



Tourism Revitalization In Indonesia

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Abstract

One form of community empowerment in the village is the Tourism Village. Village development is the basis of national development. Each village is expected to be able to carry out development independently so that community welfare will be easily realized and increase the people's prosperity index. The policy of revitalizing tourism development has an impact on the development of beautiful and livable rural areas with natural resources and beautiful views, which are trending topics on social media. The shift in tourist visits to the village is the reason for the revitalization of special tourism developments called tourist villages which are thick with cultural attractions and live together with local residents. The development of tourist villages can add more diverse tourist attractions that are able to attract tourists, so as to increase the economic activities of the community. The results of this study indicate that the revitalization of tourism development as an alternative development approach that aims to increase economic growth, overcome unemployment, alleviate poverty, and improve people's welfare. Tourism can be used as a strategic medium in economic empowerment by providing opportunities for the community to develop and empower tourism. This research uses library research method. The data sources used are primary data and secondary data.

Keywords: *tourism, revitalization, cultural*

Abstrak

Salah satu bentuk pemberdayaan masyarakat di desa adalah Desa Wisata. Pembangunan desa merupakan dasar dari pembangunan nasional. Setiap desa diharapkan mampu melaksanakan pembangunan secara mandiri sehingga kesejahteraan masyarakat akan

mudah terwujud dan meningkatkan indeks kemakmuran rakyat. Kebijakan revitalisasi pengembangan pariwisata berdampak pada pengembangan kawasan pedesaan yang asri dan layak huni dengan sumber daya alam dan pemandangan yang indah menjadi trending topik di media sosial. Pergeseran kunjungan wisatawan ke desa tersebut menjadi alasan revitalisasi pengembangan wisata khusus yang disebut desa wisata yang kental dengan atraksi budaya dan hidup bersama dengan warga sekitar. Berkembangnya desa wisata dapat menambah daya tarik wisata yang lebih beragam yang mampu menarik wisatawan, sehingga dapat meningkatkan kegiatan ekonomi masyarakat. Hasil dari penelitian ini menunjukkan bahwa, revitalisasi pembangunan pariwisata sebagai pendekatan pembangunan alternatif yang bertujuan untuk meningkatkan pertumbuhan ekonomi, mengatasi pengangguran, mengentaskan kemiskinan, dan meningkatkan kesejahteraan masyarakat. Pariwisata dapat dijadikan sebagai media strategis dalam pemberdayaan ekonomi dengan memberikan kesempatan kepada masyarakat untuk mengembangkan dan memberdayakan pariwisata. Penelitian ini menggunakan metode penelitian kepustakaan. Adapun sumber data yang digunakan adalah data primer dan data sekunder.

Kata kunci: *pariwisata, revitalisasi, budaya*

INTRODUCTION

Tourism is not only a tertiary or secondary need but has become a primary need for the Indonesian people. However, since the pandemic and the enactment of various rules from PSBB to PPKM, ranging from tourist attractions not operating, such as the Devoyage European Village to the Indonesian Safari Park. This has an impact on the tourism industry and the welfare of the people in Indonesia. At the same time, the acceleration of industrialization has caused large cities to have formed a clear heat island effect and a bony phenomenon, which has had a great impact on the stress of urban living. In this case, rural tourism has become the best choice for the community (Solichin et al. 2021).

One form of community empowerment in the village is the Tourism Village. In pursuing the target number of tourists, Tourism has begun to develop rural areas. This initiative was carried out in collaboration with the Ministry of Tourism and the Ministry of Villages of the Unitary State. This government movement inspired policymakers at the provincial and district and city levels to make similar activities, namely developing tourism in their respective regions (Trisnawati, Haryono, and Wardoyo 2018).

Village development is the basis of national development. Each village is expected to be able to carry out development independently so that community welfare will be easily realized and increase the people's prosperity index. The policy of revitalizing tourism development has an impact on the development of beautiful and livable rural areas with natural resources and beautiful scenery has become a trending topic on social media. The shift in tourist visits to the village is the reason for the revitalization of special tourism developments called tourist villages which are thick with cultural attractions and living together with residents. With the development of tourist villages, it can add more diverse tourist attractions that can attract tourists, increase community economic activities, to create equitable development that can compete with other tourism (Ariadi 2019).

Revitalization of tourism development as an alternative development approach that aims to increase economic growth, overcome unemployment, eradicate poverty, and improve people's welfare. Tourism development is an effective way to revitalize tourist destinations. Tourism revitalization involves the community as an important component because the community has great authority and responsibility for tourism management. Tourism can be used as a strategic medium in economic empowerment by providing opportunities for the community to develop and empower tourism (Abdoellah et al. 2019).

Community empowerment is one of the pillars of tourism destination development strategies. Efforts to increase community empowerment include activities to increase tourism awareness and community business potential. Increasing public awareness of the importance of tourism indirectly encourages the growth of new jobs. The imbalance between the rapid growth of the tourism industry and the lack of adequate resources to manage the tourism industry hurts local communities ("Development of Marine Tourism on Siladen Island," 2019).

Rural Transformation and adaptive evolutionary paths are important research content in the field of revitalizing the development of sustainable tourism destinations, which have important theoretical and practical significance for the implementation of rural revitalization strategies and the realization of multiple goals. The community's motivation to participate and support tourism development is the result of internal and external processes that involve each individual, causing them to follow the steps taken to support tourism development enthusiastically and persistently (Syamsudin 2019).

Rural tourism program combined with the requirements of the times, further promote innovation, promote breakthroughs, promote development, promote protection, promote beauty, and create a distinctive, beautiful, and nostalgic rural tourism with rural characteristics has become an important proposition of tourism supply-side reform and the background of the current era this. How to achieve comprehensive development (Imron 2020).

The revitalization of the development of tourist destinations requires further concrete steps, especially in efforts to improve the governance of customary tourism concerned by finding and designing new formats. traditional management of sustainable tourism by prioritizing the values of local wisdom as its main foothold. The tourism industry not only has a positive influence but also causes a loss of sustainability in terms of economic, environmental, and social aspects if it is not planned properly. Tourism can revitalize the local economy, strengthen local identity in some areas, and can change the structure of the economy. Therefore, this study explains how the revitalization of tourism development affects the welfare of the community (Sianipar 2019).

The results of research related to this indicate that the revitalization of the development of the Benowo Park tourist destination needs further concrete steps, especially in efforts to improve the governance of customary tourism concerned by finding and designing new formats. traditional management of sustainable tourism by prioritizing the values of local wisdom as its main foothold. The tourism industry not only has a positive influence, but also causes a loss of sustainability in terms of economic, environmental and social aspects if it is not planned properly. Tourism can

revitalize the local economy, strengthen local identity in some areas and can change the structure of the economy. Therefore, this study explains how the revitalization of tourism development affects the welfare of the community. This research uses a case study in Penggarit Village, Taman District, Pemalang Regency (Sianipar 2019).

Tourism development can be carried out with synergy between the private sector, the government, the community both bottom up and top down, as well as involving the formal and informal sectors. The development of tourism, especially facilities and infrastructure, is needed to consider the increasingly sophisticated needs of visitors. The development of tourist villages from the beginning involved the synergy of the community, the private sector and the government (Sianipar 2019).

This research is motivated by the emergence of community-based tourism in villages in Indonesia. The diversity of ethnic groups in Indonesia and some of them still maintain their traditions so as to attract tourists to learn about the culture. The purpose of this study is to provide an overview of tourist villages that occur in Indonesia in terms of changes in the function and resilience of local communities in the face of changes in these functions. It is hoped that this will help tourism-based rural communities to improve and protect their tourism activities and income from unforeseen social or environmental changes (Sianipar 2019).

LITERATURE REVIEW

Community empowerment is one of the pillars of tourism destination development strategies. Efforts to increase community empowerment include activities to increase tourism awareness and community business potential in the tourism sector. Increasing public awareness of the importance of tourism indirectly encourages the growth of new jobs. The imbalance between the rapid growth of the tourism industry and the lack of adequate resources to manage the tourism industry local communities (Cahyaningrum 2017).

The next research is a study entitled "The Implementation of Cleanliness, Health, Safety, and Environment (CHSE) Homestay for Tourist Safety" written by Krisnawati Setyaningrum Nugraheni explained that CHSE was made based on the Decree of the Minister of Health on Health Protocols in Public Places and Facilities in the Context of Prevention and Covid-19 control. The community service activity is a collaboration of the STIEPARI Semarang service team with the Tourism and Sports Office of Pemalang Regency and is carried out in a structured manner in three stages of activity, starting with a survey on the level of understanding of CHSE to the homestay management community, followed by focus group discussion activities and closed with training on CHSE. This community service is intended for homestay managers selected from four selected tourist villages, namely Penggarit Village, Surajaya Village, Kaliprau Village, and Sikasur Village. The final hope from the CHSE training is that homestay managers can help prevent and control Covid-19 for the community in public places and facilities to prevent the occurrence of new epicenters or clusters during the pandemic and the main thing is the safety of tourists who stop at tourist villages during the pandemic. (Setyaningrum Nugraheni et al. 2020).

The journal written by Muhammad Iqbal and Helen Dian Fridayani entitled "Village-Owned Enterprises Management and Community Welfare in Tridadi Village

Slenab Regency" explains that development in Indonesia launched from the village is considered very effective in supporting national development in Indonesia. One of them is by establishing BUMDes, as a pillar of economic development in BUMDes is expected to make a very large contribution. This study discusses how BUMDes can affect the welfare of the community in Trinidad Village, Sleman Regency. This research uses qualitative research. Methods and analysis results using smart pls. The results of this study indicate that there is an influence between the management of BUMDes Tridadi Makmur with the level of welfare in the village of Trinidad. Of the four previously mentioned BUMDes management indicators, three of them affect the welfare of the community, namely economic or financial capital, human capital social capital. While the other one does not affect the welfare of society, namely natural capital. The level of material welfare achieved by the community is ownership of a decent house and the ability to buy clothing and food (Iqbal and Fridayani 2021).

The journal written by Mohammad Irfan and Any Suryani with the title "Local Wisdom Based Tourist Village Organization in Lombok Tourist Area" explains that a tourist village is an area that has special characteristics so that it becomes a tourist destination. The development of the cultural tourism area in the Sade tourist arrangement has not been well organized. Judging from the management, it supports activities, especially in the management of traditional Sade villages, special crafts, tourism governance, and customs and excises religious tourism site management, which still needs improvement. The first year of the study revealed that the concept of governance was attempted to be regulated, especially about the arrangement of tourist villages which were packaged in the form of Sade and Segmenter village regulations. This research uses a data analysis method with an empirical approach. Based on the objectives to be achieved in this study, namely, increasing community participation, cultural preservation so that the concept of Sade tourism village government is found, namely organizing a typical traditional village environment, infrastructure support and land availability, and human resource management and the role of the government, so that it can be formulated the strategy used to find a layout for the Manage replication of the Sade tourism hamlet is relocation and revitalization(Irfan and Suryani 2017).

The journal entitled "The Revitalization of Garapan of Jemblung a Traditional Art Preserved in Blakasuta Studio in Banyumas Regency" written by Nuratri Widya Pangestika and Wadiyo Nur RoKhmat explained that modernization is a development process in society that affects dynamic life; it is a directed sociocultural process of change, both in positive and negative ways. In the era of modernization, the development of art involves revitalization. In this study, the revitalization of Jemblung is expected to attract the interest of the local community to preserve its existence where it should be. Thus, conservation efforts by Blakasuta studio must be supported by the local government and the community(Pangestika and Rokhmat 2019).

The research conducted by previous researchers is almost the same as what the researcher did in conducting this research. It's just that in this study the authors developed the innovation of the Benowo Park tourist destination into cultural tourism with religious nuances.

METHODE

Research is a process or activity carried out systematically, logically and planned, to collect, process data, analyze data, and collect data using certain methods or techniques to find answers to problems that arise. The nature of the researcher used in this study is a qualitative descriptive study. The analytical technique used by the researcher is the method of qualitative analysis of the literature. One type of research based on data collection techniques is library research, known as library research or also called literature research. This research is referred to as library research because secondary data or materials needed in completing the research results are obtained from libraries, both from sources in the form of books, encyclopedias, dictionaries, journals, documents, magazines, and so on. In qualitative research, researchers are required to explore and trace as accurately as possible the reality of existing phenomena. The method of thinking that the researcher uses in formulating the conclusion is an inductive way of thinking, namely a way of thinking that departs from specific and concrete facts, then from specific and concrete facts or events drawn in generalizations of a general nature.

RESULT AND DISCUSSION

The Urgency of Development Revitalization

Revitalization is the process of turning something powerless into empowered so that something becomes vital. Revitalization is an effort to preserve a culture that has four main components, namely preservation, restoration/rehabilitation, reconstruction and, revitalization (Hutsa D 2017). Revitalization changes cultural outputs that are adapted to the development of society without removing cultural artifacts. Revitalization of development aims to explore and give new meaning without changing the form and substance. The revitalization of development is an alternative to local and environmentally friendly tourist attractions. In addition, it involves a tourist attraction of authentic and unique cultural heritage. Revitalization of development preserves the culture of wealth through tourism activities by involving the participation of the surrounding community (Pambudi et al. 2020).

Revitalization is a solution to various problems, including lack of tourist interest, community participation, various facilities, commercial activities, and lack of supporting concepts and characters. The driving factors for tourism development are freedom of movement, completeness of transportation and communication facilities, accommodation facilities, the attractiveness of tourist areas, and adequate services. Thus, it can be concluded that the supporting factors for development revitalization are adequate facilities and infrastructure (Febrianingrum, Miladan, and Mukaromah 2019).

Revitalization has several stages and requires a certain period and includes several indicators, including (1) Physical intervention, initiating revitalization activities, including repairing and improving the quality and physical condition of buildings, green planning, connecting systems, sign systems, and regional open spaces; (2) Economic Rehabilitation, revitalization initiated by the process of rejuvenating urban artifacts must support economic rehabilitation. In revitalization, it is necessary to develop mixed functions that encourage economic and social activities; (3) Social/Institutional Revitalization, revitalization not only creates a beautiful place atmosphere, but

revitalization must also be able to create an attractive environment, be able to improve the dynamics and social life of the community (Rohaeni 2019)

Tourism development has been identified as an effective way to revitalize economic destinations, both rural and urban. The development of tourism modifies destinations and produces changes in people's social life. Tourism development that is carried out continuously is expected to provide an alternative for people to find happiness and a place to enjoy. In addition, tourism development is also expected to have sustainability, both economically, environmentally, and socio-culturally, so that it has a positive impact on the local community. Many studies have been conducted on the approaching model in developing tourism in rural areas, for example, participatory through Community Based Tourism (CBT) in tourism development. Meanwhile, modalities and interventions to optimize CBT in tourism development by preserving local identity and sustainability (Rafika Dhona and Astari 2020).

Revitalization, In a city environment, objects, and the scope of conservation areas can be classified into several classifications as follows: Area Unit is an area unit within the city that can be in the form of suburban areas (even the entire city itself as a consistent life). The view/visual unit is a unit that can have meaning and an important role for the city. This unit is a visual aspect, which can provide a mental image or a typical image of a city environment. There are five elements, namely: paths, edges, districts, concentrations (nodes), landmarks (Ito et al. 2019).

Revitalization is a conservation effort in reviving something (building, environment, or city area) that has become extinct, where in the past these things never worked and then disappeared (extinct) It aims to attract public activities within the framework of the culture of the economic and cultural fields. Revitalization activities that aim in the economic, social, and cultural fields in the use of buildings and the environment to prevent the loss of assets in an area of historical value due to a decline, degradation, or decline in productivity in the area. Referring to the above understanding, the concept of revitalization that can be carried out is still left as before by taking care of the defective parts and preserving several houses that have high cultural and architectural values by changing the function of the house. become a museum village. Maximizing the use of houses as homestays and providing supporting facilities (Fernández-Llamazares and Cabeza 2018).

Revitalization is one of the efforts to revive ancient areas, buildings, roads, and environments by implementing new functions in architectural arrangements to increase economic, social, tourism, and cultural activities. In general, revitalization has a meaning as the return of the area by incorporating new functions or activities in a modern way. Besides that, it can also stimulate new activities so that the area becomes more active (Badruzaman and Musofa 2018).

The culture of the people, which always puts common interests first, shows a high level of participation in developing their villages. Various forms of community participation that can be seen in the form of community self-help are physical participation such as labor and funds or non-physical in the form of thoughts/suggestions or responses for development purposes. The process of implementing community participation can take place optimally if it is supported by various things such as active time, energy, and funds as well as the ability of insight

from the community in the context of contributing ideas for development purposes. Conversely, if the community does not have personal opportunities because they are busy with individual activities, energy, and funds due to inadequate financial capabilities/poor education categories and low education and knowledge (Pelzer et al. 2017)

Tourism Village Development Strategy

Strategy is a way to achieve goals (Layaman, 2015). Regarding the development of tourist villages, this strategy will directly touch and involve the community, so that it will bring various impacts to the local community, both positive and negative impacts. For the community, tourism development has enormous potential benefits for the economy, socio-culture, and the environment, but sometimes the wrong tourism development often brings a lot of harm to the local community itself. The existence of various benefits and challenges illustrates that tourism development is like managing fire, where managers can use it for the benefit of the community but on the one hand it can cause losses if the management is not effective (Wijijayanti et al. 2020)

As for the concept of tourism development, it is a word that is quite highly used in any country or at any level, but it seems to be understood differently. Development implies an evolutionary process with positive connotations or at least "out of place". Differences in interpretation occur because the word development can be associated with two things, namely: "process" and "level" of development of something. In this connection, there are 5 contexts and connotations of the use of the term development, namely: Economic growth, Modernization, Justice transformation, and Socio-economic transformation (Elake 2020).

Regional original income is income obtained from sources within the territory, namely: the higher the role of regional income in the regional financial structure, the higher the role of regional finance, and the ability of the region to carry out regional development activities. Local revenue comes from revenues, namely local taxes, regional levies, the proceeds of wealth separated from management, other legitimate local revenues (Saputra 2018).

A culture is a geographical form of phenomena that arise from the interaction of humans as inhabitants of the earth and the earth as a place for humans to live. Humans are the determining factor in interacting with the environment, human interaction here is generated by the exploitation of natural and human resources. In increasingly advanced development, humans continue to explore their creativity to improve the quality and quantity of themselves so that humans do not lose the competition and can continue to explore further to meet their needs so that in human creativity there appears a culture that is the result of culture (Sumarto 2019).

Tourist attraction is something that must exist, because attraction is the main element of tourism products. According to the Law of the Republic of Indonesia Number 10 of 2009 Article 14 Paragraph 1, what is called a tourist attraction business is a business whose activities are managing natural tourist attractions, cultural tourist attractions, and man-made/man-made tourist attractions. More specifically, it is stated that natural tourist attraction is everything that has uniqueness, beauty, authenticity, and value in the form of a diversity of natural wealth that is the target or purpose of tourist visits (Sudarwan et al., 2021).

Tourism object and attraction is a location that has beauty, uniqueness, authenticity and value that can be used as a place of entertainment for people who are on vacation in an effort to meet spiritual needs and foster a love of natural beauty. Objects and tourist attractions can be in the form of nature, culture, way of life and so on which have attractiveness and selling points to be visited or enjoyed by tourists. In a broad sense, anything that has a tourist attraction or attracts tourists can be called a tourist object and attraction (Ngajow & Tawas, 2021).

Significance of Religious Culture Tourism

Revitalization is a new product development process. Product development can be developed in various ways including through: Revitalization is the process, method, act of reviving or re-activating something to make something important and necessary. Rejuvenation is the process of rejuvenating physically, rejuvenation reduces to eliminate the signs of aging. Reformulation is drastic changes made to make a change (Pambudi et al., 2020).

Revitalization consists of 3 strategies or dimensions that can show revitalization, namely: Adding a New Value, this is a way to find creative opportunities to define the product, repositioning / Repositioning, involves creating a new competitive position in the minds of consumers, and extending the Base, increasing the adoption rate, usage rate or new market entry, to determine eligibility (Pambudi et al., 2020).

Based on these revitalization definitions, the development of the revitalization of an area which includes an analysis of tourism products consisting of: revitalization of tourist attractions is an overhaul of one of the components contained in the component of tourism products and which becomes an attraction for tourists to visit a tourist destination. Tourist Attractions, namely everything both the location of places and activities that are an attraction for people to visit a certain area. Meanwhile, tourist attraction is anything that can be offered to them when they come to visit a certain country or tourist attraction. Attraction is the most important component in a destination where the attraction is an attraction for tourists to visit a destination, revitalization of amenities is a supporting component of tourism activities, where the services provided are in the form of various facilities available at each destination for the convenience of visitors or tourists. Its function is to meet the needs of tourists during their temporary stay in the destinations visited. Amenities are facilities owned by tourist destinations, including accommodation, food processing businesses, transportation, recreation and others, and accessibility revitalization includes available facilities so that travel time from places of tourists or visitors becomes easier and shorter. Accessibility is also included in the tourism product component (Pambudi et al., 2020).

As an archipelagic country with various cultures and has quite a lot of citizens, Indonesia will be easily recognized in foreign countries. Without realizing it, this diversity is the main attraction for traveling (Sari, Kusumah, and Marhanah 2018). Tourism is also one of the driving forces for the rotation of the economy in an area or country. In addition, the existence of tourist attractions can also be a place for the creative economy in the area. One of the most interesting things about Indonesia is its cultural diversity. The potential for religious-based tourism destinations has been recognized by both domestic and local communities over the last 20 years. The place is beautiful and the entrance is quite easy, this tourist attraction is also visited because of

the culture that has a strong Islamic religious nuance. This is what attracts tourists to visit. Apart from the above, this tourist attraction also teaches an independent economy and a creative economy to the community (Majidah 2018).

Religious tourism is a way or activity to visit places that have Islamic nuances or have special meaning for religious people, either in the form of places of worship, tombs of waliullah or ulama, and other places related to religious values. Religious tourism is intended to lead to pilgrimage tourism. There are four important influences on the management of religious tourism, namely the external environment, internal resources and capabilities, and the goals to be achieved (Nurhalisa Aulia 2020).

Culture-based tourism is one type of tourism activity that uses culture as its object. This type of tourism is distinguished from other special interests, such as nature tourism and adventure tourism. These objects are often packaged specifically for presentation for tourists, them more attractive. Sociologists and anthropologists see that tourism (internationalization) does not destroy culture, but instead strengthens it, due to a process called cultural involution (Fahrudin, Firdaus, and Shafiyullah 2020).

CONCLUSION

Revitalization of tourism development as an alternative development approach that aims to increase economic growth, overcome unemployment, eradicate poverty, and improve people's welfare. Tourism development is an effective way to revitalize tourist destinations. Tourism revitalization involves the community as an important component because the community has great authority and responsibility for tourism management. Tourism can be used as a strategic medium in economic empowerment by providing opportunities for the community to develop and empower tourism. Religious tourism is a way or activity to visit places that have Islamic nuances or have special meaning for religious people, either in the form of places of worship, tombs of waliullah or ulama, and other places related to religious values. Culture-based tourism is one type of tourism activity that uses culture as its object. This type of tourism is distinguished from other special interests, such as nature tourism and adventure tourism.

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