



TECHNICAL REPORT

OPPORTUNITIES AND PROSPECT FOR TOURISM DEVELOPMENT ON RUPAT ISLAND, INDONESIA

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Abstract

The district of North Rupat in Bengkalis Regency, Indonesia, has special characteristics both in terms of its geography and socioeconomics. The Bengkalis Regency has a very strategic position in international trade in terms of its location and access, which can also provide good prospects for tourism development. This study aims to analyze the development of leading tourist areas to accelerate the economic empowerment of the local communities in the North Rupat district. This research used descriptive analysis, SWOT, and multiplier effects to explain the conditions, opportunities, and impacts of tourism development. The result showed that the North Rupat District has potential objects such as three natural tourism, 1 historical tourism, 3 culture tourism, and 3 culinary tourism. The strategy to develop tourism should involve plans to increase the number of tourists, supporting facilities, and income. Tourism development looks promising because the results of the multiplier effect analysis of the direct and indirect factors show a significant impact on tourism income. This study concluded that marine tourism in North Rupat District has a potential for development because it is an archipelago that has a beach with clean sand and many coastal areas. Tourists visiting the North Rupat District thus contribute to the income of the local community.

Key words

Bengkalis, multiplier effect, North Rupat, SWOT analysis, tourism potential.

INTRODUCTION

Tourism is seen as an important sector for economic development (Samimi, Sadeghi and Sadeghi, 2011). It generates 10% of the total income worldwide and accounts for 10.4% of the Gross Domestic Product (GDP) globally (World Travel and Tourism Council, 2018). The development of tourism can create commercial opportunities,

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attract regional investment, and support other industries in areas that are targeted by the economic sector (Pappas, 2014; Lin and Mao, 2015). Tourism can help encourage poverty alleviation in developing countries – even though they do not have sufficient skills (Garza-Rodriguez, 2019). If developed optimally, a tourist area can produce results through four aspects: preserving the environment, increasing the welfare of the locals, guaranteeing visitor satisfaction, and increasing the integration of community development around the tourist area (Choiriyah, 2017).

The Bengkalis Regency, which has a very strategic geographic and administrative potential, attracts a lot of tourists. In this way, it becomes an extensive prospect supporting the development of tourism. The position of the Bengkalis Regency, near the country's border, is expected to be an international arena as well as accelerate the growth rate of the tourism sector's development. Rupert Island is a tourist destination in the Bengkalis Regency, Riau Province. An increase in the number of visitors allowed by the local government has developed the Rupert Island tourism area. The provincial government has planned to make Rupert Island the center of Malay culture in Southeast Asia in 2020 (Tarmizi, 2016). To support the plan, the government is currently developing a port to facilitate and accelerate access to Rupert Island (Planning and Information Bureau, 2017). However, if the community and local government are not ready and do not support each other, the port will not bring great results and benefits. Therefore, in anticipation of this, the provincial government seeks to prepare local communities and provide information about tourism for them to accept these new changes and to avoid causing *Cultural Lag* (Dangi and Jamal, 2016; Øian et al. 2018). Research related to a comprehensive tourism policy has been conducted by some scientist, involving, Estol et al. (2018) and Connelly and Sam, (2018).

OBJECTIVES

This research was conducted to determine the leading tourism area's development strategy to accelerate the economic empowerment of local communities in the Northern Meeting District on Rupert Island, Bengkalis Regency.

THEORETICAL FRAMEWORK

Tourism can create positive and negative social structures, cultural representations, and relationships among individuals and groups. The complicated relationship between tourism, society, and culture calls for careful strategic funding to ensure that the potential positive social and cultural impacts outweigh the negative impacts (Shahzadal, 2016). The arrival of tourists on Rupert Island might cause socio-cultural problems, such as stereotypes of ethnic groups and nationalities as well as misunderstandings in receiving and interpreting information. As a consequence of such conditions, local governments are required to prepare strategies and plans to im-



prove human resources capable of becoming ready-to-use actors that capture opportunities. If it is not ready early and conceptually, then the development of the Rupert Island Tourism Area will not create many multiplier effects beneficial for the regional economy and local communities.

DATA AND METHODS

This research was completed from April to September 2018 in the Rupert Island, North Rupert District, Bengkalis Regency and conducted by the survey to observing the social life of the community, then recording their behavior. Asking information through basic information by understanding the interaction of the community with various backgrounds, listening to what is planned, and how to solve problems and community expectations. Then the translation of results using the descriptive method (descriptive research). The descriptive study aims to create a systematic, factual, and accurate depiction of events based on facts and the characteristics of populations or specific regions so that they can observe, collect, analyze, and interpret data on the connection between the tourism development potentials of the North Rupert district in Bengkalis Regency.

Primary data were collected through interviews, based on socio-cultural values as the central theme of the study. In-depth interviews were conducted to reveal values, norms, habits, mindset, assumptions, and how individuals play their roles according to their environment, not bound by a list of questions prepared so that interviews are conducted based on the topic of the problem.

Interviews were conducted with 40 informants with different frequency from one informant to another because it depended on the readiness of each informant.

Informants are local community leaders in the tourism area of Rupert Island, Bengkalis Regency who were selected by purposive sampling. Then classified into three groups of informants, such as basic informants, key informants and main informants. The basis for determining base informants and key informants categorized as; base informant is expected to provide clues to the researcher about the existence of other individuals in the community who can provide further information about the data needed by the researcher. Meanwhile, the main informants have specific knowledge compared to other communities. Base informants are people who have knowledge about various sectors in society and have the ability to instruct researchers to other informants who are experts on cultural elements that they want to know, they are called key informants.

The analysis was conducted by first describing the secondary data while the primary data was classified, verified, interpreted, and analyzed to obtain conclusions. The data classification process was carried out in stages based on the answers received from the base and critical informants, followed by a qualitative data interpretation. The discussion was carried out using the comparative method,



by comparing the results of the in-depth interview and field observations using a questionnaire and then made a percentage graph.

The strategy for developing the tourist area of the North Rupert District was analyzed using a SWOT analysis (strengths, weaknesses, opportunities, and threats) that illustrates the strengths, weaknesses, opportunities, and threats as well as the obstacles in a planning process. The results of the SWOT analysis provide conclusions that can reduce emerging weaknesses, increase owned strengths, reduce challenges faced, and enlarge the opportunities that exist to facilitate maximum planning (Vladi, 2014; Sammut-Bonnici and Galea, 2015)

The multiplier effect analysis is used to analyze the economic impact of tourism activities that occur in tourist areas in relation to elements such as income, sales, and labor (Rusu, 2011; Mathouraparsad and Maurin, 2017). The multiplier effect analysis is of two types: 1) Keynesian Local Income Multiplier, which is a value that shows how much tourist spending has an impact on increasing the income of the local community; 2) Ratio Income Multiplier, which is a value that shows how much direct impact tourist spending has. They are formulated as follows:

$$\text{Keynesian Local Income Multiplier} = (D + N + U) / E$$

$$\text{Ratio Income Multiplier, Type I} = (D + N) / D$$

$$\text{Ratio Income Multiplier, Type II} = (D + N + U) / D$$

Where:

E = total tourist expenses (Rupiah)

D = local income is obtained directly from E (Rupiah)

N = local income that is obtained indirectly from E (Rupiah)

U = local income obtained is induced from E (Rupiah)

RESULTS AND DISCUSSION

Tourism potential

The North Rupert District has a strategic position as it is bordered by the Malacca Strait in the west, north, and east, and Rupert District in the south. As most of the North Rupert subdistrict is bordered by the sea, marine tourism shows great potential. Currently, there are three tourist beaches in the North Rupert district: Tanjung Lapin Beach, Pesona Beach, and Aceh Beting Island Beach. In addition, several tours from other sectors, such as cultural, historical, and culinary, which can be developed to add value to the economy and increase the surrounding communities' income are also in place. The potential for tourism development in the North Rupert district, Bengkalis Regency (Table 1) is as follows.

**Table 1** Tourism development potential in Rupert Island, North Rupert District, Bengkalis Regency

Tourism potential tourism	Objects
Development of potential nature tourism	Tanjung Lapin Beach, Pesona Beach, and Aceh Beting Island Beach
Development potential of culture tourism	Pesta beach, Ritual Bath Safar, and Rituals of indigenous tribes such as Akit Hatas
Potential development history	Putri Sembilan Tomb Complex
Potential development culinary	Gonggong, Paya acid, and Abuk-Abuk

Beaches are part of coastal areas where coastal areas are transitional areas between terrestrial ecosystems and marine ecosystems that are affected by changes on land and at sea. Development in coastal areas leads to commercial, cultural and entertainment functions, coastal, marine, and small island resources have an important role in development (Darwanto and Stepantoro, 2000).

The beach panorama itself is the natural potential of the beach in the form of scenery. Beach tourism development factors are things that influence the development of coastal tourism where there are potential things that become drivers in the development of coastal tourism. The factor of tourism development is also a complete component of coastal tourism, where the more complete components in tourism affect tourists to return to visit (Oktaviani and Suryana, 2019).

The opportunity to increase tourist visits to Bengkalis Regency in the coming years will be possible because; (1) Bengkalis is located close to the tourism market in the Asia Pacific region; (2) Bengkalis is located close to Singapore as a gateway and a very busy international transportation network; (3) Bengkalis has many visa-free gateways (Hang Nadim Airport, Sikupang Port, Dumai and Pekanbaru); (4) the willingness and determination of the Bengkalis Regency Government to support and develop the tourism sector; (5) advances in information and transportation technology that can be used to support tourism development; and (6) increasing the prosperity of Asia-Pacific countries and Southeast Asia in particular to become a potential market share in providing potential tourists.

Local community response analysis

It is necessary to think of the local communities in the district of North Rupert when considering economic improvement. From the response of the local community (Fig. 1), it is known that there is a need for the development of marine tourism in the area. This is because the North Rupert district is bordered by the sea. A small part of the community has started planting sea corals for nature conservation. The



existence of tourist objects there also needs to be preserved, in addition to preserving the history and tourist objects, it can also improve the people's economy. The next community involvement in increasing tourism potential in North Rupert is existing homestays. There are about nine homestays and one hotel. The daily, social, and economic conditions of these settlements are greatly influenced by tourism. The tourism sector may become one of the cornerstones of the long-term development strategy of the region, with used potential and tourism resources (Bujdosó et al, 2019).

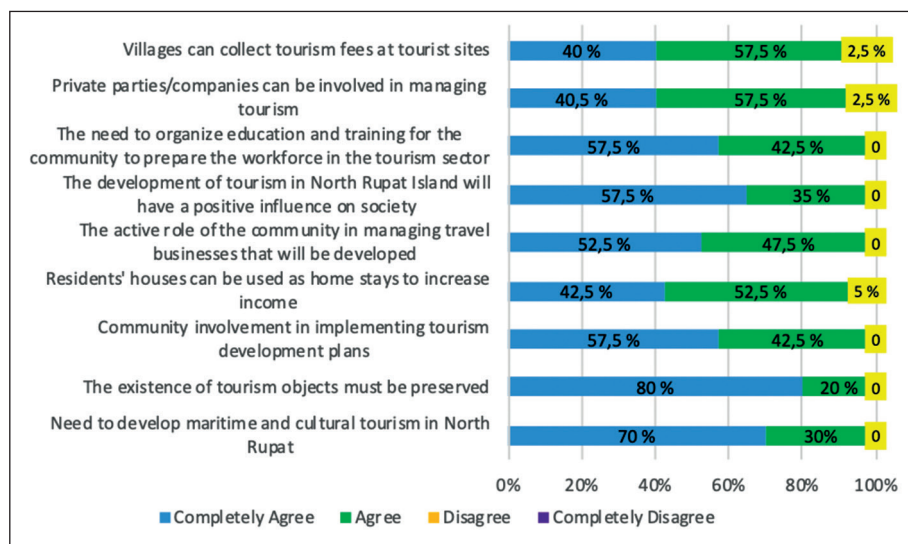


Figure 1

Response of local communities in Rupert island, North Rupert District, Bengkulu Regency

In the tourism development plan, it is necessary to involve the local communities, government, and the private sector. In order to ensure the comfort of the tourists who visit, it is necessary to provide the local community with guidance or training in tourism. Conversely, coaching, or training can change the mindset of people who tend to be wary of tourists. It is expected that tourism development in the North Rupert district can improve the people's economy through industries such as handicrafts, souvenirs, restaurant development, and traditional food development in the future.

Local community empowerment through tourism means the process of building and restoring self-confidence based on environmental conservation so that they are able to build their natural and cultural potential in order to fulfill their needs and continue to sustainable development. Community empowerment is



carried out through community capacity building such as human resource development by providing various forms of education and intensive training, such as accommodation for local transportation management, restaurant management, tour guides, interpretation, foreign language training, building local organizations, waste management, and cleaning, educating the community to understand the conservation of nature and socio-cultural values, education about marketing and promotion. All of these activities become social capital to build community potential which aims to increase the welfare of local communities through tourism management (O'Donnell, 2001).

An example of a case is in Kuta Village, Pujut Subdistrict, Central Lombok Regency, Nusa Tenggara Barat. Kuta Village has potential objects including A'an Beach, Gerupuk Beach, Seger Beach, Batu Payung Beach, Tunak Beach, Are Guling Beach, and Awang Beach. Local community empowerment is carried out in the management of this tourism. This form of empowerment is through the formation of tour guides, training on how to interact with tourists, training in hospitality management, socializing on branding, and arranging tour packages which will then be promoted on social media. The empowerment process directly collaborates with Village-Owned Enterprises, the Tourism Awareness Group (Amir et al, 2020).

DISCUSSION

In the following section, the analysis of the tourism conditions in the North Meeting sub-district will be described, which includes an analysis of internal and external conditions.

Internal conditions analysis

Strengths: 1) A variety of attractions that have great potential and diversity; 2) The amount of community interest in the development of tourist areas to improve the community's economy; 3) The existence of facilities and infrastructure as a basis for tourism; 4) Traditional cultural development in the form of customs, crafts, and food, especially seafood; 5) Hospitality service providers and tourism operators.

Weaknesses: 1) A lack of tourist information centers; 2) Inadequate facilities and infrastructure (gas stations, roads, restaurants, lodging, and network connection); 3) The minimal ability of local communities in the management of travellers (the tour guides are quite expensive); 4) Awareness the community will still low.

External conditions analysis

Opportunities: 1) Potential and high enough tourist interest; 2) There is attention from the provincial government; 3) Rapid development of technology and information; 4) The potential for the development of cooperation with other parties.



Threats: 1) Tourists continue to feel less comfortable; 2) Increased visits of tourists will cause changes in people's lifestyles if not appropriately addressed; 3) An increase in the amount of waste is in line with the increasing number of tourists.

After analyzing the internal and external conditions, the weighting of internal and external factors is calculated to determine the location of the strategic quadrant of development, which is considered urgent. The calculation of factor weights is done by tabulating the internal strategic factor analysis summary (IFAS) score – external strategic factor analysis summary (EFAS). The results of the calculation of factor weights (Tables 2 and Table 3).

Table 2 Internal factor analysis summary

No	Strategic factors	Weight	Rating	Scoring
Strengths				
1	Having a variety of attractions that also have a diverse potential	0.25	4	1
2	The amount of community interest in the development of tourist areas in order to improve the community's economy	0.15	2	0.3
3	Availability of facilities and infrastructure as a basis for tourism development	0.2	4	0.8
4	Development of traditional culture both in the form of customs, crafts, and food, especially seafood, which can still be done	0.2	4	0.8
5	Hospitality service providers and tour managers	0.2	3	0.6
Total		1		3.5
Weakness				
1	There are no tourist information centers	0.3	4	1.2
2	Inadequate facilities and infrastructure (gas stations, roads, restaurants, lodging, communication lines)	0.3	4	1.2
3	The ability of local communities in handling tourists is still minimal (tour guides are quite expensive)	0.2	4	0.8
4	Community awareness of the environment is still low	0.2	3	0.6
Total		1		3.8
Strength-weakness value -> IFAS: $3.5 - 3.8 = -0.3$				

**Table 3** External factor analysis summary

No	Strategic factors	Weight	Rating	Scoring
Opportunities				
1	The potential and interest of tourists is quite high	0.3	4	1.2
2	There is attention from the provincial government	0.2	3	0.6
3	The development of technology and information is quite rapid	0.2	2	0.4
4	There is the development of cooperation with other parties	0.3	3	0.9
Total		1		3.1
Threats				
1	Tourists continue to feel uncomfortable	0.4	4	1.6
2	An increase in tourist visits will cause people's lifestyles to change if not addressed properly.	0.3	4	1.2
3	The increase in the amount of waste is directly proportional to the increase in the number of tourists	0.3	4	1.2
Total		1		4

The X and Y-axis coordinate system is used to determine the location of a strategy that is considered to have a high priority and needs to urgently be implemented; the axis X is EFAS (Opportunity – Threat) and the Y-axis is IFAS (Strength – Weakness) whose values are stated based on the results of the scoring; the calculation results can be seen in Fig. 2.

Based on the above results, an important strategy to be implemented in the framework of the development of the tourism area in North Rupert subdistrict is located in quadrant III or between the weaknesses and threats, i.e., the Origin of tourist areas, assets (tourist objects and attractions, supporting infrastructure and facilities), revenue (entrance fees and amounts spent).

The strategies taken to survive, or quadrant III, are: a) Building a tourist information center to equip tourists with information about tourism on the island of North Rupert; b) Improving infrastructure and other tourist facilities to support tourism activities; c) Improving community resources through education and training, particularly on tourism; d) Improving community awareness of the importance of environmental and sustainable tourism; e) The synergy between the central government and local government; f) Creating a Tourism Awareness Working Group (Pokjadarwis) that does not exist at this time. The SWOT analysis in Table 4 shows strategies that interact with the internal and external strategic factors for the development of tourist areas in the North Rupert district.

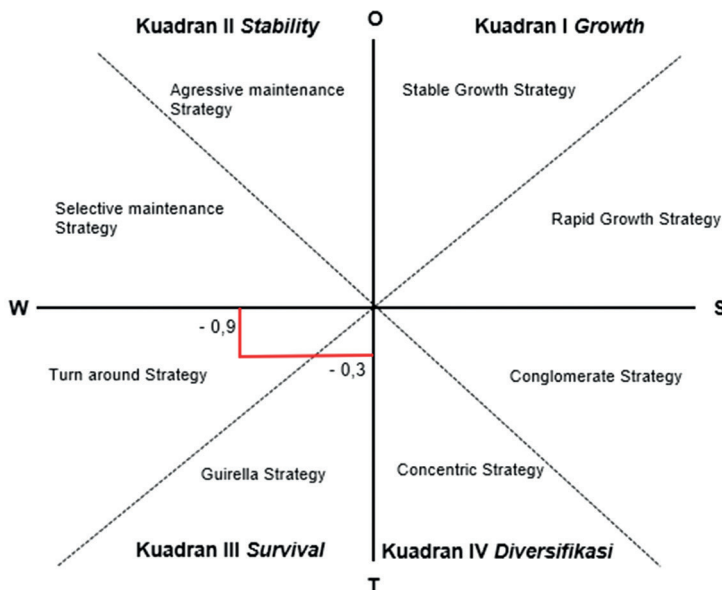


Figure 2
Analysis of the SWOT quadrant

Table 4 *SWOT analysis*

		Strength	Weaknesses
Evaluation external	Evaluation of internal	a) Having a variety of attractions and sights that have the potential to be different	a) There is no tourism information center yet.
		b) Total public interest in tourism development to improve the local economy	b) Facilities and infrastructure are inadequate (gas stations, roads, restaurants, lodging, communication lines)
		c) The existence of infrastructure as the basis of tourism development	c) The ability of local people to handle tourists is still minimal (tour guides are quite expensive)
		d) Development of traditional culture in the form of customs, crafts, and food, especially(<i>seafood</i>), which can still be done.	d) Community awareness of the environment is still low
		e) Friendliness of tourism service providers and managers.	



Opportunities	Strategy (S - O)	Strategy (W - O)
a) The potential and interest of tourists is high enough b) Attention from the Provincial government c) Rapid information and technology developments d) The existence of alliances with other parties	a) Develop special interest to travel tourism development such as snorkeling and banana boat. b) Building a network with other objects in the Riau Province in general and Bengkalis Regency and other regencies. c) Collaboration with travel agents both in the province and at the national level d) Increase cooperation between the central and regional governments e) Create a special website for Pulau North Rupat	a) Build a tourist information center to help tourists find information about tourism on the island of North Rupat b) Improve tourism infrastructure and facilities more to support tourism activities c) Increase public resources through education and training, particularly on tourism
Threats	Strategy (S-T)	Strategy (W-T)
a) There are still travelers who feel uncomfortable b) Increased tourist arrivals will lead to a pattern of community life that can change if not addressed properly. c) The increase in the amount of waste is in line with the increasing number of tourists.	a) Increase and maintain a diversity of contractions b) Maintain the strength of cultural values that still exist c) Increase community understanding of the benefits of social and cultural resilience	a) Increase public awareness of the importance of the environment and sustainable tourism b) The synergy between the central government and regional governments c) Creating a Tourist Awareness Working Group (Pokjadarwis) that does not exist in the current scenario

CONCLUSIONS

After arriving at the results from all respondents (tourists, business units, and the community), information about tourist expenditure and the flow of money was obtained; a number of these funds provide direct benefits, indirect benefits, and continued benefits (induced effect) to the local economy. This economic impact can be measured using a multiplier effect, consist of two types of tests are Keynesian Local Income Multiplier and Ratio Income Multiplier. The following are the results of the calculation of the multiplier effect on tourism in the North Rupat District (Table 5).



Table 5 Travelers' total expenditures in Rupiah

Remarks	D	N	U	E
Total	1.285 million	1.78 million	1,640,000 million	5.145 million

The value of D was obtained from direct use in tourist areas, including lodging, food, and others used in the tourist area. The value of N is obtained from the results of stalls or restaurants as well as purchases of souvenirs managed by other people in the tourist area or near the hotel. U is obtained from the value of crossing using the Roro ship and eating, drinking, or approaching the tourism area. The value of E is obtained from the sum of all expenses incurred by tourists, including the cost of commuting from the tourist area.

Based on the results of Table 6, the value of 0.91 on the Keynesian local income multiplier shows that an increase in 1 unit of business unit income from tourist expenditure will result in an increase in revenue of 0.91 to the total income of local people from tourists. The value of ratio multiplier income type I is 2.39, which indicates that an increase of 1 rupiah in business unit income from the tourist expenditure will result in an increase of 2.39 in the total community income, which includes direct and indirect impacts. Additionally, the value of the ratio multiplier income type II 3.66 shows that an increase of 1 rupiah in business unit income from tourist expenditure will result in an increase of 3.66 in the total community income generated between local totals of tourists, taxes, and expenses induced later (continued), which is then divided by the income of the local business from tourist expenses.

Table 6 Analysis of tourism multiplier effect

Remarks	Number of the multiplier effect
Keynesian Local Income	0.91
Ratio Income Multiplier Type I	2.39
Ratio Income Multiplier Type II	3.66

The development of tourism areas needs to be considered several factors as follows: 1) financial feasibility in developing tourism areas, not only the large-scale business sector but the small and medium business sector, in order to increase tourism; 2) socio-economic feasibility is seen from how much this tourism has an impact on the economy, therefore it is necessary to design a development strategy to increase people's income; 3) technical feasibility needs to be improved because it affects the interest of tourists to access and enjoy services and tourist objects in the tourism area.



The results of the multiplier effect analysis can be concluded that tourists visiting North Rupat contribute to local community income. The existence of North Rupat tourism development indirectly impacts more than 150% of tourism revenue. Strategy after strategy needs to be carried out for sustainable tourism development, especially by: 1) increasing the reach of information on tourism in North Rupat by branding tourism appropriately; 2) increasing the quality of tourism services through improving infrastructure, main facilities, and supporting facilities, and increasing human resources for sustainable tourism management; 3) maintain and manage services to tourists

Considering that the studied area is a structural part, an important subsystem of the natural environment with a major role in the preservation and protection of biodiversity, the problem of promoting and capitalizing it through tourism arises which is in complete accordance with the principle of development (Dehoorne et al, 2019).

A brand is one of the most strategic assets which plays a very important role in the market competition (Matlovic et al, 2012). The territory brand building and the attempts to influence its brand are a common part of the local government activities practically all around the world. Their work is supported by the number of expert studies that examine the process of the territory image creation and their brands in the target one of the population is a tourist (Matlovic and Matlovicova, 2012). On the basis of the numerous studies devoting to the research of the impact of the declared place of the product origin on the customers, it is accepted currently that the brands of the country of the origin are affecting the image of the product (Matlovicova et al, 2016). Moreover, language is the most important point of the signs using which the city communicates with its real, and potential users are deciphered differently (Matlovicova et al, 2019; 2020). Tourism branding can be done by improving the quality of human resources that needs to be carried out by holding outreach on tourism development. Likewise, training to form a creative mindset in local communities and produce creative products, both goods, and services that can produce added value. All forms of training and workshops must include aspects of increasing awareness, understanding, skills, and professionalism (Kolas, 2008)

From the results of the study, it can be concluded that marine tourism in the North Rupat District has a potential for development because it is an archipelago that has a beach with clean sand and many coastal areas. An important strategy that must be carried out for the development of tourism in the District of North Rupat is the development of plans that can increase tourist arrivals, increase supporting facilities and infrastructure, and increase income. From the multiplier effect analysis, it was concluded that tourists visiting the North Rupat District contribute to the income of the local community, so that can be improved through sustaina-



ble tourism development in North Rupert, branding tourism appropriately, improve infrastructure, maintain services, and improve the quality of human resources.

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