



Exploration of Marine Tourism Development Based on Local Community Empowerment in Kuranji Dalang Village, Labuapi District, West Lombok Regency

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Abstract

Background. The development of marine tourism is one of the strategic tourism sectors in the development of coastal areas because it has significant economic, social, and ecological potential. Coastal ecosystems are transitional areas between land and ocean that have high biodiversity and important ecological functions. In the tourism sector. Kuranji Dalang Village in Labuapi District, West Lombok Regency has coastal resources that have the potential to be developed as a community-based marine tourism destination.

Purpose. This research aims to identify tourist attractions, explore the potential of marine tourism in Kuranji Village, the impact of marine tourism development, and inhibiting factors in the development of marine tourism based on community empowerment in Kuranji Village.

Method. The method used in this study is a qualitative descriptive approach through field observations, interviews with the community and members of the Tourism Awareness Group (Pokdarwis), and local MSMEs.

Results. The results of the study show that Kuranji Dalang Village has various marine tourism attractions, including culinary attractions, camping areas, recreational fishing attractions, beach panoramas with the golden sunset phenomenon.

Conclusion. The development of community-based marine tourism in this village can be carried out through the empowerment of local communities through creative economy management, strengthening of Human Resources (HR) of local communities, optimizing marketing and promotion of marine tourist destinations.

Keywords: Development, marine tourism, empowerment, region



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INTRODUCTION

Marine tourism is one of the sectors with great potential for development in Indonesia's coastal areas, including in West Nusa Tenggara (NTB). In West Lombok Regency, Labuapi District, Kuranji Village holds a variety of very interesting marine tourism potentials. According to Fandeli (1996:50), marine tourism is tourism whose objects and attractions are sourced from *seascapes* and *coastal* landscapes. Marine tourism is a natural form of tourism in coastal areas, seas, and small islands, including beach, seascape, and underwater tourism. According to Orams (1999), it is defined as an active sea-related vacation that facilitates a wide range of marine recreational activities. Maritime tourism refers to maritime activities such as boating, yachting, and cruises, as well as related land-based services and infrastructure (Ecorys, 2013).

Kuranji Village is known for having beautiful coastal topography. Its tourism potential includes Culinary tourism attractions, camping areas, and fishing locations (recreational fishing). Kuranji Beach is also dubbed *the local golden sunset because many local visitors come to enjoy its beauty*. However, despite its various tourist attractions, these attractions have not been utilized and managed optimally until now. The lack of supporting infrastructure, limited community involvement, and limited promotion of tourism are the main challenges to the development of sustainable marine tourism in this village. The concept of sustainability in the context of tourism leads to the alignment of the development of environmental, cultural, social, and economic improvement aspects that must be felt by both business people and local communities (Hengky & Kikvidze, 2021)

This research explores how marine tourism in Kuranji Village can be developed using a community-based approach. This includes the identification of tourist attractions, community empowerment, the impact of marine tourism development, and inhibiting factors in the development of marine tourism. The results of this research are expected to contribute to the development of marine tourism and *regenerative* and inclusive tourism management practices, as well as to encourage economic improvement for local communities. Kuranji Village, Labuapi District, West Lombok Regency, has considerable tourism potential but has not been optimally developed.

This research offers novelty through the development of a marine tourism model based on local community empowerment that integrates the potential of coastal tourism, the community's creative economy, the strengthening of human resource capacity, and the destination's digital marketing strategy. In contrast to previous research that tended to focus on tourism potential or economic impact alone, this study comprehensively analyzed tourism potential, community empowerment strategies, development impacts, and inhibiting factors in

the management of marine tourism in Kuranji Dalang Village as a developing marine tourism destination.

Research Novelty

Novelty Theory

Integrating the concepts of Marine Tourism, Community-Based Tourism (CBT), and local community empowerment into a single framework for community-based marine tourism development. It offers a model of marine tourism development that is not only oriented toward the potential of nature but also toward strengthening the social and economic capacity of local communities.

Empirical Novelty

Specifically identify the marine tourism potential of Kuranji Dalang Village which consists of: coastal culinary tourism, camp area, recreational fishing, and golden sunset panorama. Finding three main strategies for community-based marine tourism development: empowering the creative economy of local communities, strengthening human resources through tourism awareness programs, and optimizing digital marketing of tourist destinations. Identify the main inhibiting factors that have not been widely discussed in previous research, namely: limited communication skills of tourism actors, limited tourism human resources, limited funding, and competition with other marine tourism destinations in West Lombok.

LITERATURE REVIEW

Tourism Development Theory

Development is a strategy carried out to improve and advance tourist attractions so that the number of tourists increases, benefiting the community and the government. According to Yoeti (2006), tourism development is an effort to improve or expand a tourism product. It was further explained that in the development of tourism, there are 3 important elements needed, namely: Humans, who are the main subjects in carrying out all tourism activities; Place, which is a physical element that becomes a container for all tourism activities; and time, which is the period of time a tourist takes on the way to the tourist attraction.

According to Yoeti (2006), in the development of a tourism there are 4 basic principles, which are as follows: Ecological sustainability means that a development in tourism can ensure the maintenance of the tourism; The sustainability of life and culture means

that the development of tourism increases the role of the community in daily life and culture; Economic sustainability means a tourism development that ensures the sustainability of economic activities; Improving and improving the quality of life of the community means providing a forum for them to develop tourism in the area.

Tourism development requires planning. This aims to ensure that the ongoing development proceeds according to the initial plan and achieves the desired goals. The main reason for this tourism development is to improve the economy of the region or country.

Sustainable Tourism

Bramwell and Lane (1993) define sustainable tourism as the responsible management of tourism resources to meet economic, social, and aesthetic needs without damaging cultural integrity, ecological processes, or biodiversity. The tourism industry has become one of the fastest-growing industries of this decade, which is further encouraging people to travel more and more. As an industry characterized by supply and demand, the massive growth of tourism has led to increased infrastructure development in various destinations, the exploitation of natural resources, and increased consumption to meet the industry's needs. Interaction *between supply and demand. It is undeniable that it has an impact on the community's social, cultural, and economic development.* The interaction of tourists and local communities increases economic circulation, creativity, and innovation to answer the challenges of the times. (Gannon, 1994)

Other impacts of tourism development are a concern for the wider public, especially for academics who highlight negative social and cultural changes, environmental degradation, an economic focus on capital owners, and the overexploitation of resources. The development of tourism is expected to be the motor of circulation and economic improvement for the community, rather than a source of evictions, expulsions, and instruments of economic monopoly.

The Concept of Community-Based Tourism (CBT)

In tourism development, one concept that involves empowering local communities is Community-Based *Tourism* (CBT). CBT is one means of tourism development through local communities. According to *Tolkach et al. (2015)*, *Community-Based Tourism* describes an alternative form of tourism development that optimizes local benefits, encourages capacity building, and empowerment as a means of achieving community development goals. The concept of sustainable tourism through *Community-Based Tourism* is explained by *Rozemeijer*

(2001), which in sustainable tourism development must pay attention, among other things, economically in community-based tourism projects, revenues must exceed costs, the environment must not decrease in value, the distribution of costs and benefits must be fair, and institutional arrangements must be transparent and representative the interests of all members of the Society.

Marine Tourism Concept

Marine Tourism is all recreational activities carried out in marine or coastal areas, including surrounding islands and marine areas in the sense of their surface, in it, or basically included in the marine park. Marine tourism activities basically invite challenges, courage, calmness, history, and, more importantly, love for nature, the marine environment, and its life.

The concept of maritime tourism encompasses all tourism activities related to the sea and coast. In addition to the use of yachts and recreational boats, the concept encompasses a wide range of activities, including water skiing, windsurfing, underwater fishing, diving, swimming, and tours of marine parks (Diakomihalis, 2007).

According to Fandeli (1996:50), marine tourism is tourism whose objects and attractions are sourced from *seascapes* and *coastal* landscapes. Marine tourism is a natural form of tourism in coastal areas, seas, and small islands, including beach, seascape, and underwater tourism.

Marine tourism is a form of tourism that leverages the potential of the marine and coastal environment as the main attraction for recreational and tourism activities. Marine tourism involves activities carried out in marine areas, on beaches, and on islands, as well as underwater, such as diving, snorkeling, surfing, fishing, sailing, and enjoying the natural beauty of the sea. *Maritime tourism* includes tourism activities that utilize water (the sea) as the primary basis for their conduct, rather than land. Maritime tourism *activities* include boating, yachting, cruising, and sports related to the sea. In its implementation, this type of tourism continues to use existing facilities on the mainland and various services that support *maritime tourism activities*. *Marine tourism* focuses on recreational activities undertaken by tourists.

METHODS

This research is qualitative. Primary data were obtained through interviews with informants selected through purposive sampling based on the set criteria. Meanwhile, secondary data were obtained from previous research documents, literature reviews of related

books and journal articles, and other sources. The purposive sampling technique is used to determine informants. *Purposive sampling* aims to select subjects not based on strata, random sampling, or region, but on the existence of a specific purpose. (Arikunto, 2006).

Data collection was carried out through direct field observation and interviews with informants. The data collection techniques used by the authors in this study include: Observation is a complex data collection method because it involves various factors in its implementation; Interviews are a data collection technique that is carried out through face-to-face and direct questions and answers between researchers and resource persons; Documentation is a data collection technique by analyzing documents, both written, drawing, and electronic documents (Idrus, 2021). The data analysis techniques in this study include data collection, data reduction, data presentation, and conclusion drawing (Ismail et al., 2019). In this study, there are steps to check the validity of the data. These include: extension of the research period, observational scrutiny, and triangulation.

DISCUSSION

Research on marine tourism development has evolved from a natural resource-based approach to one that emphasizes sustainability and the empowerment of local communities. The concept of sustainable tourism put forward by Bramwell and Lane emphasizes a balance between economic, social, and environmental benefits. In the context of coastal areas, the development of marine tourism is not only oriented towards increasing the number of tourists, but also on preserving coastal ecosystems and improving the welfare of local communities. Furthermore, the Community-Based Tourism (CBT) approach is an important paradigm in the development of sustainable tourist destinations. Research by Denis Tolkach and colleagues shows that the involvement of local communities in destination management can increase community capacity, strengthen local institutions, and create a more equitable distribution of economic benefits.

In the marine tourism sector, most prior research has focused on the potential of beach tourism, environmental conservation, marine recreational activities, and the economic impacts on coastal communities. The research also examines marine tourism destinations that have developed with adequate infrastructure support and promotion. However, research that examines in depth the development of marine tourism based on community empowerment in destinations that are still in the early stages of development, especially in the coastal area of West Lombok, is still limited.

This study enriches the literature on the development of marine tourism by exploring tourism potential, community empowerment strategies, the impacts of tourism development, and the inhibiting factors encountered in managing community-based marine tourism destinations in Kuranji Dalam Village.

Although various studies have discussed sustainable tourism, Community-Based Tourism (CBT), and marine tourism, there are still few studies that comprehensively analyze marine tourism development grounded in local community empowerment in emerging destinations. In particular, there have not been many studies that examine the integration between the potential of marine tourism, empowering the community's creative economy, strengthening human resource capacity, destination marketing strategies, socio-economic-environmental impacts, and factors inhibiting the development of marine tourism in the coastal area of Kuranji Dalam Village, West Lombok Regency.

Yes	Previous Research	Key Findings	Research Gap
1	Bramwell & Lane (1993)	Explain the concept of sustainable tourism from economic, social, and environmental aspects	The implementation of this concept has not been studied in community-based marine tourism destinations at the coastal village level.
2	Rozemeijer (2001)	Explain the principles of Community-Based Tourism (CBT) in tourism development	It has not yet identified a concrete form of local community empowerment in the developing marine tourism area.
3	Tolkach et al. (2015)	CBT increases the capacity and economic benefits of local communities	It has not examined the relationship between community empowerment, creative economy, and the development of marine tourism in Kuranji Village.
4	Orams (1999) and Diakomihalis (2007)	Focus on marine tourism activities and marine tourism characteristics	It has not discussed the factors that inhibit institutional development, human resource development, and promotion in the development of community-based marine tourism.
5	Marine tourism research in general	Focus on tourism potential and economic impact	It has not integrated the identification of tourism potential, community empowerment strategies, development impacts, and management barriers in one study model.

Kuranji Dalang Village is located in the Labuapi sub-district, West Lombok Regency. Geographically, this village is directly bordered by Mataram City to the north, Perampuan Village to the south, the Lombok Strait to the west, and Bajur to the east.

This village was developed as a turtle conservation area. Kuranji Village has an area directly adjacent to the coast, and the area is divided into 5 (five) hamlets, namely: West Mapak, Kuranji Dalang, Mapak Reong, Mapak Dasan, and Kuranji Bangsal. The turtle conservation area is located about 400 meters from the beach. This location is very affordable for visitors who want to come to see and learn about turtle conservation management

Historically, the coastal area of Kuranji Dalang has become famous and has been visited by visitors since 2011. The coastal area is visited by locals to enjoy its natural beauty. In the beginning, this area was developed as a turtle conservation area. Visitors also came to see turtle conservation models. However, there is a temporary shift in visitor preferences: visitors who used to come to see turtles are turning to culinary and recreational activities. This paradigm shift phenomenon also encourages local communities to develop tourism. Local communities and village governments are increasingly encouraged to develop innovations based on their local potential.

Identification of Tourist Attractions in Kuranji Dalang Village, Labuapi District, West Lombok

Coastal Culinary Attractions

The majority of the people of Kuranji Dalang Village work as fishermen and farmers. The people of Kuranji Dalang Village are mostly engaged in the fisheries sector, so marine products are the main ingredient in the development of local culinary MSMEs that serve as tourist attractions (DTW). A culinary tourism attraction that develops in Kuranji Dalang Village is the local processed products, such as grilled fish, spinach peeling, grilled corn, and grilled chicken. Processed culinary products sold by the local community have varying prices, ranging from Rp 20,000 to Rp 50,000 per serving for grilled fish, Rp 15,000 for kale gelling, Rp 5,000 for grilled corn, and Rp 15,000 to Rp 20,000 for grilled chicken. The culinary scene in this destination is crowded on weekends. The majority of visitors who came came from Labuapi District. Visitors who come generally want to enjoy culinary treats sold by the local people of Kuranji Village.

Camp Area

The Kuranji beach tourist destination has a flat, open area, quite wide and green, so it has great potential to be developed as a camp area. The area offers a serene natural atmosphere with beautiful sea views. So far, Kuranji Beach has often been used as a camping area by youth organizations. The location of the beach area, which is quite strategic and peaceful, makes this area in demand to be used as a campsite

Recreational Fishing Attractions

Kuranji Beach is also known as a potential location for *recreational fishing*. The waters around the beach are home to a wide variety of fish that appeal to anglers. Fishing tourism attractions in Kuranji Dalang Village are recreational activities that leverage the potential of fishery resources along the coastal area of Kuranji Beach. This activity is usually carried out by tourists and local communities along Kuranji Beach, estuaries, or by using traditional local fishing boats." Fishing activities at Kuranji Beach have been popular among new visitors since the end of 2023 (Interview with Mr. Ahmad Adi, Sunday, November 2, 2025).

Exploration of Marine Tourism Development Based on Local Community Empowerment in Kuranji Village

Marine tourism in Kuranji Village, Labuapi District, West Lombok Regency, was developed by the Kuranji Village Pokdarwis in collaboration with the local community. Based on the results of an interview with Mr. Agus, the Pokdarwis on Sunday, November 2, 2025 regarding the development of marine tourism in Kuranji Village, Labuapi district, West Lombok Regency, it is described as follows:

Empowering Local Communities Through Creative Economy Management

Local community empowerment, a strategy initiated by Pokdarwis, is an approach that aims to increase the community's capacity, skills, and welfare through the creative economy. The community develops its local culinary potential. "Almost all sales/trade stands in this coastal area belong to local residents. Starting from the extreme brugak, to the near end of the parking lot, all are divided equally by the pokdarwis and the village government, the community is very happy since this beach area was developed into a marine tourism spot, in the past, the mothers here only waited for their husbands to come home from the sea; now they have side activities, namely trading"

Strengthening Human Resources of Local Communities Through Tourism Awareness Socialization

To improve the competence and capabilities of local communities in managing business units in the coastal tourism area of Kuranji Village, Pokdarwis held a collaborative program in the form of Tourism Awareness socialization. The strengthening of local community human resources carried out by Pokdarwis aims to build awareness and participation of local communities. The involvement of all levels of society, especially youth, in activities in the context of improving human resources, has objectives, including: to build a sense of belonging and shared responsibility for tourism development; to increase the capacity and skills of the community in professional tourism management; and to strengthen the role of the community as the main actor and an important subject in tourism development.

Marketing Optimization and Promotion of Marine Tourism Destinations in Kuranji Village

To optimize the marketing and promotion of Kuranji Village's Marine tourism destinations, Pokdarwis Kuranji implements a marketing strengthening program through training in creating digital content for culinary tourism. Marketing is an important aspect of sustainable tourism development. Social media content is a concrete strategic step in the Development strategy. Effective marketing can create a good tourist destination brand.

The Impact of Marine Tourism Development in Kuranji Village on Local Communities

The development of marine tourism in Kuranji Dalang Village, Labuapi District, West Lombok Regency has various impacts and implications for local residents. These implications are not only economic but also social, cultural, and environmental. The development of marine tourism in the coastal area of Kuranji Beach, both directly and indirectly, affects the local community's lifestyle.

Economic Aspects

The development of marine tourism in the Kuranji coastal area has a positive impact on improving the economy of the local community. The presence of visitors creates various new business opportunities for the community, such as culinary businesses, camping tent rentals, parking services, and the sale of local products. With these tourism activities, people are not only dependent on the fisheries sector or other traditional jobs but also have alternative sources of income from tourism.

"In the past, the local people in this village worked as fishermen and farmed seasonally, but after this place was visited by visitors, gradually, the local community opened food stalls, as time went by, many people came to eat grilled fish as well as recreation" (interview with Fitri's mother, a grilled fish seller on Sunday, November 2, 2025)

Social & Environmental Aspects

The development of marine tourism also brings social changes in the lives of the people in Kuranji Village. One of the changes that can be seen is the increase in public participation and awareness in tourist destination management activities, especially the environmental aspect, through the formation of management groups such as the Tourism Awareness Group (Pokdarwis). Through this organization, the community is actively involved in the management of tourist areas, starting from maintaining beach cleanliness, managing tourist facilities, to providing services to tourists. In addition, tourism can also strengthen social solidarity and cooperation between communities. Activities such as mutual cooperation in cleaning the beach, as well as the management of tourism, are often carried out jointly by the community. This can increase tourists' sense of belonging to the village's tourist destinations. A further impact of tourism activities is increased awareness among the Kuranji people of the importance of protecting the environment, as they realize that nature preservation is one of the main factors supporting the sustainability of tourism in their area. Thus, the community becomes more concerned about beach cleanliness and the sustainability of the coastal ecosystem. However, the increase in the number of visits also negatively impacts the environment in coastal areas, such as an increasing the volume of waste.

Inhibiting Factors in the Development of Community Empowerment-Based Marine Tourism in Kuranji Village

In the development of Kuranji Village's marine tourism destinations, several complex inhibiting factors were identified, ranging from human resources (HR) to ecological aspects. Referring to the results of an interview with Mr. Agus, Pokdarwis, on Sunday, November 2, 2024, the factors hindering the management of marine tourism destinations in Kuranji Village were described, namely: low communication skills and inadequate tour guide services. Tour guides actually have good communication skills because they are important figures in supporting a destination's progress and positive image. However, the number of tourism human resources is limited, which has an impact on the limitations and lack of presence of Tourism Awareness Groups in managing marine tourism destinations. In addition, funding is also

limited. The management of marine tourism destinations requires capital and funds, such as infrastructure development, human resource training for tourism actors, and operational costs of destination facilities, such as public toilets and lighting at destinations. There are competing marine tourism destinations, including the Sunset Land area and the Loang Baloq Beach culinary area.

CONCLUSION

The development of coastal tourism must prioritize the principle of sustainability through the management of local potential and products, followed by the empowerment of local communities. With this approach, the development of coastal tourism can have an economic and ecological impact. The results of the research on the Exploration of Community Empowerment-Based Marine Tourism Development in Kuranji Dalang Village identified the tourist attractions developed in Kuranji Village, namely coastal culinary tourism attractions, camping areas (Camp Areas), and the existence of *fishing activities (recreational fishing)*.

The development of marine tourism is based on community empowerment, through programs, namely: Empowerment of local communities through creative economy management, Implementation of the Strengthening of Local Community Human Resources program through Tourism Awareness Socialization, Marketing Optimization, and Promotion of Marine Tourism Destinations in Kuranji Village. The development of marine tourism based on the empowerment of local communities has an impact on economic, social, and environmental aspects. Inhibiting factors in the development of marine tourism based on local community empowerment include: the excellent communication skills and services of tourism managers. Tourism managers actually have good communication skills because they are important figures in supporting the progress and good image of a destination; the limited number of tourism human resources has an impact on the limitations and lack of innovation and strategic plans for tourism development from the Tourism Awareness Group to manage marine tourism destinations; and limited funding. The management of marine tourism destinations requires capital and funds, such as infrastructure development, human resource training for tourism actors, and operational costs of destination facilities, such as public toilets, lighting at destinations; the existence of competing marine tourism destinations, including the Sunset Land area, the culinary area of Loang Baloq Beach

Suggestions

Based on the results of the research, the researcher formulated several suggestions to the village government and Pokdarwis, as follows: On the basis of holding trainings from various parties in order to strengthen the capacity of communication skills of tourism actors and MSME managers, it is necessary to involve and assist stakeholders, in this case the tourism office, academic groups, related agencies, in order to support the increase in the capacity of local human resources in tourism development, it is necessary to formulate and prepare budget schemes from both local governments and village governments for funds for the development and management of tourist destinations, it is necessary to have more innovative and varied branding of tourist destinations and the development of tourist attractions.

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