



Evaluating the potential and development of mount telomoyo as a sustainable tourism attraction in central Java

Isti Winarni¹, Lakna Tulas 'Un², Ahmed Shbair³

¹SD PTQ Annida Salatiga. Indonesia.

²Sekolah Tinggi Ilmu Komunikasi (STIKOM) Semarang. Indonesia.

³Akdeniz University Türkiye. Türkiye.

Corresponding Author: istiwarni07@gmail.com

<https://doi.org/10.69812/itj.v1i2.37>

Article Info



Article History;

Received:

30 June 2024

Revised:

22 July 2024

Accepted:

14 August 2024

Abstract:

The research investigates the diverse potential attractions of Mount Telomoyo, a natural tourist destination in Central Java, Indonesia. With a growing number of visitors each year, this study aims to analyze the key components that contribute to its appeal. Utilizing qualitative methods, including interviews, observations, and documentation, the research identifies four main components of attraction: natural beauty, cultural significance, accessibility, and amenities. The natural allure of Mount Telomoyo is heightened by its stunning landscapes, surrounded by prominent mountains and offering panoramic views of Rawa Pening and nearby cities. Culturally, the site hosts annual traditional events such as the Sapan ceremony, reflecting the local community's cultural heritage. Accessibility is also a significant factor, with easy routes to the peak, facilitated by available transportation services. Moreover, the amenities provided, including accommodations, dining options, and organized tours, enhance the overall visitor experience. The study concludes that Mount Telomoyo's tourism potential is distinguished by its combination of natural, cultural, and man-made attractions, supported by accessible infrastructure and comprehensive services. These findings suggest that continuous development and management are essential to sustaining and increasing tourist interest in the region.

Keyword: Tourism Potential, Natural Attraction, Cultural Heritage, Accessibility.



INTRODUCTION

Tourism plays a crucial role in the economic development of many countries, and Indonesia is no exception (Holik, 2016; Vanhove, 2010). Tourism can enhance the visibility of a region's unique characteristics, attracting attention from both domestic and international audiences (Pitana, 2008). Indonesia boasts a diverse range of tourism opportunities, from pleasure and recreational sites to cultural, sports, and business tourism, as well as conventions (McLeod, 2013; Prakoso & Lima, 2019; Tang, 2021). This variety makes Indonesia a significant player in the global tourism industry (Safaeva, 2020). Despite the global downturn in tourism due to the COVID-19 pandemic, Indonesia's tourism sector has shown signs of recovery (Dinarto et al., 2020; Higgins-Desbiolles, 2021; Lapointe, 2020). Bappenas and UNWTO surveys indicate a significant

rebound in tourism from 2020 onwards, with projections suggesting continued growth through 2024. This trend underscores the resilience and potential of Indonesia's tourism industry, particularly in regions like Central Java, which has emerged as a major contributor to the country's tourism revenues.

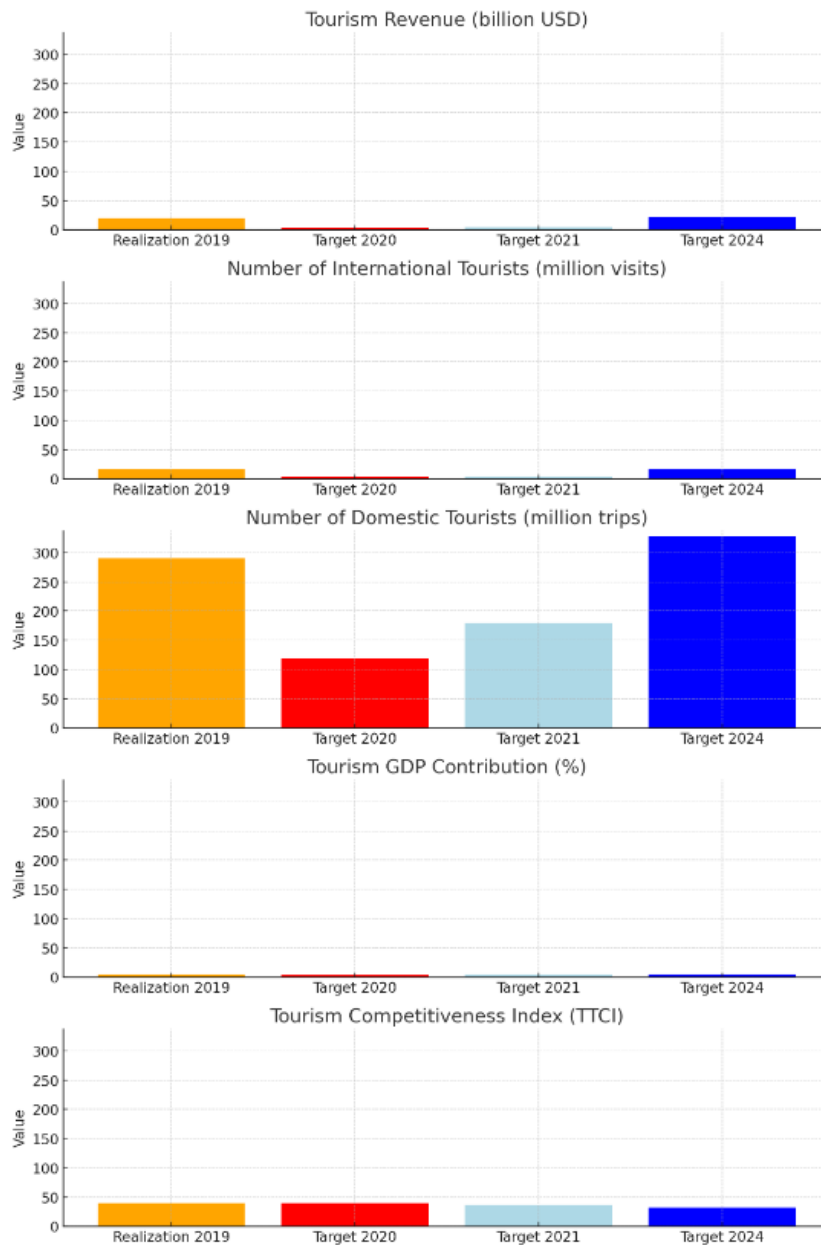


Figure 1. Tourist Visit Diagram

Source. <https://www.kompas.id/baca/riset/2023/07/07/>

Based on the bar diagram, it also shows that in 2024 tourism will experience a significant increase. Of course, this shows that there is a lot of tourism in Indonesia from one region to another. Central Java, known for its rich natural and cultural attractions, has seen a marked increase in tourism activity. In 2023, the region's tourism sector contributed significantly to the national economy, with foreign exchange earnings rising

from 176 to 184 trillion. One area that has seen a large increase in tourism is Central Java, as can be seen in the diagram according to the following databox:

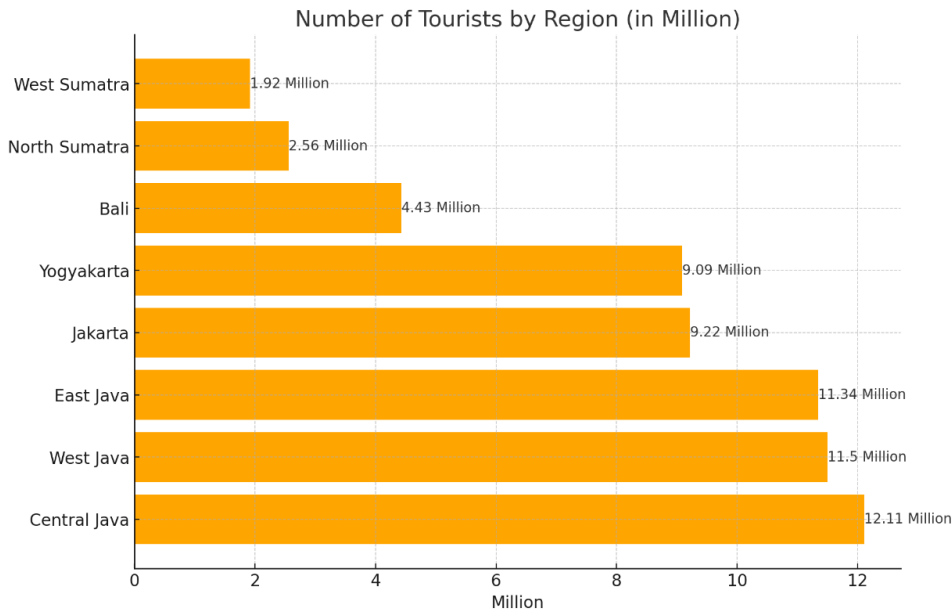


Figure 2. Diagram of Tourist Visitors in Indonesia for Each Region
Source: Kemenparekraf, 2023

This growth reflects the region's capacity to attract both domestic and international visitors, making it a prime area for further tourism development. Among the many natural attractions in Central Java, Mount Telomoyo stands out. Located between Semarang and Magelang regencies, this 1,894-meter-high mountain is a dormant volcano that has never erupted. Its unique strato or cone shape makes it a distinctive feature in the region's landscape. Visible from several districts, including Salatiga City and Ambarawa, Mount Telomoyo offers breathtaking views and has become a popular destination for nature lovers and adventure seekers.

Mount Telomoyo's potential as a tourist destination is significant. The mountain attracts between 1,000 and 1,500 visitors daily, with numbers doubling during holidays, reaching up to 5,200 visitors, according to local ticketing authorities. This influx of tourists includes both local visitors (30%) and international tourists (70%), highlighting Mount Telomoyo's appeal as a destination with broad global interest. The attraction of Mount Telomoyo lies not only in its natural beauty but also in its cultural and man-made offerings. The area surrounding the mountain is rich in cultural heritage, with annual events like the ceremony, which celebrates the local community's connection to the land. This event, among others, showcases traditional performances and rituals, adding a cultural dimension to the mountain's appeal (Hu et al., 2022; Rasoolimanesh et al., 2017).

Accessibility is another key factor contributing to Mount Telomoyo's popularity. The mountain is easily accessible via well-maintained roads, and visitors can reach the summit by motorbike or jeep. The availability of transportation services, including organized tours, enhances the visitor experience, making the site more attractive to tourists. In addition to natural and cultural attractions, Mount Telomoyo is supported by

a range of amenities that improve the overall visitor experience. These include accommodation options, dining facilities, and various tourist services, such as guided tours and equipment rentals. The combination of these factors ensures that visitors have a comfortable and enjoyable experience, encouraging repeat visits. The management and development of Mount Telomoyo as a tourist destination are ongoing, with efforts focused on preserving its natural beauty while enhancing its infrastructure. This includes the maintenance of trails and viewing points, as well as the promotion of sustainable tourism practices. Such initiatives are essential for ensuring the long-term viability of Mount Telomoyo as a key tourist attraction in Central Java.

RESEARCH METHOD

This research uses a qualitative method, which is research that builds knowledge based on perspective of a phenomenon by describing data or facts that are thoroughly analyzed regarding a research subject (Sugiyono, 2016). This research looks at the phenomena that exist in the Mount Telomoyo tourist attraction environment to determine the potential attractions that exist for local and foreign tourists. Data collection uses interview, observation and documentation techniques. Interview techniques were used to collect data related to the condition of potential tourist attractions in Mount Telomoyo. Interviews were conducted by visitors to Mount Telomoyo tourism, ticket keepers and jeep drivers as well as managers of Mount Telomoyo tourism. Observation activities were carried out to determine the conditions in the field and the conditions as they were. Lastly, documentation activities to provide evidence of conducting research. The framework of thinking in this research is as follows:

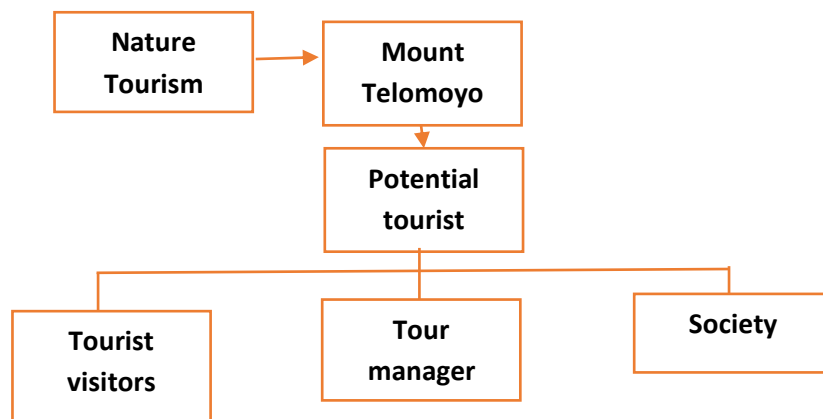


Figure 3. Research Thinking Framework
Source: Author, 2024

The figure 3 provided represents the "Research Thinking Framework" used in the study of Mount Telomoyo as a tourist attraction. Here's an explanation of the elements in the framework:

1. Nature Tourism: This represents the broader category of tourism that focuses on natural attractions, which includes Mount Telomoyo. It highlights the type of tourism under investigation in the study.
2. Mount Telomoyo: Positioned at the center of the framework, Mount Telomoyo is the specific natural attraction being studied. It serves as the focal point of the research,

with its potential as a tourist destination being the subject of analysis.

3. **Potential Tourist:** This element is linked to Mount Telomoyo, indicating that the study aims to assess the mountain's potential to attract tourists. It signifies the exploration of factors that make Mount Telomoyo an appealing destination for visitors.
4. **Tourist Visitors:** Representing the group of people who visit Mount Telomoyo, this box suggests that the research includes an analysis of the characteristics, preferences, and experiences of the tourists who come to the site.
5. **Tour Manager:** This element refers to the individuals or organizations responsible for managing and promoting Mount Telomoyo as a tourist destination. The study likely examines their role in enhancing the site's appeal and addressing challenges.
6. **Society:** Society represents the local community surrounding Mount Telomoyo. The study may investigate the impact of tourism on this community, as well as how the local population interacts with and benefits from tourism at the mountain.

The arrows indicate relationships and influences among these elements. For example, "Nature Tourism" feeds into "Mount Telomoyo," suggesting that the mountain is a part of broader nature tourism. "Mount Telomoyo" influences the "Potential Tourist," which in turn relates to "Tourist Visitors," "Tour Manager," and "Society," indicating that these elements are interconnected in the research. Overall, the framework outlines the key components and relationships that the research explores to understand the potential and development of Mount Telomoyo as a sustainable tourist attraction.

RESULT AND DICUSSION

Potential Tourist Attraction

Tourism is an activity related to tourism and is multidisciplinary and multidimensional which is the need of everyone and maintains interaction between tourists and the local community (Dolezal & Novelli, 2022; Moayerian et al., 2022). Tourism is one of the activities that are able to establish cooperation that integrates between countries. So that tourism is able to contribute to the economy through foreign exchange (Rantala, 2011). The potential of tourist attraction is a resource that is owned in the form of natural conditions, culture and something man-made that has the potential to be developed to attract tourists who come (Bortolotto, 2015; Scheyvens et al., 2021). Because the tourism sector relies heavily on the uniqueness and appeal of its attractions, it plays a significant role in fostering cultural exchange and promoting local heritage. A well-managed tourism destination can stimulate economic growth, create employment opportunities, and encourage infrastructural development in the surrounding areas. While the tourist attraction according to Regulation No. 50 of 2011 explained that something that has uniqueness, beauty and value that can manifest diversity in nature, culture and results made by humans so that it can be targeted for visiting tourists.

Each tourism has a variety of attractions according to the assessment from the point of view of the visitors who come. Based on the description, it can be concluded that the potential tourist attraction is something that has value, can be in the form of uniqueness or uniqueness of an area either natural, cultural or artificial intended to attract tourists to visit. The attraction of tourist attractions in Indonesia can be seen from the latest statistical data conducted namely:

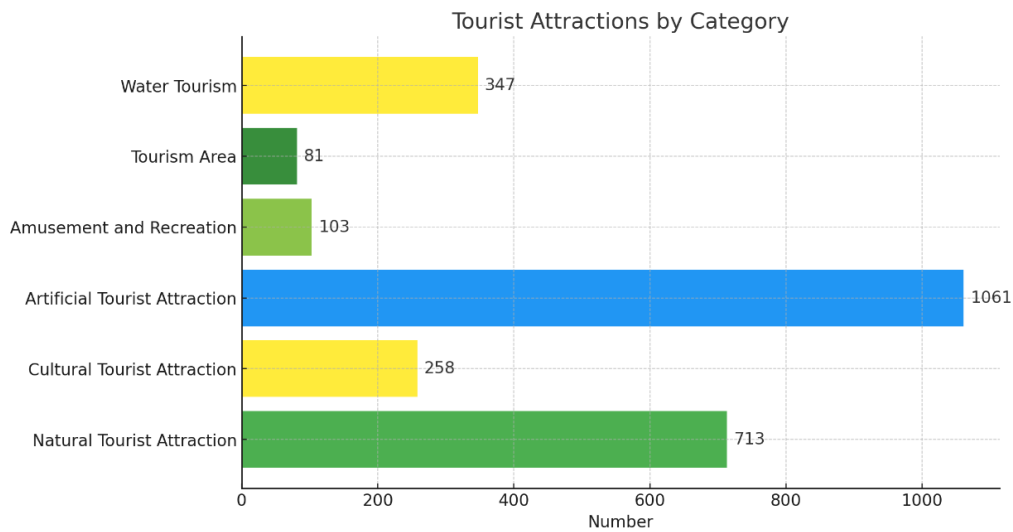


Figure 4. Tourist Attraction Diagram

Source : BPS-Statistics, 2023

Based on these data, it can be seen that the highest attraction is artificial tourism, followed by natural tourism in second place, and cultural tourism in third (Landorf, 2009). These data can certainly create material to develop the tourist attractions of various fields of tourism. Each region has its own tourist attractions (Meskell, 2018; Rantala, 2011). For instance, Central Java has many tourist destinations. A tourist destination is an area that is targeted as a tourist spot within an administrative area that has tourist attractions, public facilities, access, and the surrounding community. Tourist destinations in Central Java are very abundant, making it one of the three major provinces for natural tourist attractions. This is indicated by the Central Bureau of Statistics in the calculations of last year.

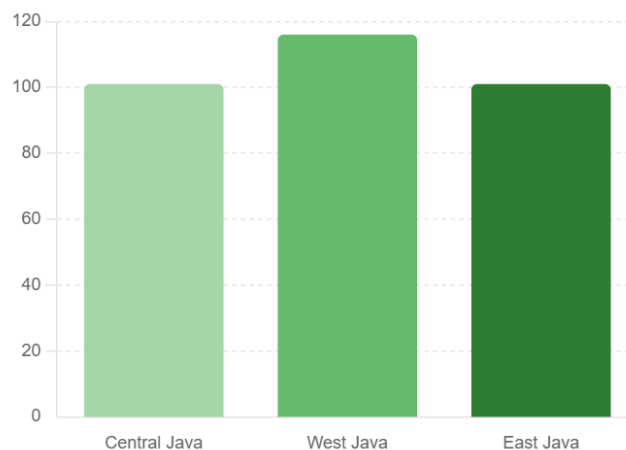


Figure 5. Natural Tourist Attraction (Number of Businesses)

Source : BPS-Statistics, 2021.

One of the natural attractions in Central Java is Mount Telomoyo. Natural attractions that present many of its own attractions. The potential of tourist attraction provides several benefits including providing benefits to local residents because it

provides many entrepreneurial opportunities, employment, enriching livelihoods, improving job skills and improving the standard of living of citizens. In addition, other benefits are improving infrastructure and environment sharing (ENS) (Akama, 1996; Simpson, 2001). Mount Telomoyo Tourism Natural Resources is a resource that is usually located in rural areas which is a determining factor of economic resources, if human resources are able to manage well in sustainable tourism that can compete with other tourism. One of the Natural Resources is the mountain ecosystem (Barral, 2016).

Mount Telomoyo is one of the mountains on the border in Central Java precisely located on the border of Semarang and Magelang regency. The mountain, which has an altitude of 1,894 MASL (6,213 feet) and a relative height of 617 meters, is located in Pandean Village, Ngablak District and Magelang regency. Although classified as a volcano, the strato-shaped mountain has never been recorded to erupt. Natural tourism in Mount Telomoyo is formed from the south side of Mount Seropati which has collapsed since the Pleistocene era, so that a U-shaped concave that opens to the southeast and Mount Telomoyo appears to the south as high as 600 m. Mount Telomoyo has a very stunning natural attraction for visitors who come, after the closure and restriction of visitors in 2019 due to the Covid 19 pandemic and then reopened in 2020 visitors experienced a very high surge. Sebagimana revealed by the following tour manager "Visitors over the past 5 years have indeed experienced a very high increase from after opening due to Covid 19 first" (TR interview, as a tour manager on Monday, June 10, 2024).

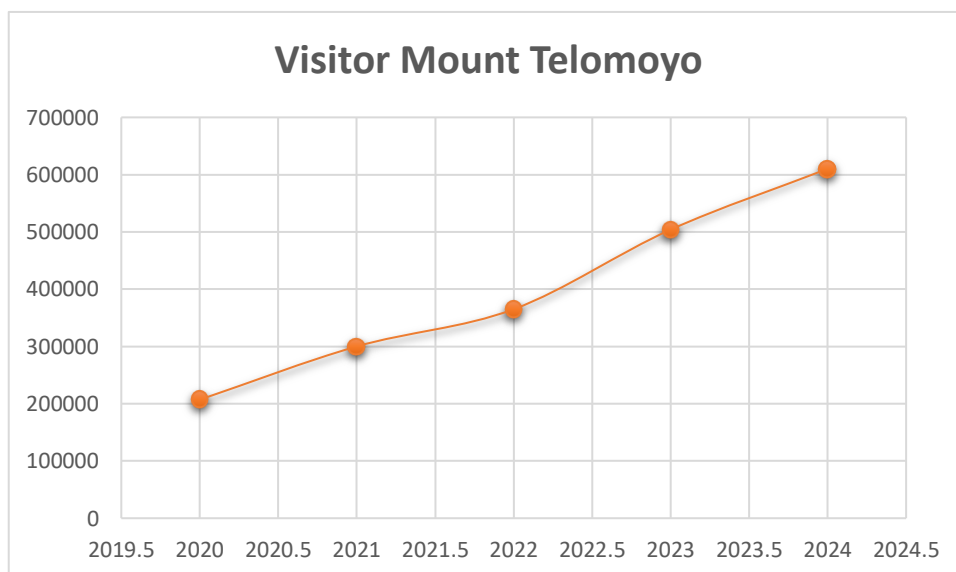


Figure 6. Visitor Data Mount Telomoyo.

Source: Interview with JM on Monday, June 10, 2024

Based on the graph that each year has increased, even every holiday experienced a very high surge in visitors, which is usually an average of 1,500 visitors s/d 63,126 people. As this is conveyed by the entrance ticket guard. "After this Eid holiday, visitors have experienced a high surge, even visitors on motorcycles have not been jeep users" (JM interview as an entrance ticket guard on Monday, June 10, 2024). Various destinations for tourists visiting Mount Telomoyo tourism are very diverse, some are

chasing sunrise and sunset, trips, family holidays, gathering events and so on. As revealed by one of the visitors of Mount Telomoyo. “*Mount Telomoyo tourism is very good for just seeing the scenery, mountains that can be reached by motorbike in Central Java*” (WH interview, as a visitor on Monday, June 10, 2024). The attraction of Mount Telomoyo is seen from the tourism attraction component. There are several components in the tourist attraction. First, Attraction is the point of view of a tourism that has a unique characteristic that is able to attract tourists to visit. Mount Telomoyo tourism has an attraction component that is seen from the following:

1. Natural resources which has a beautiful landscape where Mount Telomoyo is surrounded by surrounding mountains, such as Mount Merbabu, Mount Andong, Mount Sumbing and Mount Ungaran. Another fact that becomes another attraction is able to see the scenery of Rawa Pening, Ambarawa and can also see the city of Salatiga and Magelang. Another View that is an opium for tourists to visit again is the natural beauty above by looking at the roll of clouds like in a fairy tale, as well as trees and green plants accompanying the tour. Then the uniqueness is also the fact that Mount Telomoyo is a volcano but has never been recorded as a mountain that has erupted.
2. Cultural tourism attraction, which is a regular celebration of community culture. The area around Mount Telomoyo also preserves a yearly cultural tradition known as the saparan culture. The saparan culture itself is practiced by the people living at the base of Mount Telomoyo as a form of gratitude for the income derived from the land where they reside. This event showcases many local cultural arts, such as topeng ireng, reog, warok, etc.
3. Man-made attractions can be seen from the role of the Department of Forestry which continues to strive to maintain the quality of the potential attraction of Telomoyo attractions to increase the existing potential, one of which is the development of tourism there is a spot view enjoying the natural scenery from the summit with the name ‘Triangle Sky Telomoyo’. In addition, Mount Telomoyo is also a hang gliding runway, often also a place for International hang gliding competitions followed by many participants from within and outside the country. It is chosen because Mount Telomoyo has a challenging terrain.

Second, Accesibilities are all things related to travel access to the tourist attractions (Lim & McAleer, 2001). Mount Telomoyo tourism has easy access to be reached. Mount Telomoyo is one of the mountains in Central Java that can be accessed by vehicle to the top. Towards Mount Telomoyo, you can use a private motorbike and ride with a jeep provided for rent to transport around Mount Telomoyo tourist destinations and tours around, such as Sumuran waterfall, Flower Center and Kopeng Tourism Village souvenirs etc. according to the package taken. Getting to mount Telomoyo tourism is also very easy, for visitors who have never been able to easily without one direction because to the location can be accessed using google maps and the entrance to mount Telomoyo tourism there is an arch that characterizes the entrance to the summit with the words ‘Mount Telomoyo’ and the iconic statue of the green guava. The statue depicts that the local people use the land at the foot of the mountain to plant guava trees.

Third, Amenities, namely these components include all kinds of facilities and infrastructure that tourists need while on the tour (Juniarti et al., 2023). Entrance ticket to mount Telomoyo if a normal day for IDR 15.000 but if the holidays and weekends the

rate of IDR 20.000 with the ticket obtain tourist entrance facilities with natural scenery around and insurance. Other supporting facilities, namely the availability of bathrooms with clean water that flows smoothly and a large and comfortable parking lot. Other supporting facilities are the rapid response evacuation team in charge of controlling the rate of access up Mount Telomoyo. This is done to monitor if there is a motorcycle that is damaged on the way to the top. The team will immediately execute and find the nearest motorcycle workshop. In addition, it provides motorbike rental to be used to climb to the top of Mount Telomoyo.

Based on observations in Mount Telomoyo tourism there are homestays, available when visitors want to feel the cold air of Mount Telomoyo tourism. There is also a tent rental for camping at the top of the mountain. In addition, there are souvenir shops and restaurants. And in the puncak area there is a restaurant with a beautiful view and there are small stalls that provide snacks and drinks. Lastly, other supporting facilities are mushola and close if to other tourist attractions. Fourth, Ancillary services are tourism organizations that are needed to serve tourists. Findings in the field, Mount Telomoyo tourist attraction is working with many parties, among others: State Forestry Public Company and PT. Telkom Indonesia cooperates with local communities in the management of Mount Telomoyo Tourism Development. Facebook instagrammation is a marketing through social media such as facebook, instagram, YouTube which is managed by the local community. Other services also accept events gathering, trail run, touring, camping etc.

Visitor Trends and Tourism Appeal

In recent years, Mount Telomoyo has witnessed a consistent increase in visitor numbers, particularly during holiday periods. The influx of tourists, which ranges from an average of 1,500 visitors on regular days to as many as 63,126 during peak times, underscores the mountain's growing popularity as a tourist destination. This surge in visitors, especially noted during Eid holidays, highlights Mount Telomoyo's appeal across various demographics. The ability to attract large crowds, including motorcyclists and jeep users, indicates that the site offers a variety of experiences catering to different types of tourists. The steady increase in visitor numbers is a testament to the mountain's enduring appeal and the effectiveness of its management in catering to the needs of both local and foreign tourists.

Tourists visit Mount Telomoyo for a range of activities, from witnessing the breathtaking sunrise and sunset views to enjoying family holidays and participating in gathering events. The diversity of tourist motivations reflects the multifaceted nature of the mountain's attractions. For some, the appeal lies in the serene beauty of the landscape, easily accessible by motorbike, which offers a unique opportunity to experience Central Java's natural wonders. As noted by one visitor, the ability to reach the mountain by motorbike adds to the adventure, making it a favored destination for both casual tourists and those seeking more immersive experiences.

Components of Tourism Attraction

The attractiveness of Mount Telomoyo as a tourist destination can be dissected through the lens of the "4A" components of tourism: Attraction, Accessibility, Amenities, and Ancillary Services. The first component, Attraction, refers to the unique

characteristics that draw tourists to the site. Mount Telomoyo's primary attraction lies in its natural resources. The mountain is surrounded by other notable peaks such as Mount Merbabu, Mount Andong, Mount Sumbing, and Mount Ungaran, creating a picturesque landscape that captivates visitors. The ability to view Rawa Pening, Ambarawa, and even the cities of Salatiga and Magelang from the mountain further enhances its appeal. The mountain's natural beauty, coupled with its unique status as a dormant volcano that has never erupted, adds an element of intrigue and mystique that continues to attract visitors (Baral et al., 2012).

In addition to its natural attractions, Mount Telomoyo also offers cultural tourism experiences. The local community regularly celebrates the "Saparan" culture, an annual event that reflects the community's gratitude for the bounties of the earth. This cultural festival features a variety of traditional performances, including "topeng ireng," "reog," and "warok," which provide tourists with a glimpse into the rich cultural heritage of the region. The preservation of such cultural practices not only enhances the tourist experience but also helps maintain the cultural identity of the local community. The integration of cultural elements into the tourist experience at Mount Telomoyo makes it a destination that offers more than just natural beauty, appealing to tourists interested in cultural immersion as well.

The third aspect of attraction at Mount Telomoyo involves man-made features. The Department of Forestry plays a crucial role in maintaining and developing the site to enhance its tourism potential. One notable development is the creation of the "Triangle Sky Telomoyo," a viewing spot at the summit that allows visitors to enjoy panoramic views of the surrounding landscape. This spot has become a popular location for photography and sightseeing. Moreover, Mount Telomoyo serves as a runway for hang gliding, hosting international competitions that attract participants from around the world. The challenging terrain of the mountain makes it an ideal location for such adventurous activities, further broadening its appeal to thrill-seekers and sports enthusiasts.

Infrastructure and Services

The second component of the 4A model, Accessibility, is vital for the success of any tourist destination. Mount Telomoyo is highly accessible, with well-maintained roads that allow vehicles to reach the summit. Visitors can choose to drive their own motorbikes or opt for a jeep rental service that provides guided tours around the mountain and its surrounding attractions, such as Sumuran waterfall, the Flower Center, and Kopeng Tourism Village. The ease of access is further facilitated by modern navigation tools like Google Maps, ensuring that even first-time visitors can find their way to the site without difficulty. The prominent entrance arch, marked with the words "Mount Telomoyo" and a statue of a green guava, serves as a clear indicator of the site, reflecting the local community's agricultural heritage (Zhenrao et al., 2021).

Amenities form the third pillar of the 4A model and are crucial for enhancing the overall tourist experience. Mount Telomoyo offers a range of facilities that cater to the needs of visitors. Entrance tickets are affordably priced, with slight variations between normal days and holidays, ensuring that the site remains accessible to a wide audience. Essential amenities include clean bathrooms, ample parking spaces, and a rapid response team that assists with any issues encountered during the ascent, such as

vehicle breakdowns. This team ensures that visitors can enjoy their trip without worrying about logistical problems, further enhancing the site's appeal.

For those looking to extend their stay, Mount Telomoyo offers accommodation options such as homestays and tent rentals, allowing visitors to experience the mountain's cool, refreshing air overnight. These options cater to different types of tourists, from those seeking comfort in a homestay to those looking for a more rugged experience through camping. Additionally, the summit area features a restaurant with stunning views, as well as small stalls that offer snacks and drinks, ensuring that visitors have access to food and beverages during their visit. These amenities contribute significantly to the overall comfort and convenience of the tourist experience at Mount Telomoyo.

The final component, Ancillary Services, refers to the support services provided by various organizations that help enhance the tourist experience. Mount Telomoyo's tourism development is a collaborative effort involving multiple stakeholders, including the State Forestry Public Company and PT. Telkom Indonesia, who work together with the local community to manage and promote the site. Marketing efforts are bolstered by the use of social media platforms like Facebook, Instagram, and YouTube, which are managed by the local community. These platforms help raise awareness of the site and attract a broader audience. Additionally, the site offers services for special events such as gatherings, trail runs, tours, and camping, further expanding its appeal to different types of visitors.

Overall, the success of Mount Telomoyo as a tourist destination is built on a well-rounded approach that incorporates natural beauty, cultural richness, man-made attractions, and robust infrastructure and services. The combination of these elements ensures that visitors have a memorable and enjoyable experience, making Mount Telomoyo a standout destination in Central Java. The continued development and management of these components are essential for sustaining and growing tourism at the site, ensuring that it remains a popular destination for years to come.

CONCLUSION

The potential of Mount Telomoyo as a tourist attraction is rooted in a diverse array of elements that together create a compelling and multifaceted destination. At the core of its appeal are the natural resources that surround the mountain, including the stunning landscapes framed by Mount Merbabu, Mount Sumbing, Mount Andong, and Mount Ungaran. These natural features provide a breathtaking backdrop that draws visitors seeking the tranquility and beauty of unspoiled nature. The unique combination of these natural resources not only enhances the aesthetic value of the site but also offers various opportunities for outdoor activities, making Mount Telomoyo an attractive destination for nature lovers and adventure seekers alike.

In addition to its natural beauty, Mount Telomoyo boasts rich cultural tourism attractions that further enrich the visitor experience. The regular celebration of local cultural events, such as the Saparan ceremony, highlights the deep connection between the community and their environment. This cultural festival, which serves as a form of alms to the Earth, offers tourists an authentic glimpse into the traditions and values of the local people. By integrating cultural experiences with natural attractions, Mount

Telomoyo presents a holistic tourism experience that appeals to those interested in exploring both the physical and cultural landscapes of Central Java.

Moreover, the man-made attractions at Mount Telomoyo, such as the "Triangle Sky Telomoyo" viewing platform, add a modern touch to the site's traditional charm. These developments not only enhance the aesthetic appeal of the mountain but also provide visitors with enhanced opportunities to engage with the environment, whether through photography, sightseeing, or adventure sports like hang gliding. The careful balance between preserving natural and cultural heritage while introducing thoughtfully designed infrastructure ensures that Mount Telomoyo remains a dynamic and evolving tourist destination.

Finally, the accessibility, amenities, and ancillary services available at Mount Telomoyo play a crucial role in supporting its development as a sustainable tourism site. The ease of access, facilitated by clear roads, navigable routes on Google Maps, and welcoming signage, ensures that visitors can reach the site without difficulty. Complementary amenities, such as jeep tours, quick-response teams, and various accommodation options, further enhance the comfort and safety of the visitor experience. The involvement of organizations like the State Forestry Public Company and PT. Telkom Indonesia in the management and promotion of Mount Telomoyo underscores the collaborative efforts required to maintain and improve this tourist attraction. Together, these elements create a robust foundation for Mount Telomoyo's continued success, ensuring that it remains a beloved destination for both new and returning visitors.

ACKNOWLEDGEMENT

This research will not be carried out properly if there are no parties involved in collecting information in the form of existing facts that support the title of the research raised. For all tourism managers as well as visitors and the surrounding community who are willing to be interview speakers to collect information.

REFERENCES

- Akama, J. S. (1996). Western environmental values and nature-based tourism in Kenya. *Tourism Management*, 17(8), 567–574. [https://doi.org/10.1016/S0261-5177\(96\)00077-5](https://doi.org/10.1016/S0261-5177(96)00077-5)
- Baral, N., Stern, M. J., & Hammett, A. L. (2012). Developing a scale for evaluating ecotourism by visitors: A study in the Annapurna Conservation Area, Nepal. *Journal of Sustainable Tourism*, 20(7), 975–989. <https://doi.org/10.1080/09669582.2012.663379>
- Barral, V. (2016). National sovereignty over natural resources: Environmental challenges and sustainable development. *Research Handbook on International Law and Natural Resources*, 3–25. <https://doi.org/10.4337/9781783478330.00011>
- Bortolotto, C. (2015). UNESCO, cultural heritage, and outstanding universal value: value-based analyses of the World Heritage and Intangible Cultural Heritage Conventions. *International Journal of Heritage Studies*, 21(5), 528–530. <https://doi.org/10.1080/13527258.2015.1024462>
- Dinarto, D., Wanto, A., & Sebastian, L. C. (2020). *COVID-19: Impact on Bintan's Tourism Sector*. S. Rajaratnam School of International Studies. www.rsis.edu.sg

- Dolezal, C., & Novelli, M. (2022). Power in community-based tourism: empowerment and partnership in Bali. *Journal of Sustainable Tourism*, 30(10), 2352–2370. <https://doi.org/10.1080/09669582.2020.1838527>
- Higgins-Desbiolles, F. (2021). The “war over tourism”: challenges to sustainable tourism in the tourism academy after COVID-19. *Journal of Sustainable Tourism*, 29(4), 551–569. <https://doi.org/10.1080/09669582.2020.1803334>
- Holik, A. (2016). Relationship of Economic Growth with Tourism Sector. *JEJAK: Jurnal Ekonomi Dan Kebijakan*, 9(1), 16–33. <https://doi.org/10.15294/JEJAK.V9I1.7184>
- Hu, B., He, F., & Hu, L. (2022). Community Empowerment Under Powerful Government: A Sustainable Tourism Development Path for Cultural Heritage Sites. *Frontiers in Psychology*, 13, 752051. <https://doi.org/10.3389/FPSYG.2022.752051/BIBTEX>
- Juniarti, G., Sulistijowati, R., Thomas, A. W., & Rosidi, Moh. I. (2023). Exploring Perspective of Local Tourists About City Branding. *Jurnal Bina Praja: Journal of Home Affairs Governance*, 15(1), 29–42. <https://doi.org/10.21787/JBP.15.2023.29-42>
- Landorf, C. (2009). A Framework for Sustainable Heritage Management: A Study of UK Industrial Heritage Sites. *International Journal of Heritage Studies*, 15(6), 494–510. <https://doi.org/10.1080/13527250903210795>
- Lapointe, D. (2020). Reconnecting tourism after COVID-19: the paradox of alterity in tourism areas. *Tourism Geographies*, 22(3), 633–638. <https://doi.org/10.1080/14616688.2020.1762115>
- Lim, C., & McAleer, M. (2001). Forecasting tourist arrivals. *Annals of Tourism Research*, 28(4), 965–977. [https://doi.org/10.1016/S0160-7383\(01\)00006-8](https://doi.org/10.1016/S0160-7383(01)00006-8)
- McLeod, M. T. (2013). Actor-Network Theory and Tourism, Ordering, Materiality and Multiplicity. *Tourism Management*, 37, 48–49. <https://doi.org/10.1016/J.TOURMAN.2013.01.002>
- Meskell, L. (2018). *A Future in Ruins: UNESCO, World Heritage, and the Dream of Peace*. Oxford University Press.
- Moayerian, N., McGehee, N. G., & Stephenson, M. O. (2022). Community cultural development: Exploring the connections between collective art making, capacity building and sustainable community-based tourism. *Annals of Tourism Research*, 93, 103355. <https://doi.org/10.1016/J.ANNALS.2022.103355>
- Pitana, I. G. (2008). Cases from the Asia-Pacific Region: sustainable heritage tourism: conservation and the use of cultural heritage for tourism in Indonesia. *Sustainable Tourism Management at World Heritage Sites: Enhancing Inter-Agency and Stakeholder Coordination for Joint Action. International Conference, Huangshan, China, 24-27 March 2008*.
- Prakoso, A. A., & Lima, Y. A. De. (2019). Strategi Pengembangan Pariwisata Kreatif Berbasis Masyarakat (Community-based Creative Tourism) Di Bintan. *Journal of Tourism and Creativity*, 3(2), 101–114. <https://doi.org/10.19184/JTC.V3I2.14006>
- Rantala, O. (2011). An Ethnographic Approach to Nature-based Tourism. *Scandinavian Journal of Hospitality and Tourism*, 11(2), 150–165. <https://doi.org/10.1080/15022250.2011.576829>
- Rasoolimanesh, S. M., Jaafar, M., Ahmad, A. G., & Barghi, R. (2017). Community participation in World Heritage Site conservation and tourism development.

- Tourism Management*, 58, 142–153.
<https://doi.org/10.1016/J.TOURMAN.2016.10.016>
- Safaeva, S. (2020). MICE tourism: opportunities, priorities, problems, prospects. *Journal of Environmental Management and Tourism*, 11(8), 1–48.
[https://doi.org/10.14505//JEMT.11.4\(44\).15](https://doi.org/10.14505//JEMT.11.4(44).15)
- Scheyvens, R., Van Der Watt, H., Cheer, J. M., Graci, S., & Dolezal, C. (2021). Tourism, Empowerment and Sustainable Development: A New Framework for Analysis. *Sustainability*, 13(22), 12606. <https://doi.org/10.3390/SU132212606>
- Simpson, K. (2001). Strategic Planning and Community Involvement as Contributors to Sustainable Tourism Development. *Current Issues in Tourism*, 4(1), 3–41.
<https://doi.org/10.1080/13683500108667880>
- Sugiyono, S. (2016). Memahami Penelitian Kualitatif. In *Alfabeta*. Alfabeta.
- Tang, R. (2021). Does trade facilitation promote the efficiency of inbound tourism?—The empirical test based on Japan. *International Journal of Tourism Research*, 23(1), 39–55. <https://doi.org/10.1002/jtr.2390>
- Vanhove, N. (2010). The economics of tourism. *Journal of Tourism History*, 2(3), 245–246.
<https://doi.org/10.1080/1755182X.2010.516898>
- Zhenrao, C., Chaoyang, F., Qian, Z., & Fulong, C. (2021). Joint development of cultural heritage protection and tourism: the case of Mount Lushan cultural landscape heritage site. *Heritage Science*, 9(1), 1–16. <https://doi.org/10.1186/S40494-021-00558-5/FIGURES/8>