

# Mapping Potential Tourist Attractions in The Southern West Bandung Regency Area

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## **Abstract**

*West Bandung Regency is working hard to develop tourism in the southern region as a "sleeping and marginalized" area to become an up-and-coming destination for both domestic and foreign tourists. In addition to adopting the concept of territoriality, tourism planning in West Bandung Regency also applies an approach based on groupings of resources owned. In order to accelerate tourism development in the South West Bandung Regency area, this study seeks to convey the results of a study on mapping the potential for tourist attractions. An analytical tool in the form of a Point Rating System (PRS) is used to assess various aspects of tourism in these areas. Based on the analysis results, three areas of 3 different development priorities are revitalization of tourism destinations, development of tourism destinations, and pioneering tourism destinations. In conclusion, policy and regulatory aspects are very important in constructing the integrated tourism development of the Southern West Bandung Regency. Some aspects that need to be considered in development in the South West Bandung Regency include accessibility, connectivity, and infrastructure provision.*

*Keywords: Potential Mapping; Point Rating System; Development Priorities*

## **INTRODUCTION**

West Bandung Regency (KBB) as a buffer area for the capital of West Java province and DKI Jakarta province has several potential areas to be used as tourist destinations. Article 1 paragraph 6 (UU RI. No 10, 2009) states that a tourism destination or tourist area is a geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

Implicit tourism development is also expected to encourage regional development to improve the welfare of people throughout the region by reducing the gap between regions (Budisetyorini et al., 2021; Prawira & Budisetyorini, 2021; Susanto et al., 2022). Serta encourages the utilization of the potential and capacity of each region within the framework of the Unitary State of the Republic of Indonesia, which can build Nusantara Tourism by fostering unity and love for the homeland. The development of tourism and culture in the West Bandung Regency is inseparable from the development policy that has become a local government commitment. Tourism is viewed as a development sector with a solid growth benchmark and impacts economic development both from formal and informal sector incomes, which are based on a people's economy.

Relating to tourist destinations, (Morrison, 2013) initiates a product, a series of visitor experiences, from when he comes to the destination to return to his original place. Furthermore, it was explained that destination products are integrated, called

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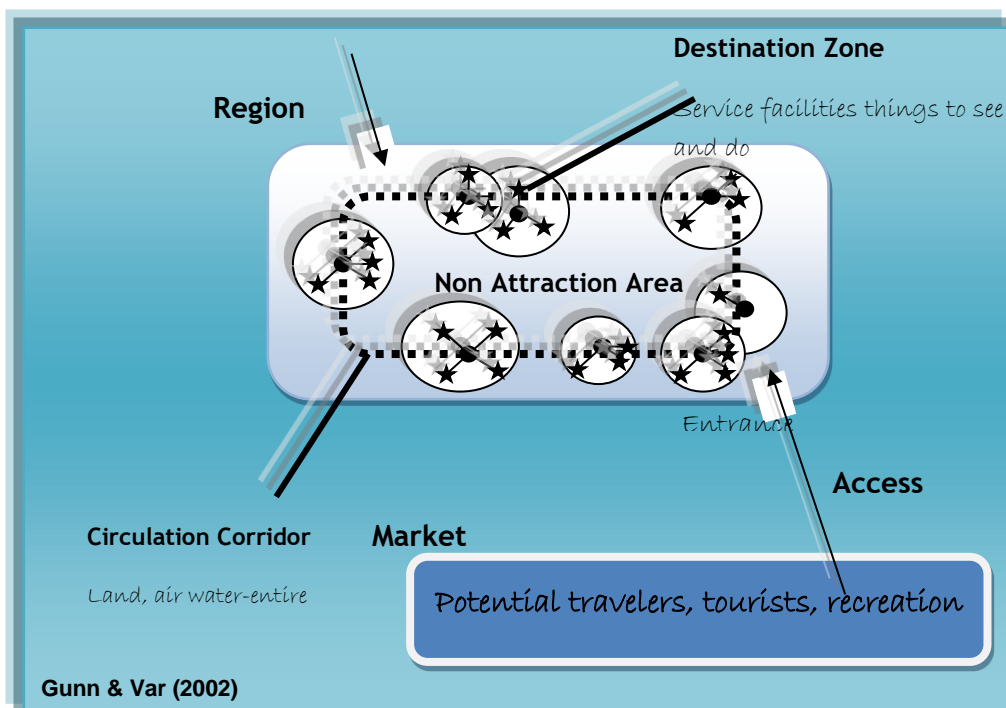
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destination mix. The concept of the tourist destination mix consists of physical products, packages, programs, and people.

The tourism development tourism in Bandung Barat Region is currently uneven. Although still, it relies on the northern area, especially in agro-tourism in Lembang District (Saepudin et al., 2017), halal tourism & geopark in Padalarang District (Perbawasari et al., 2019), ecotourism in Parongpong District (Febianti & Yulianda, 2016). However, the government is working hard to develop tourism in the southern region as an undeveloped area into an up-and-coming tourist destination for both domestic and foreign tourists.

Some sub-districts in question are the Southern West Bandung Regency (Gununghalu District, Rogga District, and Sindang Kerta District). This district has a strategic position as a link and barrier for two districts, namely Bandung Regency and Cianjur Regency. In addition, this district is an area that has a beautiful landscape with complete flora, fauna, and culture of the community, which is still unique and traditional. Based on its territory, the Southern West Bandung Regency Area (Gununghalu District, Rogga District and Sindang Kerta District) has nine villages, namely Cilangsari Village, Sindangjaya Village, Bunijaya Village, Sirnajaya Village, Gununghalu Village, Celak Village, Wargasaluyu Village, Sukasari Village, and Tamanjaya Village with an area of 32.89 km<sup>2</sup>.

Tourism planning in West Bandung Regency, in addition to adopting the concept of territoriality, also applies an approach based on groupings of resources owned by regions in West Bandung Regency; this is in line with the planning of tourist areas at the provincial level (Badan Perencanaan Pembangunan Daerah Jawa Barat, 2017). Honey Pot is a concept developed in an area with the characteristics of grouping facilities and activities, where the grouping is based on the carrying capacity. The development of *the honey pot* concept is a level of planning that includes an area (*Development Area*), generally does not pay attention to administrative boundaries, and has several potential sites/tourist attractions. Cluster development planning (*local area*) is an application of *a regional tourism plan* or regional tourism plan in more detail for an area planning the development of tourist destinations (Badan Perencanaan Pembangunan Daerah Jawa Barat, 2017; Noor et al., 2020; Prawira, Budisetyorini, Adisudharma, & Salam, 2021; Prawira, Budisetyorini, Adisudharma, Salam, et al., 2021).



**Figure 1. Regional Development Model (Zones and Sub-Zones) of Tourism**

The application of the *Honey Pot* concept to the development of tourism in West Bandung Regency can be applied based on: 1) Types and Characters of Tourist Attractions: Similarities in the type and character of DTW in a

location will be effective in its development and marketing if it is assembled in a network of relationships to form a tourism development area (tourist area) with specific characters; 2) Similarity of Directions and Ways Achievements/Travel Preparation: Similarity of directions and ways of achieving to location in multiple DTWs will be advantageous to be developed if they are assembled in a network of linkages forming one tourism development area; 3) Time Efficiency Achievement: spreading a number of DTWs that are timely achieved in an efficient time will be effective if assembled in a linkage network forming one tourism development area; 4) Position of Geographical Distribution of Tourist Attractions: the distribution of DTW in a location that is physically adjacent will be effective if it is assembled in a linkage network that forms a single tourism development zone.

The application of the *honey pot* concept in the development of tourism in West Bandung Regency has the following functions: 1) Strengthening the identity of the area/cluster; 2) Fostering regional capacity and intra-regional relationships; 3) Fostering the value of differences between regions and relations between regions; 4) Avoid conflicts of inappropriate utilization (facilities, activities); 5) Increase the carrying capacity of the site (environmental considerations).

Based on this fact, in order to accelerate tourism development in the Southern West Bandung Regency area (Gununghalu District, Rogga District, and Sindang Kerta District), which are ready to visit, the research seeks to describe the concept of mapping potential tourist attractions in the Southern West Bandung Regency area (Gununghalu District, Rongga District, and Sindang Kerta District).

## METHODS

Research using the descriptive qualitative method (Creswell & Creswell, 2018) with the subject of the study in the form of three sub-districts in the southern region of West Bandung Regency. This research applies a procedure for determining the criteria and indicators. It was displaced as a basis in developing tourism destinations through the determination of parameter elements, weights, calculation of each sub-element, and the sum of all the values of the criteria elements. The purpose of preparing standards is to determine the priority scale for developing tourism destinations and intensify the use and development of a tourism destination.

The technicality of data collection is in the form of field observations and documentation studies. This observation is divided into three classifications of tourist attractions in three sub-districts in the Southern West Bandung Regency: natural, cultural attractions, and artificial tourist attractions. To analyze tourist attractions, a *Point Rating System (PRS)* analysis tool is used to determine variables, sub-variables, and indicators that can bring up value weights from various aspects of tourism. The number of weights on each tourist product will show the position of the product in its tourism development prospects, where from the results of calculating the weights will be categorized in the following value range: 1) Good weighting, namely with a total final value of 78-90; 2) Sufficient weighting, namely with a total final value of 65-77; 3) Weighting less, namely with a total final value of 51-64.

The determination range of values comes from the difference between the maximum value, 90, minus the minimum value, 51, which is then divided by three so that it has a range of 12 in each instance. The assessment parameters and value weights for each indicator are: Very Good (5); Good (4); Simply (3); Less (2), and Very Less (1). The category shows the product's position, where the product in the good category shows the ownership of adequate facilities and all aspects of it have been well integrated. Products included in the category are quite good, but there are still problematic aspects. Meanwhile, products that are in the bad category show that there is still a lack of product development and the challenging aspects contained in the object.

The following are variables, sub-variables, and indicators used in the PRS assessment of tourist attractions in the Southern West Bandung Regency Area.

**Table 1. Assessment of Physical Environment Variables**

Sub Variable	Indicators	Valuation
Geography	1) Distance of the Region to the distribution centre	
	a) <5 Km	Excellent
	b) 5-20 km	Good

Sub Variable	Indicators	Valuation	
Geology	c) 21-50 km	Enough	
	d) >50	Less	
	e) Unclear	Very Lacking	
	1) Soil stability		
	a) Stable soil	Excellent	
	b) Medium soil	Good	
Environmental Conditions	c) Unstable soil	Enough	
	d) Stable sand	Less	
	e) Unstable sand	Very Lacking	
	1) Environmental Quality, Sanitation, and Landscape		
	a) All good	Excellent	
	b) One medium, two good	Good	
	c) All medium	Enough	
	d) One medium, two less	Less	
	e) All Less	Very Lacking	
	2) Air Pollution, Odors, Water, Garbage, and Vandalism		
	a) All none	Excellent	
	b) There are 1	Good	
	c) There are 2	Enough	
	d) There are 3	Less	
	e) There are > 3	Very Lacking	
	3) Viability		
	a) Free	Excellent	
	b) Slightly hindered, causes 1- 2	Good	
	c) Obstructed, cause 3	Enough	
	d) Severely hindered, the cause of > 3	Less	
	e) Unclear	Very Lacking	
	4) Noise		
	a) Very low	Excellent	
	b) Low, causes 1- 2	Good	
c) Medium, cause 3	Enough		
d) Many causes 4-5	Less		
e) Very much, the causes of > 5	Very Lacking		
5) Advertising signs			
a) None	Excellent		
b) There are 1-2	Good		
c) There are, 3	Enough		
d) There are 4-5	Less		
e) There are > 5	Very Lacking		
Flora and Fauna	1) Dangerous		
	a) Nothing, very clear	Excellent	
	b) Nothing, obviously	Good	
	c) One of them exists	Enough	
	d) Flora & fauna there are <2	Less	
	e) Flora & fauna there are >2	Very Lacking	
	2) Rare/ Production/ Commercial/ Conservation		
	a) Nothing, Very clear	Excellent	
	b) Nothing, obviously	Good	
	c) There are 1	Enough	
	d) There are 2-3	Less	
	e) There are 4	Very Lacking	
	Land tenure/ Land Use Elections	a) Land of the country explained Tourism	Excellent
		b) country land, not tourism	Good
c) village land, in addition to Tourism		Enough	
d) tanah adat, Selain Pariwisata		Less	
e) indigenous lands, In addition to Tourism indigenous lands, In addition to Tourism		Very Lacking	
Attraction	Number of attractions	Excellent	

Sub Variable	Indicators	Valuation
	a) > 10, main > 3	
	b) 5 – 10, main > 3	Good
	c) 3 – 5 main > 2	Enough
	d) 2, minimal main	Less
	e) 2, minimal main 1	Very Lacking
	Activity	
	a) > 10, main > 3	Excellent
	b) 5 – 10, main > 3	Good
	c) 3 – 5 main > 2	Enough
	d) 2, minimal main	Less
	e) 1, main	Very Lacking

**Table 2. Assessment of Accessibility Aspect Variables**

No.	Sub Variable	Indicators	Valuation
1.	Highway	a) width > 8 m, Good quality	Excellent
		b) width 6-8 m good quality	Good
		c) width 4-5 m, sufficient quality	Enough
		d) width 2-3 m, sufficient quality	Less
		e) width < 2 m, quality less	Very Lacking
2.	Completeness of facilities	a) ≥ 5 item	Excellent
		b) There are four items	Good
		c) There are three items	Enough
		d) There are two items	Less
		e) Only 1 item	Very Lacking
3.	Frekuensi transportasi umum	a) More than three scheduled/ existing	Excellent
		b) There are two scheduled/existing	Good
		c) There is one scheduled and two others not	Enough
		d) It is unscheduled	Less
		e) None	Very Lacking

**Table 3. Assessment of Variable Aspects of Facilities and Infrastructure**

Sub Variable	Indicators	Valuation
Power Supply	a) There are > 2, capacity > 200 KWH, Voltage 220 Volts, Good Distribution	Excellent
	b) There are > 2, Capacity 100 - 200 KWH, Voltage 220 Volts, Good Distribution	Good
	c) There is > 1, Capacity 50 - 100 KWH, Voltage 220 Volts, Sufficient distribution	Enough
	d) There are > 1, < capacity 50 KWH, Voltage 220 Volts, Distri-spark plugs enough / less	Less
	e) None	Very Lacking
Clean Water Sources	1) Source and Discharge	
	a) There are > 2, > Discharge 50m <sup>3</sup>	Excellent
	b) There are 2, Discharge 20 – 50 m <sup>3</sup>	Good
	c) There is 1, Discharge 5 – 20 m <sup>3</sup>	Enough
	d) There is one discharge < 5 m <sup>3</sup>	Less
	e) Tidak ada	Very Lacking
	2) Quality, Taste, and Smell of Water	
	a) Very clear, unsalted, very normal	Excellent
	b) Very clear, unsalted, normal	Good
	c) Clear, unsalted, normal	Enough
	d) Turbid, brackish, slightly smelly	Less
	e) Turbid, salty, very smelly	Very Lacking
	3) Water Source Distance	
	a) < 25 m	Excellent
b) 25 – 100 m	Good	

Sub Variable	Indicators	Valuation
	c) 100 – 200 m	Enough
	d) 200 – 500 m	Less
	e) > 500 m	Very Lacking
	4) Constraints & Possibilities	
	a) Nothing, very easy	Excellent
	b) Nothing, easy	Good
	c) Nothing, easy enough	Enough
	d) Nothing, difficult	Less
	e) There is & Is Difficult	Very Lacking
Sewage System	a) Ada, Type > 3, good condition	Excellent
	b) Ada, Type > 2 good condition	Good
	c) There are sufficient conditions	Enough
	d) Existing, less condition	Less
	e) None	Very Lacking
Communication System	a) Ada, Type > 3, adequate quantity, easy to use	Excellent
	b) There is type > 2, adequate amount, moderate use	Good
	c) There is an adequate amount, moderate use	Enough
	d) There is an inadequate amount, and it is difficult to use	Less
	e) None	Very Lacking
Public Facilities	a) There are all complete types	Excellent
	b) There are two adequate types	Good
	c) There are two enough types	Enough
	d) There are 1	Less
	e) None	Very Lacking
Sarana Wisata	a) There is accommodation, eating & drinking, others > 12	Excellent
	b) There is accommodation, food & drink, others 8 – 12	Good
	c) There is accommodation, eating & drinking, others 5 – 10	Enough
	d) There is accommodation, eating & drinking, others 3 – 4	Less
	e) No accommodation/ eating & drinking, others < 3	Very Lacking

## RESULT

The results of assessing these tourism areas can be seen in the following table.

### 1. Rongga District

**Table 4. Results of the Rongga District Area Assessment**

Variable	Sum of Weight Values	Rongga District Area
The distance of the area to the distribution center	5	4
Soil Stability	5	4
Environmental Conditions	25	24
Flora and Fauna	10	8
Spatial Patterns and Land Tenure	5	3
Attraction	5	5
Activities	5	5
Accessibility	15	13
Facilities and Infrastructure	45	40
<b>Total</b>		111

Based on Table 4, Variable Facilities & Infrastructure has the highest value in Rongga District Area. On the other hand, Spatial Pattern & Land Tenure needs more attention, especially regarding indigenous land. In addition, other variables such as Environmental Conditions, Flora & Fauna, and accessibility are subject to maintenance.

2. Sindangkerta Subdistrict

**Table 5. Results of the Sindangkerta Subdistrict Area Assessment**

Variable	Sum of Weight Values	Sindangkerta District
The distance of the area to the distribution center	5	3
Soil Stability	5	4
Environmental Conditions	25	20
Flora and Fauna	10	8
Spatial Patterns and Land Tenure	5	3
Attraction	5	5
Activities	5	5
Accessibility	15	10
Facilities and Infrastructure	45	35
<b>Total</b>		<b>93</b>

In Sindangkerta Subdistrict, the assessment results are not much different from the previous district. Facilities and Infrastructures are still the variables with the highest value. Meanwhile, the distance of the area to the distribution centre shares the same value with Spatial patterns & land tenure.

3. Gununghalu District

**Table 6. Gununghalu District Area Assessment Results**

Variable	Sum of Weight Values	Gununghalu Subdistrict Area
The distance of the area to the distribution center	5	3
Soil Stability	5	4
Environmental Conditions	25	25
Flora and Fauna	10	10
Spatial Patterns and Land Tenure	5	3
Attraction	5	5
Activities	5	5
Accessibility	15	12
Facilities and Infrastructure	45	40
<b>Total</b>		<b>107</b>

Based on Ministerial Regulation No: PM/37/UM.001/MKP/07 concerning Criteria and Determination of Leading Tourism Destinations issued by the Ministry of Tourism, there are several criteria for making a superior tourist area, namely: 1) Availability of Resources and Tourist Attractions; 2) Tourism Facilities and Public Facilities; 3) Accessibility; 4) Community Readiness and Engagement; 5) Market Potential; and 6) Tourism Strategies Position in Regional Development.

The ministerial regulation can be an indicator in determining priority areas for tourism development in West Bandung Regency. There are 3 (three) Development Areas, namely: 1) Sindang Kerta District; 2) Cavity District, and 3) Gununghalu District. Each Tourism Development Area has a different attraction and completeness of facilities. Based on the acquisition of data and analysis, the following is the distribution of attractions based on the tourism development area.

**Table 7. Recapitulation of Point Rating System**

Variable	Sum of Weight Values	Subdistrict Area Rongga	Subdistrict Area Gununghalu	Subdistrict Area Sindangkerta
The distance of the area to the distribution center	5	4	3	3
Soil Stability	5	4	4	4
Environmental Conditions	25	24	25	20
Flora and Fauna	10	8	10	8

Variable	Sum of Weight Values	Subdistrict Area Rongga	Subdistrict Area Gunughalu	Subdistrict Area Sindangkerta
Spatial Patterns and Land Tenure	5	3	3	3
Attraction	5	5	5	5
Activities	5	5	5	5
Accessibility	15	13	12	10
Facilities and Infrastructure	45	40	40	35
<b>Total</b>		<b>111</b>	<b>107</b>	<b>93</b>

Referring to the ministerial regulation and Law no. 10 of 2009 concerning the criteria for leading tourist destinations, then the division of tourism development areas and the results of the weighting of the *point rating system* of each region, the development priority areas are divided into three groups according to development priorities. Therefore, the division of development priorities can be found in the following table:

**Table 8. Tourism Development Priorities**

REVITALIZING TOURISM DESTINATIONS (Development Priority I)	DEVELOPMENT OF TOURISM DESTINATIONS (Development Priority III)	PIONEERING TOURISM DESTINATIONS (Development Priority IV)
Subdistrict Area Rongga	Subdistrict Area Gununghalu	District Sindangkerta

Revitalization of Tourism Destinations: tourism destinations in this group are striving to improve the quality of tourist destinations through the revitalization of structures, elements, and activities that can become tourism activities, as well as improving the condition of physical elements, programs, elements of tour packages and elements of human resources. The focus of development in this group is to strengthen efforts to spatial planning and conservation of tourist attractions and the environment to improve the quality of tourism destinations so that they have sustainable competitiveness.

Tourism Destination Development: destinations in this group where tourist destinations have potential tourism resources but are lagging in the supporting aspects of tourism destinations. It is necessary to develop innovations in the development of tourist attractions and increase the capacity of their attractions to encourage the acceleration of tourism destinations. Development focus: in this scenario, exploratory activities and pioneering planning of tourist destination areas to realize the intensification of tourist attractions.

Pioneering Tourism Destinations: tourism destinations in this group are in undeveloped conditions but have potential attractions. It is necessary to develop new attractions and pioneers in planning in an integrated manner. Development focus: in this scenario is inventory and identification of tourism destinations in strengthening efforts to manage tourism and environmental potential as tourism resources to support pioneering efforts.

## CONCLUSION

In area management, improvements are still needed, especially in regional institutions and governance. In constructing the integrated tourism development of the South West Bandung Regency, policy and regulatory aspects become very important and become the basis of the plan in the implementation of work. In the history of Indonesian tourism, the rapid development and dynamics of global tourism have not been able to respond quickly to government policies. As a result, economic income and foreign exchange from the tourist sector are still not optimal with the extraordinary natural and cultural potential.

Aspects that need to be considered in development in the South West Bandung Regency include the accessibility of connectivity and the provision of infrastructure. Accessibility and connectivity factors must be considered on a meso scale to accelerate tourism growth in the Southern West Bandung Regency area. Accessibility plays an important role in flowing tourists to the South West Bandung Regency area as a superior destination in the Central Indonesia region. Weak accessibility will affect the flow of tourists to the region.



Several aspects of accessibility must be improved, including the accessibility of information and infrastructure. In addition to accessibility, connectivity problems allow the movement of tourists comfortably and allow exploration of tourist destinations in other areas around the Southern West Bandung Regency, which are easier to reach.

In addition to connectivity and accessibility, tourism facilities and infrastructure are important factors to consider at the meso level. Facilities are an integral component of the tourism industry whose existence determines the success of the destination in serving tourists. As it is the government's responsibility, the procurement of infrastructure can also be carried out by the private sector.

At the micro-level, two aspects that need to be considered are environmental and socio-cultural conservation and aspects of tourism products and marketing offered to tourists. For example, a tourist attraction in the South West Bandung Regency area is the beautiful, unique natural and cultural conditions not obtained anywhere else so that it can provide experience, pleasure, and more knowledge for tourists not obtained in other places. This means that protecting and maintaining environmental and cultural resources is necessary. Furthermore, nature and culture are resources that are vulnerable to human activities, including tourism activities, so the government must continue to strive for natural and cultural resource conservation measures.

In the aspects of product and marketing, it is necessary to take several strategic steps to strengthen the vision and mission of tourism development in the Southern West Bandung Regency area. Like other tourist products in Indonesia, Southern West Bandung Regency tourism products are often still oriented toward natural/cultural attractions centric. Although that is the provider, in this case, the local government and the community are more inclined to use a comparative approach that views that the natural and cultural beauty possessed is not owned by the community or other regions so that it is assumed to be able to attract tourists. Meanwhile, natural and cultural beauty attractions are the only sub-products that tourists in the tourism industry offers. With a paradigm like this, it will not be easy to offer tourist products in the Southern West Bandung Regency; every effort to market and promote tourism becomes less than optimal in its implementation.

Some of the next research topics that can be carried out include 1) Formulation and mapping of tourist needs and experiences to be obtained when visiting South West Bandung Regency; 2) Designing a marketing strategy for the South West Bandung Regency area; 3) Utilization of IT in product packaging and marketing.

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