

CULTURAL TOURISM MARKETING ANALYSIS IN THE ERA OF INDUSTRIAL REVOLUTION 4.0 CASE STUDY IN MINAHASA REGENCY

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Abstract: *Tourism is an activity that directly touches and involves the community, thereby having various impacts on the local community. In fact, tourism is said to have extraordinary driving energy, which is able to make local communities experience metamorphosis in various aspects. Based on the description of the research results and the results of the discussion that have been presented, the author can draw the conclusion that the economic impact on the surrounding community can be said to have increased quite significantly from the previous year. From this, the impact of the tourism sector as local economic development emerges as follows: 1. Development of the tourism sector which is a form of business carried out by the government, private sector and local communities to maximize the utilization of tourism potential in an area. Local economic development is usually marked by the emergence of small businesses as a multiplier effect of this form of tourism activity which can ultimately improve community welfare if managed well. Qualitative methods place more emphasis on observing phenomena and research more into the substance of the meaning of these phenomena. The analysis and sharpness of qualitative research is greatly influenced by the strength of the words and sentences used.*

Keywords: Cultural, Tourism, Industrial revolution

INTRODUCTION

Tourism is the largest industry in the world and is growing very rapidly. Based on data compiled from World Tourism and Travel (WTTC), the tourism sector has contributed 313 million



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jobs and 10.4 percent of world Gross Domestic Product (GDP) income. WTTC uses its annual economic impact data and four indicators as assessment benchmarks. The four indicators are tourism contribution to GDP, international visitor spending, domestic tourism spending, and capital investment in tourism. Meanwhile, data from the World Tourism Organization (WTO) shows that tourism development in the Asia Pacific region grew by 9% in the last year, with an average growth of 6.5% in the last decade. Southeast Asia is at the top level among Asia Pacific countries in this regard. Based on data quoted from the WTO, in 2020 international tourists (tourists) are estimated to reach 698 million people who will be able to create income of USD 476 billion. The growth in the number of tourists in this millennial decade was 4.2%, while the growth in receipts from foreign tourists was 73 percent, even in 28 countries, income grew 15 percent per year. Meanwhile, the number of domestic tourists in each country is even greater and this group is the main driver of the national economy. as an illustration, in Indonesia the number of domestic tourists (wisnus) in 2020 was 134 million with expenditure of IDR. 7.7 trillion. This number will increase with the ease of accessing an area. On the other hand, around 8 percent of exports of goods and services generally come from the tourism sector. And tourism has also become the largest contributor to international trade from the services sector, approximately 37 percent, including 5-top exports categories in 83% of WTO countries, the main source of foreign exchange in 38% of countries and in Southeast Asia tourism can contribute 10-12 percent of GDP and 7-8 percent of total employment. On the basis of these figures, it is appropriate that tourism is categorized into the world's largest industry group. The dominance of tourist destinations is starting to change. If in 1950, the 15 main tourist destinations in the world were concentrated in Western Europe and North America, which brought in 97% of the world's number of tourists, then in 2020 this number has decreased to 62%, the rest is spread across various parts of the world, especially East Asia and Eastern Europe. , and Latin America. Among them in the East Asia and Pacific region, tourist arrivals were recorded at 122 million, of which the highest was achieved by China at 31.29 million with foreign exchange earnings of USD 16.231 billion, while the lowest of the top ten was Japan with tourist arrivals of 4.757 million and foreign exchange earnings of USD. 3.374 billion. And Indonesia is the eighth-ranked country visited by 5,064 million people who earned USD foreign exchange. 5.7 billion (in 2020). Future tourism prospects are very promising and even provide great opportunities, especially if you look at the estimated figures for the number of international tourists (inbound tourism). Based on WTO estimates, namely 1.046 billion people (in 2010) and 1.602 billion people (in 2020), of which 231 million and 438 million people respectively are in the East Asia and Pacific regions. And it will be able to create world income of USD 2 trillion by 2020. Based on these estimated figures, Indonesian tourism actors should carry out careful and directed planning to answer challenges as well as seize opportunities that will "appear" or pass by in our region. published by the WTO, there is also an interesting thing, namely that it was discovered that there were 4 large groups of countries contributing to world tourists, namely the United States, Germany, Japan, China and the United Kingdom, which contributed 41% of world tourism income. In terms of technology, these five countries are also large countries that use information technology in the



form of the internet, namely 79 percent of the world's internet population. The internet is not merely a technological invention, but is also a teacher for educating people to find various information (including information tourism) that he wants, thereby making life much easier (to make life much easier). Tourists usually access information provided through travel agencies or other organizations. They prefer to find out for themselves what is in their minds so they can be sure that the product they choose is the best. This is because the product or service they want in the tourism sector does not appear or "exist" at the time the transaction takes place. When a tourist trip is purchased, in general it is just purchasing information that is on the computer via the reservation system. What tourists buy is only the "right" to a product, flight or hotel service. In contrast to other commodities such as TVs or cameras, tourism cannot provide samples before the decision to buy is made. The decision to buy mostly comes from recommendations from contacts, brochures or advertisements in various print media. So in fact the tourism business is a business of trust. With the existence of the internet, the information needed for a tourist trip is available mainly in the form of the World Wide Web or Web. Consumers can now connect directly with information sources without going through intermediaries. The web has become an ideal channel and a powerful tool for promoting tourist destinations, at very low costs. Currently, there has been a change in consumption patterns (consumer-behavior patterns) of tourists. Currently, consumption patterns are starting to change to a higher type of tourism, which, although still relaxed, has increased tastes, namely enjoying cultural products or creations and historical heritage as well as nature or eco-tourism from a region or country. This change in tourism patterns needs to be immediately addressed with various tourism product marketing strategies on both the government and private sides. One of the factors driving changes in consumption patterns among tourists today is the industrial revolution 4.0. which is characterized by a combination of technology as the cause of the boundary between the physical, digital and biological fields (Schwab in Lee et al., 2018). Schwab identified these three things as megatrends changes in the industrial revolution 4.0 era (Schwab, 2016). All developments and changes in this revolution culminate in the same key, namely through the use of the power of digitalization of information. Departing from this, the technological convergence that occurs through the use of digitalization of information is termed the internet of things (IoT) era. This term is defined as the relationship between various types of things such as products, services, places, and so on with people. This relationship occurs through the use of technology for information accessed through various forms of platforms (Schwab, 2016). The dominance of tourist destinations is starting to change. If in 1950, the 15 main tourist destinations in the world were concentrated in Western Europe and North America, which brought in 97% of the world's number of tourists, then in 2020 this number has decreased to 62%, the rest is spread across various parts of the world, especially East Asia and Eastern Europe. , and Latin America. Among them in the East Asia and Pacific region, tourist arrivals were recorded at 122 million, of which the highest was achieved by China at 31.29 million with foreign exchange earnings of USD 16.231 billion, while the lowest of the top ten was Japan with tourist arrivals of 4.757 million and foreign exchange earnings of USD. 3.374 billion. And Indonesia is the eighth-ranked country



visited by 5,064 million people who earned USD foreign exchange. 5.7 billion (in 2020). Future tourism prospects are very promising and even provide great opportunities, especially if you look at the estimated figures for the number of international tourists (inbound tourism). Based on WTO estimates, namely 1.046 billion people (in 2010) and 1.602 billion people (in 2020), of which 231 million and 438 million people respectively are in the East Asia and Pacific regions. And it will be able to create world income of USD 2 trillion by 2020. Based on these estimated figures, Indonesian tourism actors should carry out careful and directed planning to answer challenges while capturing opportunities that will "appear" or pass by in our region. There is also an interesting thing in the data published by the WTO, namely that it was found that there were 4 large groups of countries contributing to world tourists, namely the United States, Germany, Japan, China and the United Kingdom, which contributed 41% of world tourism income. In terms of technology, these five countries are also large countries that use information technology in the form of the internet, namely 79 percent of the world's internet population. The internet is not merely a technological invention, but is also a teacher for educating people to find various information (including information tourism) that he wants, thereby making life much easier (to make life much easier). Tourists usually access information provided through travel agencies or other organizations. They prefer to find out for themselves what is in their minds so they can be sure that the product they choose is the best. This is because the product or service they want in the tourism sector does not appear or "exist" at the time the transaction takes place. When a tourist trip is purchased, in general it is just purchasing information that is on the computer via the reservation system. What tourists buy is only the "right" to a product, flight or hotel service. In contrast to other commodities such as TVs or cameras, tourism cannot provide samples before the decision to buy is made. The decision to buy mostly comes from recommendations from contacts, brochures or advertisements in various print media. The tourism business is a business of trust. With the existence of the internet, the information needed for a tourist trip is available mainly in the form of the World Wide Web or Web. Consumers can now connect directly with information sources without going through intermediaries. The web has become an ideal channel and a powerful tool for promoting tourist destinations, at very low costs. Currently, there has been a change in consumption patterns (consumer-behavior patterns) of tourists. Currently, consumption patterns are starting to change to a higher type of tourism, which, although still relaxed, has increased tastes, namely enjoying cultural products or creations and historical heritage as well as nature or eco-tourism from a region or country. This change in tourism patterns needs to be immediately addressed with various tourism product marketing strategies on both the government and private sides. One of the factors driving changes in consumption patterns among tourists today is the industrial revolution 4.0. which is characterized by a combination of technology as the cause of the boundary between the physical, digital and biological fields (Schwab in Lee et al., 2018). Schwab identified these three things as megatrends changes in the industrial revolution 4.0 era (Schwab, 2016). All the developments and changes of this revolution, culminates in the same key, namely through utilizing the power of digitalization of information. Departing from this, the technological



convergence that occurs through the use of digitalization of information is termed the internet of things (IoT) era. This term is defined as the relationship between various types of things such as products, services, places, and so on with people. This relationship occurs through the use of technology for information accessed through various forms of platforms (Schwab, 2016). In Regional Regulation Number 8 of 2013 concerning the 2013-2017 Medium Term Development Plan and Regional Regulation number 24 of 2004 concerning the 2010-2025 Long Term Development Plan, Minahasa Regency designated its area as one of the tourist destination areas in North Sulawesi. The direction of tourism development policy in this area is as follows:

1. Increasing people's income through tourism.

2. Developing the tourism sector as a source of regional income includes: planning for the continued construction of Fort Moraya which will be used as a place for culinary cultural tourism, construction of a 300 meter bridge on Lake Tondano, and also development of tourism at Urongo Peak and Mahembang Beach. The next plan includes beach areas in the eastern part of Minahasa Regency which are also loved by the local community, such as Tumpaan beach, Parentek beach, Kora-kora beach, Kolongan beach, and others.

3. Increasing the ability of community members to obtain great benefits from tourism activities.

4. The realization of a tourism-aware community through Sapta Pesona, thereby creating an atmosphere that supports and supports the further development of tourism businesses and activities. The establishment of Minahasa Regency as one of the tourist destination areas, because this area has various places that can be developed as tourist attractions, such as tourism the nature of Bukit Kasih, Lake Tondano, and beach tourism. Also no less interesting is cultural tourism. Based on data from the Minahasa Regency Tourism and Culture Office, Minahasa Regency has 38 natural tourist attractions, 22 historical tourist attractions, 14 artificial tourist attractions and 8 religious tourist attractions. Meanwhile, to attract tourists to come to visit Minahasa Regency, currently the Minahasa Regency government is holding various events such as cultural festivals, Lake Tondano festival, Decorative Bendi, Bukit Kasih and Culinary Festivals. Initial observations were carried out on the conditions of cultural tourism in Minahasa Regency as mentioned The above specifically shows a number of issues identified as tourism problems in general and cultural tourism in particular in Minahasa Regency, which can be classified into four aspects, namely:

1. Marketing Management Aspects.

2. Physical Attributes.

3. Facilities and Services.

4. Institutional Aspects.

Specifically, the four cultural tourism problems in Minahasa Regency are as follows:

1. The Minahasa Regency Government, specifically the Department of Tourism and Culture, does not yet have a tourism marketing strategy model in general, cultural tourism in particular.

2. The Minahasa Regency Government is not yet the main destination when tourists come to visit North Sulawesi. To attract tourists to visit, the strategy that has been implemented so far is to



collaborate with tourist attractions from other districts/cities in North Sulawesi, especially Manado and Tomohon as one tour package.

3. Tourists who visit rarely stay in Minahasa, mostly in hotels in Manado.

4. Regarding cultural tourism, the Minahasa region is rich in superior cultures, both in terms of cultural artifacts and cultural values, attitudes to life and community customs. This can actually be created and reproduced as a source of regional itan. However, unfortunately these potentials have not been exploited professionally to generate additional Regional Original Income (PAD). This sector still tends to be a sector with greater expenditure than income.

5. The Minahasa Regency Government, through the Department of Tourism and Culture, often holds arts and culture festivals, such as Maengket, Kabasaran, or Kolintang, even abroad, such as the 2017 Minahasa Cultural Night event in California, also has the Watu Pinawetengan site, Fesbudaton location in Paleleoan, Tondano Lodge, Moraya Fort, but it cannot be maximized yet. In fact, the potential of these cultural sites is combined with the potential of cultural arts and customs, as well as the celebration of Minahasa's historical moments, to be packaged into a cultural historical momentum tourism event. In fact, if we look closely, activities that are arts festivals often cause large budget expenditures rather than being a source of local income.

6. Tourist and cultural objects at Watu Pinabetengan in Pinabetengan Village, the parking area at the location which has been made a Cultural Heritage by the Director General of Culture of the Indonesian Ministry of Education and Culture, is still too narrow, Batu Pinabetengan is a place for traditional deliberations (war and division of customary areas), located in the District . Tombaso/Minduk Regency. It is rarely held institutionally, but individually or individually it is often used as a place for ancestral spirits (Opo) to obtain something mystical (mate, position and wealth).

7. Tourist and cultural objects at the Waruga site in Sendangan Village, Tompas District. The road to the location of the Waruga complex still needs to be repaired, then facilities also need to be developed.

8. Minawanua & Fort Moraya are ancient settlements of the Tondano people; and the defense of the Minahasa people against the Dutch company. These two historical places are located in Tondano City. It has been restored but events are rarely held there. Usually only once a year through the Tondano Lake Festival.

9. Caves left by the Japanese army, located in Tonsea Lama Tondano and Kawangkoan/Minduk Regency. The condition is not being treated. Human fossils and ancient food of the Minahasa people, located in the village of Paso, are not preserved (the fossils are unknown where).

10. Coordination at the stakeholder level, especially in the context of promoting tourism outside the region/abroad. Between stakeholders in the tourism sector there must be integration in the marketing vision and mission, so there needs to be a new reference in regional tourism marketing applications, namely by creating integrated planning, preparation, distribution and evaluation of marketing activities between the government and the private sector.



LITERATURE REVIEW

2.1. Marketing Concept

According to William J. Stanton quoted by Swastha and Handoko (2011: 4): Marketing is an overall system of business activities aimed at planning, determining prices, promoting and distributing goods and services that can satisfy the needs of existing buyers. and potential buyers. Meanwhile, the definition of marketing according to Kotler and Keller (2011: 19) is a social and managerial process where individuals and groups obtain needs and desires by creating, offering and exchanging products of value with each other. Based on the definition above, it can be concluded that marketing has a meaning. broader than sales, marketing covers a company's business which is characterized by identifying consumer needs that need to be satisfied, determining appropriate product prices, determining how to promote and sell these products. So, marketing is also an interconnected activity as a system for generating profits.

2.2. Marketing Strategy Concept

Marketing strategy is a strategy to serve the market or market segment in the company. The definition of marketing strategy is as follows: "marketing strategy is the marketing logic used by a company with the hope that business units can achieve company goals Kotler and Keller (2011: 76). According to Assauri (2014: 27), marketing strategy is based on five strategic concepts following:

a. Market segmentation

Each market consists of a variety of buyers who have different needs, buying habits and reactions. It is impossible for a company to meet the needs of all buyers. Therefore, companies must group heterogeneous markets into homogeneous units.

b. Market positioning. It is impossible for a company to control the entire market. So the second marketing strategy principle is to choose a specific pattern of market concentration that will give the company maximum opportunity to gain a strong position. In other words, the company must choose the market segment that can generate the largest sales and profits.

c. Targeting

Strategy for entering market segments that are targeted for sales.

d. Marketing Mix Strategy

A collection of variables that companies can use to influence consumer responses. The variables that can influence buyers are variables related to product, place, promotion and price (4P).

e. Timing Strategy

Determining the right time to market a product is something that needs to be considered. Although the company sees a good opportunity.

METHOD STUDY

Qualitative methods place more emphasis on observing phenomena and research more into the substance of the meaning of these phenomena. The analysis and sharpness of qualitative



research is greatly influenced by the strength of the words and sentences used. Therefore, Basri (2014) concluded that the focus of qualitative research is on the process and the meaning of the results. The attention of qualitative research is more focused on human elements, objects and institutions, as well as the relationships or interactions between these elements, in an effort to understand an event, behavior or phenomenon (Mohamed, Abdul Majid & Ahmad, 2010). Sale, et al. (2002) stated that the use of methods is influenced by and represents a paradigm that reflects a point of view on reality. Furthermore, Kasinath (2013) stated that there are three reasons for using qualitative methods, namely (a) the researcher's view of phenomena in the world (a researcher's view of the world), (b) the type of research question (nature of the research question), and (c) practical reasons associated with the nature of qualitative methods. Meanwhile, according to McCusker, K., & Gunaydin, S. (2015), the choice of using qualitative methods in terms of research objectives is to understand how a community or individuals perceive a particular issue. In this case, it is very important for researchers who use qualitative methods to ensure the quality of the research process, because the researcher will interpret the data they have collected. Qualitative methods help provide rich descriptions of phenomena. Qualitative encourages understanding of the substance of an event. Thus, qualitative research not only fulfills the researcher's desire to get an overview/explanation, but also helps to get a deeper explanation (Sofaer, 1999). Thus, in qualitative research, researchers need to equip themselves with adequate knowledge regarding the problems they will research.

DISCUSSION

The arts of a region can be an asset in highlighting other potentials it has. The author uses this concept to develop a marketing strategy with the aim of increasing cultural tourism in Minahasa Regency. Based on the analysis in the previous discussion, maengket art is experiencing a process of artistic development which leads to changes in form, meaning and function as tourist art. This is the basis for the author in choosing the art of Muturuk to represent or as a mainstay of other Minahasa cultural products. Apart from that, of course there are also several other thoughts that also support the existence of Muturuk as cultural tourism. The life of the people of the Minahasa tribal/ethnic group is very closely related to the natural environment and the culture they produce in their cultural products. This relationship can be seen from an anthropological perspective in cultural ecology, which studies the relationship between organisms and their environment. JH Steward emphasizes the relationship between culture and the natural surroundings which makes a society different from others because of the process of adaptation to its environment (Poerwanto, 2010: 67-71)). Thus, maengket art as a cultural product is formed influenced by the natural environment of Minahasa, seen from the form of movement that imitates the behavior of animals in nature so that the overall form is displayed by other people's performances when it can interpret the life of the Minahasa tribal/ethnic community which is close to their natural environment. According to its development, the art of Muturuk originated from Minahasa tribal/ethnic ritual processions so that there is a relationship between art and ritual (magical elements) of that community. These ritual



elements are depicted in the form of the campururuk performance presentation, including the circular shape, the symbol of the leaves used, and the song lyrics (urai) which describe all the magical elements possessed by the Minahasa tribal/ethnic community. Referring to Van Peursen's thought of dividing three stages of culture, namely: mythical, ontological and functional, in the mythical stage he explains that humans feel themselves surrounded by supernatural forces around them (an attitude of being completely confined/immanence), such as spiritual forces which are not small in number. , the power and authority of natural gods, and the power of fertility, all of which are frightening (Soedarso, 2006: 31). In the art of campuruk, there are dialogues with spirits to obtain salvation from the ritual processions of the Minahasa ethnic community. In other words, maengket art, even though in its existence it has undergone changes in form of packaging, it is important to make efforts to preserve the spiritual and social values that exist in this ritual as a form of art management. Currently, the presence of tourist art is also a consideration that is used as an icon or cultural identity, a form of art that is performed to depict the identity of the region from which the art originates. Likewise with maengket art, through art management it can be packaged so that the art performed for tourists cannot be separated from the cultural values of the Minahasa tribe/ethnicity. Intrinsic The book also contains several studies that review the existence of art as the identity of a region which is linked to the tourism sector. , art as an element of culture is something that is most interesting as an attraction for tourists. Therefore, it is necessary to preserve and revitalize the arts of a region as a form of identity because the arts which include performing arts, fine arts and recorded media arts which live and develop in Indonesia are characterized by diversity, each expression of which confirms the nation's cultural values. From the perspective of tourism opportunities, the presence of art in an area provides its own opportunities for that area. Jero Wacik, who served as Minister of Culture and Tourism of Indonesia on May 30 2006, said: "With the earthquake, Jogja tourism will not die. Certainly not, because art and culture....Art will grow because the roots are still there...." (Puwanti, 2009: 32). From the quoted statement above, Jero Wacik stated that the existence of arts and culture in Jogja is an asset that must be managed and packaged as a strategy for Jogja's post-earthquake tourism development. Likewise with other areas, especially Minahasa Regency, maengket art is expected to become a mainstay in the future in Minahasa cultural tourism. The entire explanation and interpretation above is the basis for the author to choose maengket art that can be relied upon to raise the potential of other regions in Minahasa Regency through a marketing strategy (marketing mix). described through the maengket life of the Minahasa tribal/ethnic community, including rituals, kinship systems, and harmony with nature so that they can become regional icons of Minahasa Regency. With effective and efficient arts management in accordance with the situation and conditions of the internal and external environment, it is hoped that it can become an icon that describes the previously formulated positioning so that cultural preservation and tourism can run in balance and bring direct profits to the local community. The Minahasa Regency government with regional autonomy is the full force of efforts to develop tourism as one of the main regional commodities. Regional autonomy itself gives full power to the Minahasa regional government to be able to manage its resources, in



contrast to districts and cities in North Sulawesi Province. However, this also needs to be supported by correct regulations and work transparency and supported by a bureaucracy that synergizes between related agencies and other agencies in tourism for the development of Minahasa Regency. For example, there is linkage and cooperation between tourism-related services and the transportation service, with the trade service, forestry service, and others. By providing mutual coordination and support between departments. The maengket cultural performance was held in Minahasa Regency. Development of the tourism sector in Minahasa Regency. Lack of awareness of the importance of managing human resources can be a weakness that needs to be watched out for. Human resource factors that are only consumptive in nature will hinder the development or development of the tourism sector. However, on the contrary, awareness of being productive will help speed up the process of developing the Minahasa Regency tourism sector. Efforts to improve the tourism sector require the role of many interested parties, both among local governments and other external parties.

CONCLUSION

Tourism is an activity that directly touches and involves the community, thereby having various impacts on the local community. In fact, tourism is said to have extraordinary driving energy, which is able to make local communities experience metamorphosis in various aspects. Based on the description of the research results and the results of the discussion that have been presented, the author can draw the conclusion that the economic impact on the surrounding community can be said to have increased quite significantly from the previous year. From this, the impact of the tourism sector as local economic development emerges as follows: 1. Development of the tourism sector which is a form of business carried out by the government, private sector and local communities to maximize the utilization of tourism potential in an area. Local economic development is usually marked by the emergence of small businesses as a multiplier effect of this form of tourism activity which can ultimately improve community welfare if managed well.

2. By providing assistance to the community, they can have jobs and sufficient income to sustain their daily lives because the community can manage the assistance well, even though there is always monitoring at the location of the object so that the assistance provided can be programmed well. The level of education regarding knowledge about tourism is better understood by the community around the object.

3. The program planned for 2024 can further help improve the welfare of the community's economic life, because the development program that will be planned is a facility that can attract tourist visits and is more directed towards regional income and especially improving the community's economy.

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