

# The Supply Side of Marine Tourism Towards Sustainable Ecotourism: Case Study Of Tampora Beach, Situbondo

*by Zainul Hasan*

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# The Supply Side of Marine Tourism Towards Sustainable Ecotourism: Case Study Of Tampora Beach, Situbondo

Zainul Hasan<sup>1</sup>, Ihrom Caesar A.P<sup>2</sup>, Dedy Wijaya Kusuma<sup>3</sup>, Suwignyo Widagdo<sup>4</sup>, Kun Afifah Nur Arifin<sup>5</sup>

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\*Correspondence: Full Name

Email: Correspondence Email

<sup>1</sup>STIE Mandala 1; zainul@stie-mandala.ac.id

<sup>2</sup>STIE Mandala 2; ihrom@stie-mandala.ac.id

<sup>3</sup>STIE Mandala 3; dedy@stie-mandala.ac.id

<sup>4</sup>STIE Mandala 4; suwignyo@stie-mandala.ac.id

<sup>5</sup>STIE Mandala 5; afifahkun97@gmail.com

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**Abstract:** This study aims to determine 19 factors influencing tourist visits to marine tourism at Tampora Beach, Situbondo. The analytical method used is multiple linear regression analysis. This study uses primary data obtained from surveys and interviews—sampling research with the accidental sampling method. The independent variables used are facilities, institutions, travel costs, and accessibility, while the dependent variable is tourist visits. The study found that the facilities, institutions, and accessibility of tourist subjects greatly influenced tourist visits. However, in this study, the variable travel costs did not affect the number of tourist visits. Management of tourist destinations with complete facilities and infrastructure such as bathrooms, hotels, restaurants, and institutions (information and security centres) and accessibility (transportation and tourist routes) will increase the number of tourists. Offering this tourist attraction will influence the decision of tourists to visit a tour. It will directly impact increasing the number of tourist visits and the length of stay of tourists on these tours. Moreover, indirectly will affect improving the welfare of the community around tourism and regional income.

**Keywords:** keywords 1; Facilities 2; Institutions 3; Travel Cost 4; Accesbility 5; Tampora Beach

## INTRODUCTION

The growth of the leisure economy has made the tourism industry an essential field in the world. The development of this industry has increased significantly every year. It is estimated that visitor arrivals worldwide will experience a 200% growth in 2020 based on a survey by the World Tourism Organisation [1]. The report of the United Nations World Tourism Organisation (UNWTO) on the Tourist Barometer, Volume 16, 2018, indicates that foreign tourist arrivals saw a 7.5% rise in 2017.

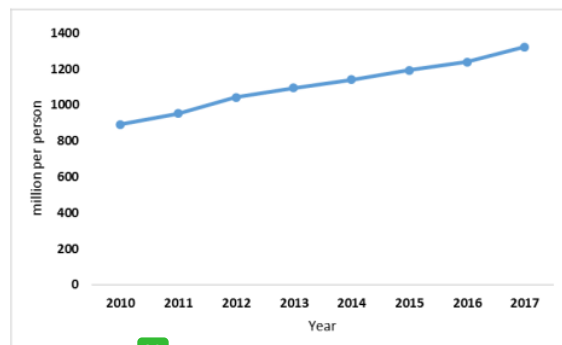


Figure 1. Growth In The Number Of International Tourist Visits [2]

Meanwhile, the number of international tourists visiting Indonesia reached 1,405,554 million in 2018. This international tourist visit has risen by 23% since 2017. international tourist visit indicates that Indonesia's

tourism attraction has become a magnet for international visitors. Along with the Indonesian government's emphasis on creating a top tourism object area.

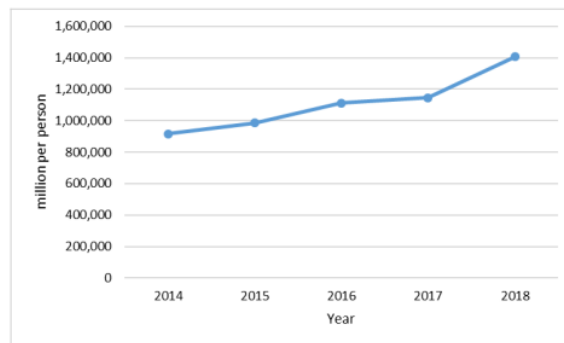


Figure 2. Growth of International Tourists in Indonesia [3]

The tourism sector is an industry that pushes the economy in the long run [4]. Apart from being an economic force, the tourism sector also impacts the city's social and cultural circumstances [5]. Efforts to improve and expand the tourism industry in the regions are projected to have a sustainable impact on the economy, society, and culture. For the tourism industry to be a potential business, increase revenues for the nation or the region. in essence, it would contribute to a rise in the community's welfare surrounding the tourist attraction.

Law No. 10 of 2009 on tourism states that tourism is a wide range of tourism activities. It is supported by numerous facilities and services offered by the industry, people in business, parliament, central and local governments. Tourism is developing because of the human movement searching for the unknown, searching for changes in the atmosphere. Meanwhile, visitors fly for fun on holiday or rest [6]. In Indonesia, the geological conditions are beaches and mountains. Tourism, which is increasing increasingly, is nature tourism. Nature tourism needs effective spatial management and the potential to draw visitors to come. Also, the rule of natural tourism often requires to pay attention to ecological and socio-cultural factors so that nature tourism can become a learning tool for the environment and remain viable and sustainable.

According to [7], tourism can be viewed as a phenomenon of the human need for health and climate change, actively evaluating and promoting the enjoyment of nature and, in particular, the connection of different nations and social groups as a consequence of the growth of commerce, industry and the progress of transport equipment. The tourism industry's development would be successful if it receives maximum attention and is supported and promoted by the Government, is regulated by the private sector, and is community-based [8]. In this way, tourism will increase people's income directly or indirectly through a multiplier impact [9] and job creation, stimulating regional economic development.

Pendit [10] divides tourism into several categories, including cultural tourism, health tourism, sports tourism, commercial tourism, industrial tourism, marine tourism, nature reserve tourism and honeymoon tourism. Tourism development must pay attention to several indicators in making an offer, [11] divides into four indicators.. Attraction, the development of tourism as a tourist destination, includes natural beauty, historical importance, community, and culture. Accessible (transportation), this means of natural travel, is meant to make it easier for visitors to visit tourist destinations in road access and cars. Amenities, facilities here are essential for tourism destinations. The services include restrooms, restaurants, seating areas, and other public facilities. This facility would increase the duration of stay for visitors to come. The last one is ancillary (institutional). The organization alluded to an information center, tourist facilities, and security (tourist protection). In the

meantime, [9] splits it into five main components, including Attractions, Facilities, infrastructure, Transportation, and Hospitality.

In traveling, humans are influenced by several factors that are an absolute requirement, namely complementarity between tourist motives and attractions, complementarity between tourist needs and tourist services, and mobility [12]. Humans take tourist trips with the aim of having fun and as consumers in the places they are visiting [13]. Thus, humans traveling on tours are influenced by the demand for tourism and the supply of tourism objects.

Humans are affected by various considerations that are absolute necessities, namely complementarity between tourist motives and attractions, complementarity between tourist needs and tourist facilities, and versatility [12]. Humans take tourist trips to enjoy fun and become consumers in the areas they visit [13]. Humans traveling on tours are thus affected by the demand for tourism and the supply of tourist items. Demand is defined as consumers' desire to buy goods and services at various price levels at a certain period [14]. Consumers will buy the commodities or goods and services they want if the price available is in line with their desires and is of use to themselves [15]. Various factors can affect the demand for goods and services. Wealth, taste or desire, prices of similar commodities, predictions of possible relative prices, and population [16] are all variables in the market for goods and services. [9] addresses various items to satisfy tourism demand; investment is required in the transport and connectivity, hospitality and another lodging, the handicraft and consumer goods sectors, and the service sector and restaurants. In the meantime, [11] describes the costs, wages, socio-culture, socio-policy, family intensity, replacement costs, and complementary goods.

Someone who travels far from home, of course, has an excess of income to travel and shop for other goods and services. Preference and income are determining factors for consumers to travel. The combination of allocations for tourism and spending on other goods and services can be described through the budget line. The TG line shows the slope of the relative prices of goods and services. The OT point is the amount of tourism that will be enjoyed if someone spends their entire budget on travel and OG is the amount of other goods that will be consumed if there is no expenditure on tourism. The amount of tourism and other goods that are consumed or enjoyed depends on the relative prices of tourism and other goods so that a lower tourism price will lead to more tourism consumption, and vice versa [17].

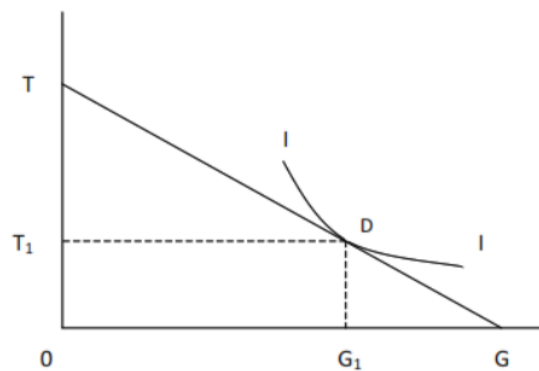


Figure 4. Consumption of Tourism and Other Goods [17]

The combination of tourism and other items a person decides to buy depends on their preferences. The alternative combination of tourism and other goods can give consumers the same level of satisfaction, for example, low consumption of tourism and high consumption of other goods provides the same satisfaction as high tourism consumption and low consumption of other goods, as illustrated by the curve. indifference I in

Fig. At point D, where the indifference curve is tangent to the budget line, it results in OT1 tourism consumption and OG1 consumption of other goods. Maximum satisfaction is at point D because at that point indifference curve I alludes to the TG budget line. Someone with a stronger preference for tourism will take the left-hand combination of point D, while someone who consumes more goods will have an indifference curve tangent to TG to the right of point D [17].

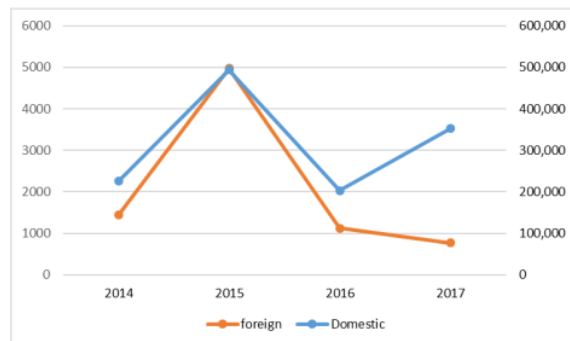


Figure 3. Growth in the Number of Tourist Visits in Situbondo Regency [18]

Based on Figure 3, the amount of tourist visits to the Situbondo Regency is very volatile. International and domestic tourists visiting Situbondo Regency witnessed a rise in 2014-2015. However, in 2016, tourist arrivals in the district of Situbondo experienced a very rapid decline. Meanwhile, international tourist arrivals experienced a substantial decline in 2015-2017. However, the number of domestic tourist visits increased again in 2017. It is important to discuss further the decline in the number of visitors.

Situbondo District Spatial Planning (RTRW) 2008-2018, Situbondo Regency tourism is divided into natural, cultural, agro-tourism, and special interests. Maritime tourism in Situbondo can expand with a coastline of 150 km [19]. Tampora Beach Marine Tourism is a tourist attraction that has the potential to expand. The beach area of Tampora is still natural and is directly adjacent to the protected forest. However, many people do not know this tourist attraction since it is situated in a protected forest.

Based on the context explanation above, the research issue's wording is as follows: what factors decide the increase in the number of tourist visits?

This study aims to identify the determinants that can increase the number of tourist visits, particularly from the supply side (tourism management), which focuses on maritime tourism in Tampora Beach. Tampora Beach is one of the marine tourism objects located in the Situbondo Regency North Coast Tourism Region, in the Kalianget Village, Banyuglugur District. This tourist area is immediately adjacent to a protected forest area of 2,40 hectares. This study will also lead to the sustainable management of eco-friendly tourism and the growth of marine tourism conservation.

## METHOD

This section will describe the analysis and methods used to assess the factors that affect tourist visits. This research is based in the marine tourism region of Tampora Beach. Tampora Beach Tourism, Situbondo, is one of Kalianget Village, Banyuglugur District, Situbondo Regency, East Java, Indonesia. Based on Figure 4, an area of 13,83 km<sup>2</sup>, an altitude of 25 meters above sea level, and a distance of 39 km from the center of the district, with a coordinate point of 7°43'31"S 113°38'57"E [4]. This tourist area is immediately adjacent to a protected forest area of 2,40 hectares. Tampora Beach has been chosen because this area is a tourist destination with the potential for nature tourism, with the beauty of its white sandy beach scenery and the land shaped by corals as a wave breaker. Besides, this tour also has the potential as a means of education, as there are many

animals and plants in protected forest areas and marine biota in the Tampora Sea. Marine life on this beach is also diverse, such as sea cucumbers, starfish, sea urchins, crabs, small fish, and an abundance of different types of shellfish. Therefore, this research is intended to fulfill the objectives of this study and ensure that marine tourism is following the environment that is sustainable and focused on disaster mitigation.

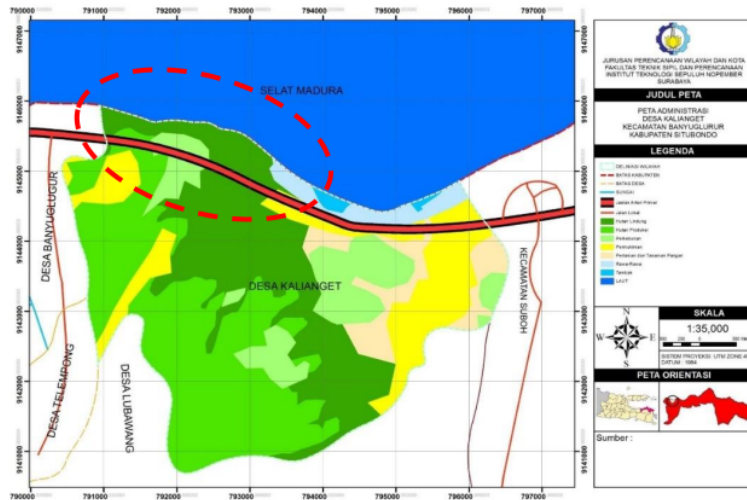


Figure 4. Location of Tampora Beach marine tourism and Sampling Area [4]

The data used in this analysis are primary data collected directly using a questionnaire and direct interviews from visitors to the Tampora Beach marine tourism business. Determination of the sample using the process of accidental sampling. Representative samples were collected based on estimates by [20], the number of variables/indicators multiplied by 5 or 10. The variables in this analysis were five and multiplied by 10. The sample used in this survey was, therefore, 50 visitors to Tampora Beach Situbondo marine tourism.

**Statistical analysis.** This research uses a descriptive quantitative statistical analysis approach and multiple linear regression statistical analysis. Descriptive statistical quantitative analysis is used to solve measurement-related problems (numbers and data). This strategy is explained by using a descriptive statistical methodology, which is used to clarify the characteristics of the respondent's profile and visitors' understanding of marine tourism management in Tampora Beach. Multiple linear regression is a mathematical analysis used to assess independent variables' influence on the dependent variable. The independent variables used in the analysis were services, institutions, travel cost, and accessibility, while tourist visits were the study's dependent variable. The equation in this analysis are as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$$

**Information:**

- Y : Tourist visit
- X1 : facilities
- X2 : Institutional
- X3 : Travel cost
- X4 : Accessibility
- e : error term



## RESULTS AND DISCUSSION

Tampora beach marine tourism area is a tourist area included in the western zone of object development and tourism potential and infrastructure. This policy is stated in the 2012 Spatial and Regional Planning (RTRW), which states that Tampora Beach is an area designated for nature tourism.

Perum Perhutani manages the Tampora Forest and Coastal Tourism Areas. Only the beach area of Tampora is used as a tourist spot [21]. To ensure that the development of the Tampora Beach Tourism Area does not conflict with the role of the protected forest around it. However, to enter Tampora Beach, tourists must travel through a protected forest area that can be reached by vehicle. Based on Table 1, the average visitor to Tampora Beach for marine tourism comes from the district of Situbondo. The description of the respondent's characteristics derived from the results of the descriptive statistical analysis is provided in Table 2.

Table 1. Origin of Tampora Tourism Visitor Area

Daerah asal	frequency	%
Banyuglugur	12	24
Sumber Malang	1	2
Besuki	14	28
Situbondo	21	42
Lumajang	2	4

From table 1, it can be seen that the origin of Tampora tourist attraction visitors included in the sample, on average, come from Situbondo Regency and only two people come from outside the district. Visitors from Situbondo Regency come from several districts. Most visitors came from the city centre of Situbondo with 21 people (42%), Besuki with 14 people (28%), Banyuglugur with 12 people (24%), Sumber Malang with 1 person (2%), while from Lumajang Regency there were 2 people (4%). From the data from these visitors, it can be interpreted that the Tampora tourist attraction is still not known by the wider community, even from outside of Situbondo Regency. Specifically, on average, the largest visitors to the Tampora Beach tourist attraction come from adjacent districts (Banyuglugur, Sumber Malang, and Besuki).

Table 2. Characteristics of Respondents

Characteristics	Description	Frequency	%
Sex	Female	39	78
	Male	11	22
Age (years)	15-19	12	24
	20-24	31	62
	25-30	4	8
	>30	3	6
Marital status	Married	8	16
	Not married	42	84
Duration Of Visit	1	12	24
	2	17	34
	3	13	26
	4	3	9
	>4	5	10

Table 2 shows the characteristics of visitors to the Tampora Beach tourist attraction. Based on gender, the average number of visitors to Tampora Beach is 39 people (78%), and 11 men (22%). Based on age groups, visitors to Tampora Beach tourism objects range from 15-19 years (24%), 20-24 years (62%), 25-30 years (8%), and over 35 years (6%). Meanwhile, based on marital status, the average number of visitors to the

Tampora Beach tourist attraction is 42 people (84%), and 8 people (16%). So it can be concluded that the average visitors to Tampora Beach are young people. This is due to the geographical condition of Tampora Beach, which has white sand, can see the sunset and the beautiful and clean area, which is the destination for young people to visit. This data is important for tourism managers in terms of providing tourism facilities and infrastructure so that visitors can utilize the provision of tourism facilities and infrastructure.

If we look at the number of tourist visits from table 2, that the visitors to the Tampora Beach tourist attraction have visited on average more than once. The number of one-time visits was 12 people (24%), the number of two visits was 17 people (34%), the number of three visits was 13 people (26%), the number of four visits was 3 people (9%), and 5 visits more than five times (10%). From the number of visits, it can be interpreted that Tampora Beach is in great demand by the public as a destination for travelling, because visitors have been to Tampora Beach before.

The variable items' validity and reliability test findings showed that all 20 variable items were deemed valid and reliable. This can be shown from the measured r-value, which is greater than the r-table (0.2787). Also, the test results' reliability for variable items displayed based on the Cronbach alpha value can be defined as right. For each vector, the Cronbach alpha value is 0.887 higher than 0.6 [22]. The classic assumption test met the criteria and was deemed to have passed the test.

Based on the study results, the value of Adjusted R Square is 0.656, which means that 65.6 percent of the variation in the dependent variable (tourist visits) is affected by independent variables (facilities, institutions, travel costs, and accessibility). In contrast, the remaining 34.4 percent is affected by other variables outside of facilities, institutions, travel costs, and accessibility.

Based on the findings of multiple linear regression analyses using SPSS 24 For Windows, the value of Adjusted R Square is 0.656, which means that 65.6 differences in the dependent variable (tourist visits) are affected by independent variables (facilities, institutions, travel costs, and accessibility) while the remaining 34.4 is affected. Other factors outside facilities, institutions, travel costs, and accessibility. The regression equation results are as follows:

$$Y = -4.508 + 0.304(\text{Facilities}) + 0.373(\text{Institutional}) + 0.061(\text{Travel Cost}) + 0.494(\text{Accessibility})$$

Table 3. Multiple Linear Regression Analysis Results

Variable	Regression Coefficient	Sig.
constant	-4,508	0,074
Facilities	0.304	0.000
Institutional	0.374	0.001
Travel Cost	0.061	0.370
Accessibility	0.494	0.000

The t statistical test shows how far the influence of the independent variable is on the dependent variable separately or partially [23]. Tests were carried out using a significance level of 0.05 ( $\alpha = 5\%$ ). The results of the analysis are as follows:

Table 4. Hypothesis Test Results

Variable	Regression Coefficient	t count	Sig.	information
Facilities	0.304	3.843	0.000	significant
Institutional	0.374	3.744	0.001	significant
Travel Cost	0.061	0.906	0.370	Not significant
Accessibility	0.494	4.877	0.000	significant

Based on table 4, it is known the results of statistical t analysis. This value is then compared with t table. The value of t table for a sample size of 50 is 2,01290. The t statistical value of the facility, institutional, and



accessibility variables is greater than the t table (2.01290), but the value of the variable travel costs is smaller than the t table (2.01290). This value can be interpreted that the variables of facilities, institutions, and accessibility influence the number of tourist visits, while the variable travel costs do not influence the number of tourist visits.

The Simultaneous Significance Test (F Test) shows whether all the independent variables used in the model have a joint or simultaneous influence on the dependent variable [23]. The results of the analysis are as follows:

Table 5. F Test Results

F	Sig.	Keterangan
24.355	0.000	significant

Based on the results of the regression analysis in this study, the calculated F value was 24.355, with a significance of  $0.000 < 0.05$ . So it can be interpreted that the independent variables consisting of facilities, institutions, travel costs and accessibility have a significant effect simultaneously on the level of tourist visits to Tampora Beach, Situbondo Regency.

The study findings indicate that facilities have a significant effect on tourism visits. The regression coefficient is 0.304, which means that if the existing facilities at Tampora Beach are increased by one unit, the number of tourist visits will increase by 0.304 or about 30 people. The results confirm research from [24]–[28] that facilities have a significant effect on increasing tourist visits. Facilities are an important industrial element in tourism. Improving facilities consisting of marine tourism facilities and infrastructure is the main thing to increase the number of tourist visits. Because of travelling, tourists will pay close attention to the facilities available at the tourist attraction that will be their destination. The facilities referred to include bathrooms, restaurants, dining rooms, places of worship, trash bins, and other public facilities. How big is a tourist area, if the facilities are inadequate, then the desire of tourists to visit will be cancelled. In addition to attracting visiting tourists, this essential facility will also function to increase the satisfaction of tourist visits and maintain the sustainability of marine tourism objects. All facilities built aim to make tourists feel at home and comfortable. The more complete and adequate the tourist facilities, the greater the visitor's plan to extend the length of their visit to tourist attractions and to return at another time.

The institutional influence on tourist visits has had an important effect. The regression coefficient value for institutional variables is 0.373, which means that if institutional variables such as information and security centres are increased, tourist visits will increase by 0.373 or around 37 people. The information centre is vital for a tourist attraction because tourists can get information about facilities and infrastructure or attractions on these attractions. The availability of an information centre, for example in the form of a tour guide service that can be accessed by visitors, will increase tourists' interest in learning and travelling from these attractions, for example learning about the ecology of marine tourism areas. Apart from the information centre, the tourist attraction security office often influences visitors to determine whether or not a tourist attraction is worth visiting. The presence of a security post will make tourists feel calm and free from distractions. This strengthens the findings of [29], that security will have an impact on increasing the number of tourist visits. Psychologically it will affect the satisfaction and comfort of tourists. The better the institutionalization of a tourist attraction, especially marine tourism, will empirically have an impact on increasing the number of tourist visits.

Meanwhile, the travel cost variable does not have a significant effect on the increase in the number of tourist visits. The value of the travel cost variable regression coefficient is 0.06. The significance level of 0.370 is greater than the significance value of 0.05. These findings are certainly not in accordance with the expected hypothesis, but these findings are in line with research from [28][30][31] that travel costs have no effect on increasing the number of tourist visits. The travel cost variable which has no influence can qualitatively be

explained for several reasons. The average destination for tourists to visit Tampora beach is white sand beaches. So the cost of travel for visitors is not a problem, because on one trip two tourist objects can be visited at once. But theoretically, travel costs will affect the number of tourist visits. The findings of [32][33], are that the more affordable travel costs, the more tourist visits will increase.

The accessibility variable has the highest regression coefficient value of all variables. The regression coefficient value of the accessibility variable was 0.494. This figure can be interpreted that if there is an increase or improvement in the accessibility of tourist objects, such as road infrastructure and transportation to Tampora Beach Tourism, it will cause an increase in tourist visits to Tampora beach by 0.494 or around 49 people. This result is in line with the research findings of [34][26] who found that accessibility is an influential factor in increasing tourist visits. The accessibility variable is an essential factor for Tampora beach. This is because one of the characteristics of a tourist attraction is that it cannot be moved to another place, so tourists have to visit the tourist attraction. Therefore, accessibility, such as transportation facilities and good road infrastructure to the Tampora Beach tourist attraction, greatly affects the travel demand. The ease of access and the asphalt road to the tourist attraction will be a consideration for tourists to choose a tourist attraction. The availability of road networks and public transportation from the city centre is the main reason for determining whether a tourist attraction is feasible or not to be visited. The better the accessibility to the Tampora Beach tourist attraction, the number of tourist visits will increase significantly because the variable of accessibility is a determining factor in the increase in the number of tourists at Tampora beach attractions.

The simultaneous research findings show that the variables of facilities, institutions, travel costs, and accessibility have a considerable influence on tourist visits. Tourist attractions with good facilities, low prices for tourist attractions, the existence of an information and security center, and easy access to tourist objects will, of course, be a problem for tourists to decide whether to visit these attractions not. They will also consider how long they will stay at the attraction. This decision will then increase the number of tourist visits to tourist objects, in particular Tampora Beach. The better the offer of a tourist attraction, the more visitors will enjoy the attraction.

The results of the research simultaneously show that the variables of facilities, institutions, travel costs, and accessibility have a considerable influence on tourist visits. Tourist attractions with good facilities, low tourist entry ticket prices, and information and security centre, and easy access to tourist objects will certainly be a determining factor for tourists to decide whether to visit these tourist attractions. They will also consider how long they will stay at the attraction. These determining factors will influence the decision of tourists to take a tour. The more tourists who visit, it will have an impact on increasing the number of tourist visits to tourist objects, especially Tampora Beach. The better the offer of a tourist attraction in the form of facilities, institutions, travel costs and accessibility, the more visitors will travel to the tourist attraction.

## CONCLUSION

The purpose of this analysis is to examine the factors that affect tourist visits to Tampora Beach. Using multilinear regression analysis, the key findings of this research are as follows:

In specific, facilities, institutional and accessibility factors have a significant impact on tourist visits, although the variable cost of travel does not substantially affect tourist visits. Simultaneously or together, the tests' findings indicate that variable services, organizations, travel costs, and connectivity significantly influence tourism visits.

This study's findings indicate that facilities, institutions, and accessibility have an essential role in increasing visits to the Tampora Beach marine tourism. On the supply side, marine tourism area managers must pay attention to and develop these three considerations because this will affect the visitor's decision to visit

Tampora Beach. The better and more complete the infrastructure and management of Tampora Beach tourism, the more visitors will come and stay. In the long term, this tourism development will increase the marine tourism sector's area, increasing the community's welfare and per capita income. Furthermore, indirectly will also increase local revenue.

Also, managers need to carry out regular promotions for marine tourism in Tampora Beach. This promotion aims to introduce Tampora beach tourism to people in other areas. Based on data, tourists who visit Tampora beach, on average, come from areas close to the area.

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