



Factors of Affecting Business Opportunities in Developing Ecotourism



Marulam MT. Simarmata ^a
Tri Astuti ^b

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Abstract

This tourism science study aims to identify what factors affect business opportunities to develop the creative economy of the tourism sector in the Lumbang Julu Regency. With this identification, the tourism development sector will be able to play its role, improving the economy of the local community. For this reason, it is necessary to have an effort such as a study to identify what factors need to be prioritized in developing tourism in a tourist destination. To realize the development of tourism, especially the potential and factors that affect business. A series of searches and data collection through field observations, a survey of 175 visitors, and a study of related literature were carried out. The way to collect data is to ask what the tourists' goals are, what situation they like, and previous tourist experiences in other places. After the data has been collected, it is then continued with analysis using a descriptive qualitative and quantitative combined method approach with an emphasis on 5 indicators that will influence entrepreneurial success in Lumbang District.

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Corresponding author:

Simarmata, M.M.

Faculty of Agriculture and Forestry Study Program Lecturer at Universitas Simalungun, Indonesia

Email address: simarmatamarulam@gmail.com

^a Faculty of Agriculture and Forestry Study Program Lecturer at Universitas Simalungun, Indonesia

^b Faculty of Agriculture and Forestry Study Program Lecturer at Universitas Simalungun, Indonesia

1 Introduction

The development of the tourism industry has proven to be increasingly rapid, so it is not surprising that every country is competing to increase the tourism industry as an effort to increase foreign exchange in other words oriented towards increasing the economy, by utilizing various cultures and the diversity of available natural resources and considering that tourism resources are one of the industries that are multi-complex existence. The complexity of the tourism industry has been widely studied, for example, [Ritchie, \(2004\)](#), [Stabler et al. \(2009\)](#) who said that this industry is prone to chaos and becomes disasters so that a solution and strategic approach is needed to overcome the crisis in managing the tourism industry. Therefore, it takes a professional development effort. In addition to business profit goals, value, and sustainability in the world of tourism must also be prioritized in the hope that tourism businesses can impact on the preservation of local customs and culture ([Soeroso & Susilo, 2014](#)).

The existence of physical development that can support the progress of tourists will have more influence on the local community, so it is necessary to pay attention from an early age both the impact of tourism development and the positive impact of livelihoods on people in a tourism destination. The intended impact is following the expectations of the community and government. [Su et al. \(2019\)](#) said that management regulating tourism must be able to support the livelihoods of residents around tourist destinations with the availability of adequate facilities such as sustainability management in tourism destination areas. This is one of the tourist destinations to be achieved.

Since the enactment of Law Number 23/2014 concerning the authority of local governments to regulate the wider tourism sector, both related to development, licensing, and supervision and control, since then local governments have had the opportunity to promote tourism in their respective regions. This is an implication of the regional autonomy rights in Toba Regency, especially Lumban Julu District, in having a positive impact on the institutional structure of the local government in improving the tourism industry. Considering that the tourism sector is the mainstay of the regional economy, with the development of the tourism sector, it is hoped that the tourism sector can function as a development agent to support the development of other sectors and as a catalyst in development to get more sustainable. [Ponting & O'Brien \(2015\)](#) stated that to develop and regulating the sustainability of high impact tourism industry, there is a good system of regulation that is needed to increase tourism services.

The granting of central authority to the regions in the field of tourism management is a process of delegating authority in all areas of tourism management which is carried out with reason based on the objectives and targets of tourism so that the process of increasing tourism to improve the standard of living of the people around tourist objects can be achieved properly if the delegation of authority can do with sincerity. The delegation of authority for tourism governance is a process that shows activity to advance the tourism industry to achieve better conditions compared to previous tourism conditions. A tourism development strategy that leads to industrialization in rural tourism areas will increase stable economic growth and can develop the tourism potential of an area.

The potential for the region of Indonesia which is developing very rapidly is ecotourism. Because of that, [Wood \(2002\)](#) stressed the recommendation that the existence of ecotourism: with its principles to bring sustainability to the national economy. It needs a strong policy to support the practices. Ecotourism development is carried out by paying attention to cultural selection, national personality, and environmental sustainability. In line with the efforts to foster a love for the homeland and nation, instilling the soul, spirit, and noble values of the nation to strengthen national unity and integrity. The ecotourism sector is a potential sector to be developed as a source of regional income. Efforts to increase local revenue, so that the development and utilization of resources and the potential of ecotourism areas are expected to contribute to economic development.

[Weinberg et al. \(2002\)](#) wrote that to sustain the ecotourism project, the managers of tourism have to get more insights and deep learning and implications of the success experienced leaders as this is not an easy case to develop better tourism industry that sustainability can be improved with the *society and other potential resources*. The success of managing the ecotourism industry depends very much on the number of tourists who come. Therefore, the tourism manager must have full support to be able to improve services that are useful for tourist destinations so that the ecotourism industry can develop profitably and sustainably. Indonesia, which has rich natural resources, is very supportive of the development of the ecotourism industry sector by having beautiful islands. This is the key and the potential for developing the ecotourism industry is very promising.

The ecotourism sector, which is one of the main sources of income apart from small industry and agro-industry, is an instrument for generating foreign exchange as well as efforts to expand employment opportunities with various businesses for tourism supporting communities. The progress of ecotourism through the development of an area is interdependent, meaning that the more advanced the ecotourism sector is, the greater the contribution that the

ecotourism sector will make to local governments so that the development of an area will be more advanced. To achieve this, the facilities and better infrastructure that support the progress of ecotourism must be maximized.

In the direction of national development, it is explained that the development of ecotourism is aimed at advancing the national economy and the areas where the tourist destinations are located. Based on the experience of the last few years, especially before the monetary crisis hit the Indonesian economy, tourism activities have great potential in increasing the national economy, one proof of which is globalization in various tourism sectors. Currently, tourism is a sector that is expected to be reliable in economic development, with a very high potential for diversity of natural resources to support tourism activities. In this case, the government needs to encourage efforts to develop this tourism industry by optimizing business development in the ecotourism field

Tourism activities create demand, both goods, and hospitality, which in turn will lead to the production of goods and services. [Benur & Bramwell \(2015\)](#) state that tourism activities require the development of supporting tourist attractions, namely with all the development of products and services that are unique to a tourist destination. During the tour, tourists will shop, thus directly increasing market demand for goods and services. Also, the final demand for tourists indirectly increases the demand for capital goods and raw materials to generate tourist demand for these goods and services. Tourism has developed as a potential industry for sustainable development. One of the Toba Samosir regencies has a lot of superior eco-tourism potential, both those that are well known to the public and those that have not been touched by its development as an eco-tourism location. This district has beautiful natural tourism assets and is very potential to be developed. This can be seen from the many tourist objects in this area, such as nature tourism, historical tourism, and spiritual tourism. The tourism area has the potential to develop its natural beauty to be marketed as a tourist destination for domestic and international tourists. Apart from the value of tourism, this tourist area has many functions, such as increasing local revenue and improving the welfare of the community around the tourist attraction.

The potential for ecotourism that supports the growth of sectors in the region creates business opportunities that can also increase the income of the people around the tourist attraction sites. Because the potential for ecotourism in Lumban District is a natural beauty. With the existence of ecotourism in this place, it is believed that it has the potential to support the improvement of community welfare in Lumban Julu District, an area that holds a lot of tourism potential that must be utilized to improve the quality of the economy of the surrounding residents. With the above background, it is necessary to analyze the factors that affect business opportunities in the development of the Lumban Julu Indonesia ecotourism area.

Literature Review

Business opportunities are opportunities that come with benefits to get benefits. This can be interpreted as an opportunity that arises at a time which can provide profit opportunities. This is possible if these opportunities are exploited by directing energy and thoughts ([Goeldner & Ritchie, 2011](#); [Weiler, 2007](#); [McPadden & Margerum, 2014](#); [Rachmawati, 2014](#)). There are many business opportunities around us, but not all of them have the potential to be profitable in the long term. The following are some characteristics of potential business opportunities, namely having a selling value, real, lasting and sustainable, not a seasonal business, the business scale can be enlarged, starting a business is not too large and profitable business ([Saraithong & ChanchaoenchaI, 2011](#); [Chanin et al., 2015](#); [Nugroho et al., 2018](#)). Meanwhile, a good business opportunity is a business opportunity not to disguise yourself as someone else but the result of original research and self-thought, the opportunity must be able to anticipate changes in competition in the market, the belief can make it happen, opportunities must exist. according to the wishes, the feasibility of the business has been tested, and the feeling of pleasure when running it ([Honey, 2008](#); [Nugroho, 2011](#); [Weiler, 2007](#); [Lew, 1998](#); [Che, 2006](#); [Coria & Calfucura, 2012](#)).

Factors that become an influence on the emergence of business opportunity inspiration, namely (1) internal factors are factors that are sourced from oneself, among others: insight or knowledge that exists in oneself, experience in the business world or business, experience and ability when solving a problem and ability or understanding of the situation or condition and (2) external factors are factors that are sourced from the outside, among others: Problems that arise and are faced and unresolved, difficulties in finding solutions to problems, good thinking to make something new from a condition and necessity that has not been reached or fulfilled for oneself or others ([Tangian et al., 2020](#); [Goeldner & Ritchie, 2011](#); [Campbell, 1999](#); [Blangy & Mehta, 2006](#)).

A business opportunity has its sources that can generate a spirit of effort, namely the opportunity of high potential business is sourced from (1) oneself, such as from hobbies, knowledge skills and research or environmental observation, (2) from the environment, there are many sources of business opportunity gained from the environment,

such as the efforts of parents who have been continuously developed, making the greater and wider, in the environment surrounding the home and self-customs, (3) from consumers, requests, complaints, advice or expectations of consumers on goods or services in the business opportunities can arise from various environmental changes if the person can read the situation to be a business opportunity (Fandeli & Mukhsun, 2000; Goeldner & Ritchie, 2011; Milic *et al.*, 2008).

Ecotourism is a concept about the activities of a travel field trip and which has been professionally packaged, already trained, and has been containing educational elements, business sectors in the economy, and able to improve the welfare of the local population and not escape the efforts of conservation of nature employing sustainable conservation (Sari, 2008). The concept of ecotourism was first introduced by the International Ecotourism Society in 1991 where ecotourism is formulated as a journey responsible for the natural areas that can conserve the environment and maintain the welfare of the local community. This activity is one form of tourism that adopts sustainable tourism principles that contribute to nature conservation activities and culture by involving local communities in planning. (Nugroho, 2011; Mill & Morrison, 1985).

Travel products are all products that are things to be considered and allocated or consumed by someone during a tour activity in the area of tourism destinations as well as the availability of tourist services contained in attractions, transportation, accommodation, and entertainment (Lew & McKercher, 2006). Tourism potentials especially all-natural, cultural, artificial objects that require a lot of handling to provide the value of attraction for tourists (9). Area of tourist destination must fulfill 3 conditions to be able to attract tourists, the area must have (1) Something to see, meaning that the area should have a special object and attraction as entertainment for visitors, (2) Something to do, availability of facilities as supporting for visitors to be able to do diverse activities and can stay longer, (3) Something to buy, meaning the availability, such as local handicraft or typical food as a hand fruit (Sarathong & ChanchaenchaI, 2011; Eiler, 2007).

The development of potential tourism sector is often associated with its role as one of the strengths of the source of income revenue contribution, especially with the regional autonomy at present, whereby the autonomy of the area makes each region to compete to explore the potential owned and develop potential that is expected to provide added value for regional acceptance or usually the tourism sector of development more on the efforts to increase its contribution to local revenue. Revenue revenues are a significant source of acceptance for routine financing and development in an autonomous region (Moore, 2018; Lukman *et al.*, 2019). The type of tourism which then gets the attention of the Government to be developed in Indonesia is now natural tourism, tourism reserve, tourism that pays attention to nature conservation which is then known by the concept of ecotourism (Nugroho, 2011).

The concept of ecotourism development should be concerned: 1) based on ecology, an alternative to developing a region to be a tourist destination that still pays attention to environmental conservation by using the potential resources and culture of local people. Where the development of a region of the ecotourism area is expected not only to generate economic gains but also from the other side, that is an impact on the development and the care of the ecological and social quality of society. 2) The concept of the appropriateness of ecotourism area, namely a concept that emphasizes the planning of regional mapping, because the existence of a tourist area is very closely related to land use which is an important element in regional planning. 3) With the carrying capacity of a tourist area, it is very narrow a concept that can emphasize or regulate the maximum size limit of the use of a tourist area that is applied based on its sensitivity and learnability, it is also strongly influenced by various natural factors such as the availability of food, space for living, shelter and water availability (Goeldner & Ritchie, 2011; Milic *et al.*, 2008; Weiler, 2007). The region's carrying capacity will provide an assessment of the region in providing space for utilization without compromising the ability of the region in providing environmental services. (Kumar, 2018).

Developing an ecotourism destination requires careful and integrated planning. Village life may be economically advanced and shows the progress of Village development. The development of an ecotourism product in the Nature reserve area is a challenge, given the public perception on the utilization of the thriving nature reserve area so far does not support the use of the region, in addition to research activities (Purnomo *et al.*, 2013; Sari, 2008).

2 Materials and Methods

To get the data for this study, the overall number of visitors who came to the subdistrict of Lumban Julu district Toba Samosir during January 2019 - February year 2020 which is as many as 1,750 people were chosen. However, the samples were taken only 175 people. They were taken randomly because visitors came to do ecotourism with different types. The variables in the study are self-insight, experience in the business world, understanding of conditions of the

situation, while the indicator of each variable as many as 5 indicators. Further accumulated Data will be analyzed using the analysis of variance by testing the correlation between factors affecting the business opportunity.

The population in this study is the overall number of visitors who came to the sub-district of Lumban Julu district Toba Samosir during January 2019 - February year 2020 which is as many as 1,750 people. For research samples taken as much as 175 people, samples were taken randomly because visitors came to do ecotourism with different types. The variables in the study are self-insight, experience in the business world, understanding of conditions of the situation, while the indicator of each variable as many as 5 indicators. Further accumulated Data will be analyzed using the analysis of variance by testing the correlation between factors affecting the business opportunity by using the rank correlation of Spearman or the Pearson correlation coefficient, based on whether the data meet the normality and homogeneity of the variance assumption (Eisinga *et al.*, 2013). It was based on whether the data meet the normality and homogeneity of the variance assumption.

3 Results and Discussions

The characteristics of the respondent can be seen that the age of most respondents is the age of 31-40 years at 2.29% and the age of 20-30 at 71.43% and the age 10-19 year 26.29%. The ecotourism area which is designated by the citizens is 12.00% waterfall, tree house 9.71%, waterfall and tree house 61.71%, and camping 16.57% and length of Visit 1 day 52.00%, 2 days 22.86%, 3 days 9.14% and more than 3 days 16.00%.

The able 1 shows that the value of the coefficient of determination is 0.006, meaning that the factors that affect the business opportunity in the development of the ecotourism area in the district Lumban Julu influential by 0.6%.

Table 1
The coefficient of determination of factors affecting business opportunities

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,014 ^a	,010	,0060	5,100

The development of potential tourism sector is often associated with its role as one of the strengths of the source of income revenue contribution, especially with the regional autonomy at present, where the autonomy of the area can make each region to explore the potential owned and develop it is expected to provide added value for regional acceptance or usually the tourism sector of development more on the efforts to increase its contribution to local revenue. The development of tourism in the area of a tourism destination is expected to be able to observe the sustainability of local customs and culture and able to provide additional income to the community in the area of tourist destinations. The existence of physical development as well as the outflow of tourists will be a little more influence on local communities, so it is necessary to take attention early on the development of tourism in the area of tourism destination to realize the development of tourism that can maintain cultural value and empowered for the community.

As the modern industry of tourism is a complex industry, which includes hospitality, restaurant, handicraft/souvenir, tour, and so on so that the sector can serve as a safety valve for various labor issues that are increasingly serious in the future. Also, the development of the tourism sector other than foreign exchange producers gives benefits to the region as well as the people who live in the tourist areas. This is what then encourages the spirit of the central and local governments to promote tourism with the way to improve the existing facilities and complement and build facilities in the tourist areas.

Table 2
Anova factors that affect business opportunities

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,870	1	,870	,833	,000 ^b
	Residual	4498,879	173	26,005		
	Total	4499,749	174			

Table 2 shows the obtained the value of F_{count} 8.33 is smaller compared to table 3.05 or significance value 0.000 is smaller than alpha 0.05. Based on the results obtained then H_0 rejected and H_1 accepted. Utilization of business opportunities in the ecotourism area in Lumban Julu Sub-district has been perceived by several communities, but not maximally felt directly by the community around the area especially in the economic increase, but the visitors gain experience and skills, community and residents earn opportunities for employment and income, private gaining added value and local governments acquire taxes/retribution for return to conservation efforts In Lumban Julu Sub-District, it has a very promising tourism potential for the government to increase local revenue.

With the developed ecotourism in tourist areas especially in Lumban Julu Sub-district, Toba Samosir Regency foster a lot of hope for the community, especially hope to get a job outside the agriculture sector. The growing expectations of tourists can open wider employment opportunities and also have grown hopes and ideals of improving education opportunities because the addition of income perceived by the public can be used to finance the education of their children so that the children have a better chance in the future.

Table 3
Factors affecting business opportunities

Model	In-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	72,425	8,985		8,060	,000
1 Factors affecting business opportunities	,517	,092	,014	,183	,000

The result of the analysis of the regression equation model is $Y = 72,425 + 0,517X$, factors affecting the business opportunity influence positive and insignificant in the development of the ecotourism area of Lumban Julu sub-district.

The acceptance of indigenous revenue is a source of acceptance that affects routine financing and development in autonomous regions as catalysts in the development of a continuation. The development of the tourism sector is not separated from tourism potential owned, to increase regional revenue in Lumban Julu Sub-district, it takes various efforts either through tax acceptance or other levy and income that may be possible to increase financial. The more rapid development at this time which certainly needs financing is not minimal then the income from tax and retribution is still a mainstay of the regional income in addition to the equalization funds from the central government, hereinafter called the General Allocation fund that each region is different.

As explained above the Government is obliged to develop tourism potentials to increase the indigenous revenue of the region and can provide new jobs for the community around the tourism area. Nowadays, this development is known as the Ecotourism concept. The concept that combines the interests of the tourism industry with the environment lovers. This was in line with the concept in 2009. The government issued a regulation of the Minister of Home Affairs No. 33 the year 2009 on the guidelines of ecotourism development in the region.

The increase in tourism business that has not been significant will have a positive impact on increasing tourism business is to add tax income for the government of Lumban Julu sub-district and will certainly strengthen the shopping area that aims to invest in facilities and infrastructure and implement development programs to alleviate the poverty rate is quite high. Also, it can increase people's income if the surrounding community has business potential and related expertise and according to the needs of tourism.

4 Conclusion

The characteristics of the respondent can be seen that the age of most respondents is age 31-40 at 2.29% and the age of 20-30 at 71.43% and the age 10-19 year 26.29%. The ecotourism area which is designated by the citizens is 12.00% waterfall, tree house 9.71%, waterfall and tree house 61.71%, and camping 16.57% and long visit 1 day 52.00%, 2 days 22.86%, 3 days 9.14% and more than 3 days 16.00%.

Factors that influence the business opportunity in the development of ecotourism areas in Lumban Julu district are influential for 0.06%, as well as a positive influence and insignificant in the development of ecotourism areas of Lumban Julu District, especially in the acceptance of indigenous income, local revenue is a source of acceptance that affects for routine financing and development in autonomous regions as catalysts in the development of.

The advice given to the Government, should optimize the development of tourism conscious to the community around the tourism, consider the conditions of the region and the social conditions of the local people, the existence of logical rules and sanction for residents and visitors who do not maintain hygiene and considered damaging the ecotourism area, to the community to maintain the governance and participate in preserving the nature of the tourist areas.

Conflict of interest statement

We, who are written in the name below, declare that no one has any affiliation or involvement in the writing of this work of any kind of financial assistance matters and no party and the involvement of other parties such as personal or other professional relationships is the content or material to be included in this scientific paper

Statement of authorship

We state that we are researchers of scientific works in the field of tourism and that we do not include any literature other than those we provide references. We further say that we have not published this manuscript in any other publication journal for any purpose.

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