological history
- b. Developing the cultural potential, dances and crafts of local communities
- c. Making a tourism development plan by utilizing educational elements
- d. Creating an official tourist attraction website that contains complete information about Liang Bua tourist attraction
- e. Creating interesting content such as videos, pictures of beautiful tourist attractions and travel experiences
- f. The government should allocate funds to Liang Bua tourist attraction in order to provide facilities and improve infrastructure
- g. Developing other economic sectors such as small and medium businesses owned by local communities such as handicrafts and local products
- h. Utilizing social media as a means of promoting Liang Bua tourist attraction
- i. The government is encouraging the public to participate in tourism activities in Liang Bua by making and selling local products in the area around Liang Bua tourist attraction

SUGGESTIONS

- 1. The government should pay more attention to the condition of the facilities and infrastructure at Liang Bua tourist attraction because this tourist attraction is already well known to both domestic and foreign tourists. Apart from that, Liang Bua tourist attraction also has high potential because of the natural beauty around the tourist attraction and the history of prehistoric life with the discovery of ancient animal fossils and Homo Floresiensis fossils. Previously, the government, in this case, Manggarai Regency Tourism and Culture Office, has made efforts to provide facilities by building a museum as a place to store Homo Floresiensis fossils, building a guard post, repairing roads and building a fence to protect Liang Bua tourist attraction area. However, this is still not enough to support the sustainability of tourism activities in Liang Bua.
- 2. In an effort to revitalize Liang Bua tourist attraction, it is not only necessary to pay attention to physical conditions such as facilities and infrastructure, but also to pay attention to the social, economic and cultural aspects of the local community. Therefore, there needs to be a cooperation between the government and the community so that the two elements can collaborate each other and the community is not merely acting as spectators or viewers but actively taking parts in efforts to develop Liang Bua tourist attraction.

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