



SWOT and PETS analysis in tourism management in Bintan Regency

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<https://doi.org/10.69812/itj.v1i1.21>

Article Info



Article History;

Received:

15 May 2024

Revised:

25 May 2024

Accepted:

31 May 2024

Abstract:

The Tourism Program Bintan Regency aims to develop and enhance the region's tourist attractions, destinations, and creative economy. The program focuses on developing and managing tourist attractions, monitoring and evaluating their management, and providing infrastructure and facilities. Marketing is also a crucial aspect, aiming to promote the region's attractions to domestic and international audiences. The SWOT analysis highlights Bintan Regency's strengths, including its natural attractions, rich cultural heritage, and friendly local community. However, it also identifies weaknesses, such as limited infrastructure, limited human resources, and limited marketing budget. The PEST analysis emphasizes the importance of considering multiple factors when analyzing the current situation of tourism in Bintan Regency. The Political factor influences the industry through government policies and regulations, while the Economic factor drives growth through investment and revenue generation. The Social factor contributes to sustainable tourism development through community engagement and participation, while the Technological factor increases accessibility and reach through mobile technology and online travel agencies. To overcome potential obstacles and challenges, such as limited infrastructure and amenities, competition from other destinations, climate change and environmental concerns, effective planning and management, and human resource development, Bintan Regency must leverage its strengths, address its weaknesses, consider external factors, and acknowledge potential challenges. By doing so, it can establish itself as a competitive tourist destination that attracts visitors from around the world.

Keyword: SWOT, PEST, Tourism



INTRODUCTION

Tourism in Bintan Regency has now developed into one of the main industries that contributes to the regional economy (Muzdalifah, 2019). Bintan, which is located in the southeastern part of Sumatra Island, has been chosen as one of the favorite tourist destinations of the wider community (Oktaviana et al., 2021). This is due to its extraordinary natural beauty, with beautiful beaches, clear sea water, and rare flora and fauna (Marina, 2012). Apart from that, Bintan also has a very rich history and culture, with historical sites and traditional festivals preserved by the local community (Kurnianingsih

et al., 2022). In recent years, local governments have attempted to improve the quality of tourism by developing infrastructure, improving service quality and encouraging community creativity (Nasrullah & Susanty, 2020; Setiawan, 2016). Thus, Bintan has now become one of the popular tourist destinations in Indonesia, with the number of tourists continuing to increase from year to year (Sholeh et al., 2022).

In 2023, the Bintan Regency Culture and Tourism Service has completed compiling a Government Agency Performance Report. The Performance Report of the Bintan Regency Culture and Tourism Service is a form of accountability for budget and performance during one fiscal year. The Performance Report for the Bintan Regency Culture and Tourism Service was prepared based on the 2021-2026 Bintan Regency RPJMD, the Bintan Regency Culture and Tourism Service RENSTRA for 2021-2026 and the Work Plan for the Bintan Regency Culture and Tourism Service for the 2023 Fiscal Year. performance so that the achievement of each performance indicator can be realized in the 2023 budget year.

In order to increase tourist visits to Bintan Regency, the Department of Culture and Tourism has set the first strategic target, namely increasing the number of domestic and foreign tourist visits (Kedang & Soesilo, 2021; Prakoso & Lima, 2019). Based on target performance indicators, it can be seen that the growth target of 25% of foreign tourists can be realized by 62.60%. This means that the level of actual achievement exceeds the predetermined target. Likewise, with the growth percentage of domestic tourists, the target of 25% could be realized by 46.71%, also exceeding the target that had been set. This success shows that the Department of Culture and Tourism has succeeded in increasing the number of tourist visits to Bintan Regency, making it a highly anticipated destination .

The purpose of SWOT and PETS analysis in Tourism Management in Bintan Regency is that the purpose of SWOT and PEST analysis in Tourism Management in Bintan Regency is to analyze the strengths, weaknesses, opportunities and threats related to tourism management in Bintan Regency, as well as to find out what the Tourism management strategy is. at Bintan Regency can be realized in achieving the goals and objectives that have been set. SWOT and PEST analysis are two tools that are often used in business strategy to determine the situation and conditions related to the business.

SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) focuses on internal and external factors that influence business, namely strengths, weaknesses, opportunities and threats (Humphrey, 1960; Pickton & Wright, 1998). SWOT analysis can help companies to increase strengths and reduce weaknesses, as well as take advantage of opportunities and anticipate threats. PEST (Political, Economic, Social, and Technological) analysis, on the other hand, focuses on external factors that influence a business (Miller et al., 2011; Stosic et al., 2012). PEST analysis includes political factors (e.g. government regulations, policies, and laws), economic factors (e.g. inflation rates, interest rates, and economic growth), social factors (e.g. consumer behavior, culture, and trends), and technological factors (e.g. technological development, innovation and digitalization) (Bonnici & Galea, 2015; Slamang, 2012).

By using PEST analysis, companies can understand how these factors affect the business and make strategic decisions accordingly. In the synthesis of SWOT and PEST analysis, companies can make more effective and efficient strategic planning (Andoh-Baidoo et al., 2012; Ha & Coghill, 2008). SWOT analysis helps companies to improve

strengths and reduce weaknesses, while PEST analysis helps companies to understand how external factors affect the business. Thus, companies can make informed decisions to increase market awareness, increase competitiveness, and improve business results (Carruthers, 2009; Talib et al., 2014).

In managing tourism in Bintan Regency, SWOT and PEST analysis are important to understand the potential and threats faced by the tourism industry. In the SWOT analysis, Bintan Regency's strengths can be found, such as having beautiful beaches and various tourist attractions, as well as the advantages of available infrastructure. However, there are also weaknesses that need to be considered, such as the lack of other supporting infrastructure, such as accommodation and transportation (Iskandar, 2020; Okparizan et al., 2019). Meanwhile, in the PEST analysis, available opportunities can be found, such as an increase in the number of domestic and international tourists, as well as developments in information technology that enable more effective tourism promotion and marketing.

However, there are also threats that need to be watched out for, such as negative public perceptions about tourism and climate change which can affect environmental quality. In an effort to develop tourism in Bintan Regency, SWOT and PEST analysis can be used as a reference for creating effective management strategies. For example, by using the strengths of Bintan Regency, such as having beautiful beaches, a more effective tourism promotion strategy can be created. Meanwhile, by using the weaknesses faced, such as the lack of other supporting infrastructure, more effective problem solving strategies can be created. Thus, SWOT and PEST analysis can help improve the quality of tourism in Bintan Regency and increase regional income.

RESEARCH METHODS

Qualitative research method is a research method used to collect, analyze and explain data obtained through the interaction process between researchers and research subjects. This method focuses more on collecting qualitative data, such as words, images, videos, etc (Bungin, 2015). In qualitative research methods, it is important for researchers to have good communication skills, have an awareness of the culture and context of the research subject, and have the ability to adapt to unexpected situations (Moleong, 2012). In data analysis, we use the content analysis method to explore data collected through interviews and observations.

In content analysis, we categorize the data into several themes related to SWOT and PEST. SWOT is an abbreviation of Strengths, Weaknesses, Opportunities, and Threats, which means strengths, weaknesses, opportunities and threats. In this research, we use SWOT to analyze an organization's strengths and weaknesses, as well as the opportunities and threats it faces. In this way, we can find out how organizations can optimize strengths and overcome weaknesses, as well as how organizations can take advantage of opportunities and anticipate threats. PEST is an abbreviation for Political, Economic, Social, and Technological, which means politics, economics, social and technology. In this research, we use PEST to analyze external factors that influence the organization. In this way, we can find out how organizations are influenced by the political, economic, social and technological events that occur around them. While the PEST analysis provides a critical framework for understanding external influences, organizations need to approach it as part of a broader strategic planning process that considers the dynamic and interconnected nature of their operating environment.

RESULTS AND DISCUSSION

Tourism Program Bintan Regency

Tourism Program Bintan Regency aims to develop and enhance the tourist attractions, destinations, and creative economy in the region. The program is divided into several activities, including the management of tourist attractions, destination management, marketing, creative economy development, and human resource development (Iskandar, 2020). The program's focus on developing and managing tourist attractions and destinations is evident in the sub-activities such as the development of tourist attractions, monitoring and evaluation of their management, and the provision of infrastructure and facilities (Rusyidi & Fedryansah, 2018; Zebua, 2016). This suggests that the program is committed to creating a pleasant and attractive environment for tourists to visit and enjoy the region's natural and cultural heritage.

The marketing activity is also an important aspect of the program, as it aims to promote the region's tourist attractions, destinations, and creative economy to both domestic and international audiences. This can be achieved through various media channels, such as print media, electronic media, and other forms of media. The development of creative economy is also a significant aspect of the program, as it aims to promote the region's cultural and artistic heritage. This can be achieved through the provision of infrastructure such as zones for creative expression, promotion, and interaction for creative individuals.

Furthermore, the program recognizes the importance of human resource development in the tourism and creative economy sectors. The sub-activity focused on improving the capacity of human resources in these sectors suggests that the program is committed to building a skilled and competent workforce. Overall, the Program Tourism Bintan Regency is a comprehensive initiative that aims to develop and enhance the tourism sector in the region. By focusing on the development of tourist attractions, destinations, marketing, creative economy development, and human resource development, the program is likely to achieve its goals and contribute to the region's economic growth and development. Program Tourism Bintan Regency is a well-planned initiative that aims to create a vibrant tourism industry in the region. By implementing various activities aimed at developing tourist attractions, destinations, marketing, creative economy development, and human resource development, the program is likely to achieve its goals and contribute to the region's economic growth and development.

SWOT and PETS Analysis

Bintan Regency has several strengths that can be leveraged to develop its tourism industry. The natural attractions, such as beaches, islands, and forests, are a major draw for tourists. Additionally, the rich cultural heritage and friendly local community can provide a unique and authentic experience for visitors. Furthermore, the government support for tourism development and limited marketing budget can be utilized to create effective marketing strategies.

However, the analysis also highlights several weaknesses that need to be addressed. The limited infrastructure, including accommodation and transportation options, can be a major deterrent for tourists. Additionally, the limited human resources and limited connectivity to major cities can make it difficult to manage the tourism industry effectively.

Tabel 1. SWOT Analysis

S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
Natural attractions (beaches, islands, forests)	Limited infrastructure (accommodation, transportation)	Growing demand for eco-tourism	Competition from other tourist destinations
Rich cultural heritage	Limited marketing budget	Government initiatives for tourism development	Climate change and environmental concerns
Friendly local community	Limited human resources	Increasing interest in wellness and health tourism	Political instability and security concerns
Government support for tourism development	Limited connectivity to major cities	Development of new tourism products and services	Competition from online travel agencies

Source: Author, 2024

In terms of opportunities, the growing demand for eco-tourism and wellness and health tourism presents a significant opportunity for Bintan Regency to develop new tourism products and services. The government initiatives for tourism development and increasing interest in wellness and health tourism can also provide opportunities for collaboration and investment (Hudson, 2011; Safaeva, 2020). On the other hand, the threats posed by climate change and environmental concerns, competition from other tourist destinations, and political instability and security concerns need to be addressed. The competition from online travel agencies also requires attention to stay competitive.

In conclusion, based on the SWOT analysis, Bintan Regency has several strengths that can be leveraged to develop its tourism industry. However, addressing the weaknesses and threats is crucial to ensure the success of the tourism industry. The government and stakeholders should prioritize developing infrastructure, improving human resources, and promoting sustainable tourism practices to mitigate the threats. Additionally, collaboration with private sector partners can help to develop new tourism products and services that cater to the growing demand for eco-tourism and wellness and health tourism. By addressing these challenges, Bintan Regency can establish itself as a competitive tourist destination that attracts visitors from around the world.

In terms of practical implementation, several steps can be taken to address the weaknesses and threats. Firstly, the government can prioritize infrastructure development by investing in building new hotels, resorts, and transportation facilities. Additionally, human resources training programs can be implemented to improve the skills of local staff in the tourism industry. Furthermore, sustainable tourism practices should be promoted through education and awareness campaigns to mitigate the impact of climate change and environmental concerns. Collaboration with private sector partners can also be encouraged through initiatives such as public-private partnerships (PPPs) or joint venture projects. This can help to develop new tourism products and services that cater to the growing demand for eco-tourism and wellness and health tourism (Higgins-Desbiolles, 2021; Sharpley, 2020).

Additionally, partnering with online travel agencies can help to increase visibility and attract more tourists. Overall, a comprehensive approach that addresses the strengths, weaknesses, opportunities, and threats of Bintan Regency's tourism industry is necessary to ensure its success. By prioritizing infrastructure development, human resources training, sustainable tourism practices, and collaboration with private sector partners, Bintan Regency can establish itself as a competitive tourist destination that attracts visitors from around the world.

By understanding the PEST factors affecting tourism management in Bintan, stakeholders can develop effective strategies to promote sustainable tourism development that benefits both the local community and the industry as a whole Here is a table analysis of PEST analysis in tourism management in Bintan Regency

Tabel 2. PETS Analysis

P (Political)	E (Economic)	S (Social)	T (Technological)
Government policies and regulations	Economic growth and development	Local culture and traditions	Internet and social media
Tourism industry development	Foreign investment	Community engagement and participation	Mobile technology
Tourism infrastructure development	Job creation and employment	Environmental conservation	Online travel agencies
Tourism promotion and marketing	Tourism revenue generation	Local community involvement and empowerment	Artificial intelligence

Source: Author, 2024

Based on the PEST analysis table, we can analyze the current situation of tourism in Bintan Regency. The Political factor plays a significant role in shaping the tourism industry in Bintan. The government's policies and regulations, such as the development of tourism infrastructure, promotion and marketing, and the creation of job opportunities, have a direct impact on the growth of the industry (Rakesh, 2014; Shabanova et al., 2015). The government's investment in tourism infrastructure development, such as the construction of hotels, restaurants, and attractions, has created a favorable environment for tourists to visit and stay in the area (Dinarto et al., 2020). Furthermore, the government's efforts to promote Bintan as a tourist destination through various marketing campaigns have also contributed to the growth of tourism in the region.

1. The Economic factor is also a crucial consideration in the PEST analysis of Bintan's tourism industry. The economic growth and development of the region have created a demand for tourism services, which has led to an increase in foreign investment in the sector. The development of tourism infrastructure has also created job opportunities for locals, which has contributed to the growth of the economy. Additionally, the revenue generated from tourism has become a significant

contributor to the local economy, providing an alternative source of income for local communities.

2. The Social factor is also an important consideration in the PEST analysis of Bintan's tourism industry. The local culture and traditions of Bintan play a significant role in shaping the tourism experience. The community's engagement and participation in tourism development have helped to create a sense of ownership and responsibility among locals, which has contributed to the success of tourism initiatives. Moreover, the local community's involvement in decision-making processes has helped to ensure that tourism development is sustainable and beneficial for all stakeholders.
3. The Technological factor is also a significant consideration in the PEST analysis of Bintan's tourism industry. The development of mobile technology and online travel agencies has made it easier for tourists to access information about Bintan and book their travel arrangements online. This has increased the accessibility and reach of Bintan as a tourist destination, making it more appealing to tourists from around the world. Additionally, the use of artificial intelligence in tourism marketing has enabled tour operators to target specific segments of tourists with personalized messages, which has helped to increase tourist arrivals.

PEST analysis of Bintan's tourism industry highlights the importance of considering multiple factors when analyzing the current situation of tourism in the region. The Political factor has played a significant role in shaping the industry through government policies and regulations, while the Economic factor has driven growth through investment and revenue generation. The Social factor has contributed to sustainable tourism development through community engagement and participation, while the Technological factor has increased accessibility and reach through mobile technology and online travel agencies. By understanding these factors, stakeholders can develop effective strategies to promote and develop sustainable tourism in Bintan Regency.

In this comparison, the SWOT analysis focuses on the internal strengths and weaknesses of Bintan Regency, as well as external opportunities and threats that can affect the tourism industry. The SWOT analysis helps to identify areas where the regency can improve its competitiveness and address potential challenges. The PEST analysis, on the other hand, focuses on the external factors that can impact the tourism industry in Bintan Regency. These factors include political, economic, social, and technological trends that can shape the industry's future development. By combining the insights from both analyses, policymakers and stakeholders in Bintan Regency can develop a more comprehensive strategy for managing tourism in the region, taking into account both internal and external factors that can affect the industry's growth and sustainability.

Tourism Obstacles and Challenges in Bintan Regency in the Future

As Bintan Regency continues to develop its tourism industry, it is crucial to acknowledge and address the potential obstacles and challenges that may arise in the future. One of the primary concerns is the limited infrastructure and amenities, which can hinder the quality of tourist experience. For instance, the lack of adequate transportation systems, such as high-speed ferries and efficient road networks, can make it difficult for tourists to navigate the island. Furthermore, the limited availability of affordable accommodations, dining options, and entertainment facilities can limit the appeal of Bintan as a tourist destination.

Another challenge facing Bintan's tourism industry is the competition from other regional destinations. The growing popularity of nearby islands such as Batam and Karimun has led to increased competition for tourist dollars. To stay ahead of the competition, Bintan must focus on developing its unique selling points, such as its pristine beaches, lush forests, and rich cultural heritage. Additionally, the regency must invest in targeted marketing campaigns to attract high-yield tourists who are willing to pay premium prices for unique experiences.

Climate change and environmental concerns are also significant obstacles that Bintan's tourism industry must confront. Rising sea levels, increased storm frequencies, and water pollution can all have a negative impact on the island's tourism attractions. Furthermore, the pressure to develop infrastructure and accommodate an increasing number of tourists can lead to environmental degradation and loss of biodiversity. To mitigate these risks, Bintan must prioritize sustainable tourism practices, such as eco-friendly accommodations and environmentally responsible waste management.

Another challenge facing Bintan's tourism industry is the need for effective planning and management. The regency must develop a comprehensive tourism master plan that takes into account the needs and expectations of tourists, while also ensuring that the industry is managed in a way that benefits local communities and preserves the environment. This will require close collaboration between government agencies, private sector stakeholders, and local communities. Finally, human resource development is another critical obstacle that Bintan's tourism industry must address. The regency must invest in training programs for local staff and tour operators to ensure that they have the necessary skills to provide high-quality services to tourists. This will also require a focus on developing a culture of hospitality and customer service among local residents.

CONCLUSION

Bintan Regency's tourism industry has several strengths that can be leveraged to develop its tourism sector, including its natural attractions, rich cultural heritage, and friendly local community. However, the industry also faces several weaknesses, including limited infrastructure, limited human resources, and limited marketing budget. To address these challenges, the regency should prioritize infrastructure development, human resources training, and sustainable tourism practices. Additionally, collaboration with private sector partners and online travel agencies can help to develop new tourism products and services.

The PEST analysis highlights the importance of considering multiple factors when analyzing the current situation of tourism in Bintan Regency. The political factor plays a significant role in shaping the industry through government policies and regulations, while the economic factor drives growth through investment and revenue generation. The social factor contributes to sustainable tourism development through community engagement and participation, while the technological factor increases accessibility and reach through mobile technology and online travel agencies.

Bintan Regency's tourism industry faces several challenges and obstacles in the future, including limited infrastructure, competition from other regional destinations, climate change and environmental concerns, and the need for effective planning and management. To overcome these challenges, the regency must prioritize sustainable tourism practices, invest in training programs for local staff and tour operators, and develop a comprehensive tourism master plan that takes into account the needs and

expectations of tourists while also ensuring that the industry benefits local communities and preserves the environment.

ACKNOWLEDGEMENT

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