



Analysis of Environmental Carrying Capacity and Object Development Strategy Tour Setigi in Village Sekapuk, End Pangkah Regency Gresik

Sri Murtini^{1*}, Agus Sutedjo¹, Ketut Prasetyo¹, Bambang Hariyanto¹, Rindawati Rindawati¹

¹ Geography Education Department, Surabaya State University, Indonesia

srimurtini@unesa.ac.id

Abstract. The Setigi Tourism Area in Sekapuk Village still has the opportunity to increase the number of tourist visits considering the existing resource potential and the number of tourist visits is not yet optimal. To increase the number of visits, the right strategy is needed in its development so that existing attractions become more attractive and tourists are motivated to visit them. In an effort to anticipate the impact of tourist development, the carrying capacity of tourist areas needs to be calculated beforehand. The aim of this research is to determine the optimal tourism development strategy and calculate the physical carrying capacity of the Setigi Tourism Area. This research is a survey research using tourists as research samples. Accidental sampling was used to interview 90 tourists spread across the attraction area. Interviews with tourists were conducted to obtain data on the duration of the visit, the area required to enjoy the attractions, interviews were also conducted with managers to determine the strengths, weaknesses, opportunities and threats to the tourist area. The area of the attraction area was known from the measurement results, while the condition of the tourist area was known from observation results. The research data was analyzed using SWOT to determine the development strategy and calculated using the Fuentes formula to determine the physical carrying capacity. The research results show that the right strategy for developing the Setigi Tourism Area is an aggressive strategy, namely using strength to take advantage of opportunities and the physical carrying capacity of the tourist area as a whole of 13,004 tourists per day. To increase the number of visits even more, certain events can be held at night at Panggung Batu.

Keywords: SWOT, Physical Carrying Capacity, Tourists, Strategy

1 INTRODUCTION

In the tourism sector, attractions, supporting facilities, human resources and natural resources are the main capital in developing tourist attractions. Various methods can be used for development by utilizing the main capital available in a tourist attraction area. Tourism development includes a series of activities to build, maintain and preserve attractions, tourist infrastructure and other tourism facilities with the aim of improving the quality and quantity of all the potential that exists in the tourist destination.

In developing tourism, it is necessary to have the right strategy so that in the long term it can have a positive impact on the tourist area being developed. Tourism development strategies are prepared and managed by taking into account various aspects and are always related to objectives, means and methods. One method used to determine tourism development strategies is SWOT Analysis. According to Porajow explain that SWOT analysis is guided by sustainable development rules or policies and the resulting strategy requires the attention and commitment of the community and local government [1].

SWOT is an abbreviation of Strength, Weakness, Opportunities, Threats which can be used systematically and companies can be effective in formulating company development strategies in developing their business [2]. Furthermore, it is said that in its analysis, companies can identify Strength and Weakness as internal factors that can be maximized and opportunities and Threats as external factors that need to be overcome or minimized. Based on the analysis, there are 4 types of strategies that can be used, namely: 1) SO (strengths-opportunities) strategy, namely using strengths to take advantage of opportunities, 2) WO (weakness-opportunities) strategy, namely minimizing weaknesses to take advantage of opportunities, 3) ST (strengths - Threats), namely using strengths to overcome threats, 4) WT (weakness-threats) strategies, namely strategies for minimizing weaknesses and avoiding threats.

The use of SWOT as an analysis tool to obtain the right strategy in tourism development has been carried out by Cornelis, CAT, et al (2019), Ilham, I., et al (2020), Kanom, K., et al (2021), Pratama, A., et al (2021), Riantoro, D., et al (2021), Paramita, A., et al (2022). The types of tourist attractions studied by them are different with different conditions, but there are similarities in their development, namely that it is carried out by a management team in collaboration with the government and the private sector. Various strategies have been produced from the results of analyzes carried out based on the conditions of each tourist attraction.

The development of a tourist attraction is said to be successful if it can attract a number of tourists according to the predetermined targets. However, it will not always be profitable because at a certain limit the number of tourists will reach a saturation point. At this point, tourists begin to no longer feel comfortable because the tourist attraction area's ability to accommodate tourists has limits. As a result, various negative impacts can arise that directly or indirectly affect the environmental conditions of tourist attraction areas. Development tour give rise to various impact Good positive nor negative on various aspect [3], [4], [5], [6], [7].

In connection with the negative impacts that can occur, it is very important to carry out studies on tourists related to the environment of tourist areas. In this case, it is the ability of a tourist attraction area to accommodate a number of tourists in a certain period of time and tourists still feel comfortable, which is often called Carrying Capacity. Carrying Capacity is the maximum number of tourists who can visit a tourist attraction area at the same time without causing a decrease in environmental, economic, social, cultural quality and satisfaction or comfort of tourists in enjoying tourist locations and sites [8]. Carrying Capacity is basically to limit the number of tourists who come to tourist attraction areas, with a limited number of tourists, tourists in the area will be more free, satisfied and comfortable in enjoying the attractions.

Amount maximum tourists who can visit can determined through 3 types namely Carrying capacity Physical (PCC), Real Carrying Capacity (RCC), and Carrying

Capacity Effective (ECC) [9]. Carrying capacity Physique determined by the size of the tourist area, the area required by each person traveler in do activity, duration visit, and duration area tour opened for can visited. Carrying capacity Physique For every area tour different Because different environments, objects tour or different attractions influential to satisfaction traveler as well as forever upcoming visit carried out [28].

Tourist Area Setigi in Sekapuk Village Ujung Pangkah District Gresik Regency is sufficient potential for developed become area more tourism interesting so that can interested by many tourists. Area location tour No Far from road kingdom so that easy reachable, have a number of attractions that can be enjoyed both by children, teenagers nor mature. Still other potential can developed more carry on that is remainder excavation Hill lime can formed become distant view more interesting following is picture part object tour Setigi Gresik.

Tourist Area Setigi visited Enough Lots tourists, and from year to year experience increase, except during the 2019 Covid pandemic. Increase amount traveler resulting in a Tourist Area Setigi No will capable accommodate tourists in the future Because Power support it Already exceeded. Therefore That need is known How many ability area Tour Setigi in accommodate a number visiting tourists in the same time, so condition area tour still awake with Good.

Growth amount tourists in the area Tour The height is relatively small, so need driven more tall its growth. Therefore that's very important For know what strategy is most appropriate For developing tourist areas Setigi so that can interesting more Lots traveler more Lots in a way fast. However in In its development, it also requires thinking development tour sustainable . Thinking This intended For guard condition area tourism to stay awake sustainability or reduce impact negative until as small Possible. Therefore that 's power support area tourism necessary known and possible cost For repair there are lots of environments too reduce.

Based on problems that have been explained as above, then formulation possible problems made is as following.

1. What strategy is right for development Object Tour Setigi in Sekapuk Ujung Pangkah Village Regency Gresik?
2. How much carrying capacity environment in the area Object Tour Setigi in the village Sekapuk Ujung Pangkah Regency Gresik?

2 METHOD

This research is a survey research with a quantitative descriptive approach. The research location is in the Setigi Tourist Attraction Area, Sekapuk Village, Ujung Pangkah sub-district, Gresik Regency which includes several attraction areas, namely, Kapur Cave, Drajat Stairs, Stone Stage, Playground, Photo Spot, Swimming Pool, Water Duck and Waterfall.

The population in this study were tourists who visited the Setigi Tourism Area, while the research sample was taken randomly (accidental sampling) of 10 tourists from each attraction area. Interviews with tourists were conducted to obtain duration data visit tourists , the area required For do activities in each attraction area . Interviews were also conducted to manager tour for know internal and external condition data area tour

as well as duration operational area tour. Measurement done for know the area of each attractions Tour on Google Map and check field in the area tour. Observation field done for know condition area tour in a way general while the amount data visit tour can is known from available documents.

To find out the right development strategy, internal and external factors such as the following are used:

1. Internal factors consist of components:

- Strengths include: D power pull tour in a way general , price guide availability tickets , Availability of places limestone mining , Attitude officers , availability of gazebos, number available attractions
- Weaknesses include: Photo spots, Activities promotion, Cleanliness in the object area tourism , prayer room at the object tourism , amusement rides child, Availability culinary local , Toilet Availability, Potential disaster, Parking available .

2. External factors consist of components:

- Opportunities include: Availability of water for need object travel , Food typical local , active role and support from public around object tourism , Collaboration with private in development , availability power Work from around object tourism , Total visit tourists .
- Threats include: The presence of objects tour very interesting nearby , Transport general going to / passing location objects , Facilities health and other supporters , Temperature air hot , Support by government local .

Next, carry out the following steps:

1. Determine the weight and rating of each factor based on the manager's opinion
2. Calculate the score for each factor by multiplying the weight and score of each factor
3. Add up the scores for each component of internal factors and external factors
4. Calculate the difference between components for each factor to determine the development strategy that will be carried out. The strength factor minus the weakness produces a number that is used as the abscissa while the opportunity factor minus the threat produces a number that is used as the ordinate.
5. The resulting location coordinates are used as a reference to determine the development strategy. The selected development strategy is as follows:
 - If the coordinates are in Quadrant I, the strategy used is to use strength to take advantage of opportunities
 - If the coordinates are in Quadrant II, the strategy used is to minimize weaknesses to take advantage of opportunities
 - If the coordinates are in Quadrant III, the strategy used is to use force to overcome the threat
 - If the coordinates are in Quadrant IV, the strategy used is to minimize weaknesses and avoid threats.

To determine the physical carrying capacity of each tourist area, equation (1) is used as follows:

$$PCC = \frac{A}{A_n} \times Rf \dots\dots\dots 1$$

In this case:

PCC = Physical carrying capacity in units of the number of tourists/day

A = tourist area (m²)

A_n = area needed by tourists to do activities at the attraction location (m² per person)

Rf = rotation factor obtained from the average length of tourist visits divided by the duration of the tourist area opened every day.

3 RESEARCH RESULTS AND DISCUSSION

3.1 Tourist Attraction Locations

The Setigi Tourism Area in Sekapuk Village, Ujung Pangkah District, Gresik Regency is 800 m from Jalan Raya Daendeles, namely the Surabaya – Tuban road route in the north, passing through the city of Gresik. The distance from the city of Surabaya is approximately 50 km with a travel time of 60 minutes, while from the city of Gresik it is approximately 20 km with a travel time of 30 minutes. The current condition of the highway is relatively good but only consists of 2 lanes with quite busy traffic conditions. By using a 4-wheeled vehicle, the average vehicle speed can only be driven a maximum of 40 km per hour due to the traffic situation.

The location conditions of the Setigi Tourist Area as explained above will be relatively easy for tourists to reach from the direction of Surabaya, in other words the accessibility of the tourist location is relatively easy. The relatively easy accessibility of the Setigi Tourism Area is good capital and has the opportunity for further development, because accessibility is one of the components needed for tourism development apart from attractions, amenities and additional services. Tourism development which is based on the 4 A analysis, namely Attraction, Accessibility, Amenity, Ancillary Service will influence the development strategy [10].

3.2 Development Strategy.

The strategy for developing the Setigi Tourism Area in Sekapuk Village is based on 16 internal factors and 11 external factors which are then grouped into 7 strengths, 9 weaknesses, 6 opportunities and 5 threats. The results of calculating scores for strengths, weaknesses, opportunities and threats can be seen in Table 1 below.

Table 1. Internal Factors and External Factors in Tourist Areas Setigi, Sekapuk Village

INTERNAL FACTORS	Weight	Ratings	Score
A. Strength			
1. Attractiveness tour in a way general	0.07	3	0.21
2. Availability of guide	0.07	4	0.28
3. Ticket price enter cheap	0.07	4	0.28
4. There is mining chalk as attractions addition	0.06	4	0.24
5. Attitude Officers / employees in serve traveler	0.06	4	0.24
6. Gazebo Availability	0.06	3	0.18

7. Amount Attractions available tours	0.05	3	0.15
Sum of subtotal scores			1.58
INTERNAL FACTORS			
B. Weakness			
1. Photo spots	0.07	2	0.14
2. Activities promotion	0.07	2	0.14
3. Cleanliness area tour	0.07	1	0.07
4. Condition prayer room poorly maintained	0.07	2	0.14
5. Place play children	0.06	2	0.12
6. Availability Local culinary	0.06	1	0.06
7. Availability of toilets	0.06	2	0.12
8. Potency Disaster natural	0.05	1	0.10
9. Parking lot	0.05	2	0.10
Sum of Subtotal scores			0.99
Total Score	1		2.57
EXTERNAL FACTORS			
	Weight	Ratings	Score
A. Opportunity			
1. Availability of water for need object tour	0.10	3	0.30
2. Art and food typical area local	0.10	3	0.30
3. Active and supportive role surrounding community area tour	0.09	4	0.36
4. Cooperation with private in its development	0.09	4	0.36
5. Availability power Work from around area	0.09	3	0.27
6. Amount traveler increase	0.08	3	0.24
Sum of subtotal scores			1.83
EXTERNAL FACTORS			
B. Threat			
1. There is an object tour interesting nearby	0.10	2	0.20
2. Transport general going to / passing location object tour Not yet There is	0.09	2	0.18
3. Facility health and support other limited	0.09	2	0.18
4. Temperature air hot	0.09	1	0.09
5. Support government Not yet maximum	0.08	2	0.16
Sum of subtotal scores	1		0.81
Total score			2.55

From table 1. above can is known that X value as abscissa is 0.59 obtained from score strength reduced score weakness ($1.58 - 0.99 = 0.59$), whereas Y value as the ordinate is 1.02 obtained from score opportunity reduced score threat ($1.83 - 0.81 = 1.02$). With point coordinates (0, 59 ; 1.02) then point the located in Quadrant I. With such is the development strategy tourism that can applied is SO Strategy ie use strengths to take advantage of opportunities.

Limestone mining in the Setinggi Tourism Area can be used as an additional attraction, both the mining process and the former mining site which can be transformed into an attractive landscape. This means increasing the number and quantity of attractions in the current Setinggi Tourist Area, which can have an impact on increasing the number of tourists. The development of lime mining as a tourist attraction can be

used as an icon of the Setigi Tourism Area, because nearby there is a fairly well-known tourist attraction which is quite a strong competitor. Development can collaborate with the government or private sector who have expertise in utilizing limestone areas. Attractions which are tourism products will be key and will attract many tourists to visit to the tourist destination [11], [12], [13].

Tour guides in the Setigi Tourist Area are currently still sufficient, because the number of visitors who need guides is not that large. As time progresses, the number of tourists coming also increases. It is certain that the need for tour guides will also increase. The increasing need for tour guides can be taken from the community around the area because the community around the tourist area will support the development of the area. Community activity and participation in tourism development is one form of sustainable tourism development and can improve the economic conditions of communities around tourist areas. Community participation is one of the principles of sustainable tourism development. The involvement of local communities in sustainable tourism development must start from the beginning, starting from planning, management, monitoring to evaluation so that it can create a sense of ownership of the development [14].

The entrance ticket price for the Setigi Tourism area is relatively cheap, making it one of the attractions for visitors to see the existing attractions. This fairly cheap entrance ticket price needs to be maintained temporarily while developing the area, with the hope that many tourists will continue to visit and this will always increase from time to time. Ticket prices are one of the factors that have a big influence and determine the number of visitors who come to a tourist attraction, the cheaper the ticket price, the more future tourists [15], [16].

The attitude of officers or employees in serving visitors is quite good, this is one of the factors that influences the satisfaction of visiting tourists. However, as time goes by, the character of tourists can change, because the competence of officers or employees is always improved so that visitors get satisfaction. Increasing competency can be done in various ways in collaboration with regional governments, especially the Tourism Office, which has the authority to direct tourism development in the regions . Government support is very necessary in this matter. The government has a very important role in tourism development. The government plays a role in developing and promoting tourism resources, both human resources and destinations for the sustainability of tourism in the future [17].

Environmental Carrying Capacity.

Environmental carrying capacity in this research is the carrying capacity of the physical environment in each attraction area. To determine the size of the carrying capacity, data is needed on the duration of visits to each attraction area, the space required to carry out activities in each attraction area, the size of the attraction area, and the operational duration of the attraction area. All attraction areas require the same operational duration data, because attractions start and end at the same time. All attractions are open and can be used by tourists starting at 08.00 and ending at 17.00, thus the operational duration of the Setinggi Tourist Area is 9 hours. Next, to find out the physical carrying capacity (PCC), you can use the PCC formula (equation 1).

The physical carrying capacity of the Setigi tourist area as a whole is able to

accommodate 13,004 tourists every day. This carrying capacity is a combination of the attraction areas of Limestone Cave, Water Duck Pool, Stone Stage, Swimming Pool, Playground, Photo Spot, Drajat Stairs, Culinary Place. The carrying capacity of each area is not the same, while details of the calculation results for each attraction area can be seen below.

Limestone Cave.

This place is a diorama of traditional lime mining carried out by people in the past before using modern excavation tools. This limestone cave consists of limestone tunnels dug using traditional tools such as crowbars, hoes and haulers. At the entrance to the cave there is a space 5 m x 8 m wide which is often used as a meeting place at night. To maintain the safety of visitors from the danger of cave collapses, tests are carried out once a month to determine the strength of the cave. If it still meets the standards, the cave is still safe to use as an attraction area.

The physical carrying capacity of the cave does not use equation 1, but has been determined by the manager. The maximum number of visitors who can enter the cave is 50 people for 15 minutes. With these numerical guidelines, as long as the attraction area is open, a maximum of 50 tourists will be allowed to enter $50 \times 4 \times 9 = 1800$ people every day.

Activities that tourists can do in the cave are only looking at statues and objects, this is less interesting and does not add to tourists' insight and generally takes less than 15 minutes to complete. Therefore, it is necessary to further develop existing attractions by adding information and dioramas about traditional mining. However, adding attractions needs to take into account the time limit, which is no more than 15 minutes and increase tourist knowledge. Basically, the current attractions in limestone caves need to be increased in quantity and quality so that they can attract tourists [18], [19].

Water Ducks and Waterfalls.

This attraction area is a pool that is not very large and there is a waterfall as a water supply for the pool. In the pool there is a Water Duck, a water vehicle in the form of a duck that visitors can ride, especially for children. The size of the pool is not very large so there are only 3 Water Ducks operating at the same time. Each water duck can accommodate 2 children for a maximum of 10 minutes. Use of the water duck is permitted for more than 10 minutes but must be paid again for every 10 minutes used. In general, visitors only use the water ducks once, so if 3 water ducks are used simultaneously there are 6 visitors enjoying the attraction simultaneously for 10 minutes. From this data, the capacity of the pool can be calculated to be used as a tourist attraction for 1 day. The result is 334 visitors every day, this result is the maximum capacity or physical carrying capacity of the Water Duck Pond and Waterfall Area.

10 minutes are used to do 1 lap around the pool, therefore there is still a long time lag if the water ducks move sequentially so that the number of water ducks can be increased. The addition of water ducks needs to take into account the capacity of the pool so that the water ducks move more freely and users feel satisfied and comfortable in carrying out their activities. With the increase in the number of water ducks, the opportunities for use by visitors are greater and the use of ponds as tourist attractions becomes more effective.

Stone Stages.

The stone stage is a place for artistic performances or other activities that visitors can watch. The stage base is made of stone, as are the decorations on the sides and back of the stage. The stage position is higher while the audience can watch performances held at a lower position. When visitors watch the show in a standing position, there are several gazebos with seating around the viewing area. There are not every performances at Pangung Batu, at certain times the management only holds performances, but the public can rent the stage to carry out activities.

The area for spectators at the performance is not very large, based on measurement results it is 880 m², while the need for each visitor to watch the performance is 1 m². If the performance can only be held twice, namely in the morning and afternoon, then the physical carrying capacity of the Pangung Batu area is 1760 visitors every day. The audience will feel comfortable if the performance is performed in the morning or evening because the air temperature is not so hot, while during the day the air temperature is very hot (35° C).

The pattern of very hot air temperatures during the day and cooler in the morning and evening affects the condition of visitors so that they will avoid activities during the day which will have a further impact on tourist arrivals. This pattern will last throughout the year so it will affect the number of tourists who come. Air temperature influences the number of tourist arrivals, the more the air temperature increases, the more the number of tourist arrivals will decrease, although it is not that significant [20].

Swimming Pool.

There are 2 swimming pools in the Setigi Tourist Area, one pool is shallower, the other is used for small children with a size of 50 m², while the other pool is for older children with a size of 200 m². From the observations it can be seen that the activities of small children in the swimming pool are relatively limited so that they can accommodate more children, the average duration of being in the pool is 60 minutes with each child needing around 4 m². Larger swimming pools for children are used for swimming activities, so they require a larger area for activities. They require an average area of 10 m² per child, while the average duration of activity is 75 minutes. From the available data, it can be seen that the swimming pool's carrying capacity for small children is 112 children during opening hours, while the larger children's pool has a carrying capacity of 144 children. In total, the swimming pool has a capacity to accommodate children's swimming activities of 256 children during opening hours.

users in the Setigi Tourism Area are children, and generally pay little attention to their safety regarding activities in the swimming pool. Therefore, there is a need for risk management to be carried out by the management even though to date there have been no recorded accidents in swimming pools. The safety and security of swimming pool users must be maintained, therefore providing information regarding the risks that exist in swimming pools, providing medicines and protective equipment, as well as checking and monitoring swimming pools needs to be carried out. The importance of identifying potential hazards, assessing and controlling risks[21].

Playground.

Playgrounds are play areas for children with various kinds of games, these play

areas are located in several places. The size of each playground is relatively small, a total of 270 m². In general, children need a play area of 6 m² per child, while the average duration of the activity is 60 minutes. From this data, the physical carrying capacity of children's play areas while the area is open is 405 children.

Playgrounds in Tourist Areas Setigi moment This size relatively small so that No possible used in a way free for children, especially in the future If amount visitors increase. For That required proper development so that beneficial in all aspect for children who take advantage. Designing park play children need notice aspect safety, comfort, health, convenience, security and beauty. Whereas component control, in the design must notice location, layout, equipment games, construction, and materials or material [22].

Photo Spot.

Place There are several places to take photos in the Setigi Tourist Area, the main place has a size of 375 m², while the other 2 places are 25 m² so the total area for photo spots is 425 m². To carry out photo activities, on average each person requires an area of 5 m² for 10 minutes. Thus, the physical carrying capacity of photo spots in the Setigi Tourism Area is 4590 people.

There are several strategic areas with charming scenic backgrounds that can be used as photo spot areas even though they are not large. Creating additional photo spot locations that are more numerous and varied will increase the tourist attraction of the Setinggi Tourism Area so that it can increase the number of tourists who visit because many Indonesian tourists like selfies. One of the right strategies to attract more tourists is by creating more and more interesting photo spots [23].

Drajat Staircase.

Drajat Staircase in Tinggi Tourist Area are 99 steps depicting Asmaul Husna and are also a sign that the people of Kapuk Village are a Muslim community. Stairs are like a journey and life's struggle to achieve success, that is the meaning of a person's life in achieving their dreams, like the weight of walking up. Visitors can climb the Drajat Stairs, just walk up and then down again or take photos.

To go up and down the stairs comfortably takes 20 minutes and can accommodate a maximum of 90 visitors at the same time. Visitors walking on the stairs can pass those going up and down because the stairs are wide enough to do that. Thus, the carrying capacity of the stairs for tourist activities goes up and down as many as 2430 tourists in a day.

Culinary.

The food sold at this culinary place is not much different from the food sold outside tourist areas, for example noodles, meatballs, rice, and various other drinks and snacks. There are no typical local food or drinks. The culinary area is quite large, namely 500 m². Average requirements For Eat drink and sit back and relax This is 3 m² and the time required is an average of 70 minutes, so Power support physique place culinary delights in the Tourist Area triangle is 1285 people each the day.

Tour culinary delights in the Tourist Area Not yet available, therefore need

developed Because tour culinary No only just Eat full . Ratnasari , Levyda and Giyatmi (2020) explain that know How background behind food typical area made is also one form results work the original society only is material For need physical , however in its development concerning need social or religion . Tour culinary can intangible food or drink so that can used as attractions.

4 CLOSING

Strategic Tourism Areas is an aggressive strategy that leverages strengths to capitalize on opportunities. This includes collaborating with competent private parties to develop former limestone quarries as additional attractions, maintaining the entrance ticket price until the development is completed, utilizing the local community as tour guides, and increasing the competency of employees and officers to meet future growth and visitor needs.

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6 AUTHOR CONTRIBUTION

Sri Murtini as the research implementer, Rindawati as the person responsible for implementing the research, Ketut Prasetyo and Agus Sutedjo as data analysts, Bambang Haryanto as data collector.

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