

Tourist Perceptions Toward Tourism Attraction In Ramban Biak Tourism Village Of Lenek, East Lombok

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Abstract: *This research journal reviews tourists' perceptions of tourist attractions in Lenek Ramban Biak Village. This research is a type of descriptive qualitative research. The population in this study were tourists visiting Lenek Ramban Biak Village. Samples were taken from tourists who visited as many as 100 respondents with incidental sampling technique. Data was collected using a questionnaire and analyzed using descriptive analysis techniques. The results showed that tourists' perceptions of the tourist attractions of Lenek Ramban Biak in terms of the dimensions of attractions and accessibility with agreed criteria. That means that the tourist attraction of Lenek Ramban Biak Village has unique nature, traditions and culture. There is a Camping place, a friendly community. While on the dimensions of the amenities with the criteria quite agree.*

Keywords: *Tourist Perception, Tourist Attraction, Lenek Ramban Biak Tourism Village.*

Abstrak: Jurnal penelitian ini mengulas tentang persepsi wisatawan terhadap objek daya Tarik wisata di Desa Lenek Ramban Biak. Penelitian ini merupakan jenis penelitian kualitatif deskriptif. Populasi dalam penelitian ini adalah wisatawan yang berkunjung ke Desa Lenek Ramban Biak. Sampel diambil dari wisatawan yang berkunjung sebanyak 100 responden dengan teknik *incidental sampling*. Data dikumpulkan menggunakan kuesioner dan dianalisis dengan teknik analisis deskriptif. Hasil penelitian menunjukkan bahwa persepsi wisatawan terhadap daya tarik wisata Lenek Ramban Biak ditinjau dari dimensi *attractions* dan *accessibility* dengan kriteria setuju. Itu artinya objek wisata Desa Lenek Ramban Biak memiliki keunikan alam, tradisi dan budaya. Adanya tempat Camping, masyarakat yang ramah. Sementara pada dimensi *amenities* dengan kriteria cukup setuju. Hasil ini menunjukkan bahwa pada dimensi *amenities* perlu dilakukan pembenahan terkait sarana dan prasarana seperti warung makan dan minum, cinderamata (*art shop*), selain itu perlu adanya sarana pendukung berupa adanya , toilet, *rest area*, tempat sampah dan informasi mengenai objek wisata di Desa Lenek Ramban pada internet atau media sosial.

Kata kunci: Persepsi wisatawan, Daya Tarik Wisata, Desa Wisata Lenek Ramban Biak.

INTRODUCTION

Talking about the tourism potential in Indonesia, of course there will be no end, Indonesia itself consists of an archipelagic country which of course has a very important role as a tourist attraction which can have an economic impact on the community. But to be able to make that happen, of course we need Human Resources (HR) as well as support from the government and related stakeholders. Tourism has a broad scope that concerns the interests of society as a whole so that it must be carried out in an integrated manner between the government, business entities and the community so that they can complement, relate and support each other. (Sudiarta, 2021). This is done so that the management of the potential that is owned so

that tourism is sustainable. Sustainable tourism itself is a process and system of tourism development that can guarantee the continuity or existence of natural resources, socio-cultural and economic life for generations to come.(Kurniawati & MM, 2013). Sustainable tourism is the presence of tourism activities that take into account present and future economic values, social and environmental impacts, meeting the needs of visitors. Industry, environment and local communities(UNEP & WTO, 2015).

In eastern Indonesia, especially in East Lombok district, West Nusa Tenggara Province (NTB)is one area that is rich in tourism potential such as mountain, beach and nature tourism, but tourism actors often use their culture as a tourist attraction. So that cultural tourism has the potential to be developed and often becomes a tourist visit. Cultural and arts tourism is the right solution to preserve culture and art which can be used as tourist attractions(Shah et al., 2023). Utilizing the potential of both nature and culture as a tourist attraction will certainly have an impact on the country's and the community's foreign exchange. Tourism activity is one of the non-oil and gas sectors which is expected to provide a sizeable contribution to the country's economy(Situmeang, 2020). This is also in accordance with the mandate of Law No. 10 of 2009 which states that the existence of a tourist object in an area will be very beneficial because it can increase local revenue (PAD), improve people's living standards, increase love for regional products and preserve local culture.. each region in East Lombok Regency has a culture that is still maintained by the community which can be used as alternative tourism for visitors.

East Lombok Regency itself has quite a lot of tourist villages, one of the tourist villages in East Lombok Regency which will be used as the location of this research is in the Lenek Ramban Biak Tourism Village. The tourist village of Lenek Ramban Biak is one of the oldest tourist villages in East Lombok, which is often visited by tourists. However, since the last few years the number of visitors has decreased. The results of the pre-observations carried out, the researchers found tourist attractions that were already running were not managed properly, even though this could have an impact on visitor interest. Quality of tourist attraction is a key factor that determines the interest of tourists to visit tourist destinations(Ekonomika et al., 2015). So that the manager certainly has to improve the quality of tourist attractions in attracting visitors.The tourist attraction factor is the most dominant component of attraction influencing tourist satisfaction(Planning & Territory, 2023)

In addition to tourist attractions that have not been managed optimally, facilities and infrastructure have also become a factor in decreasing tourist interest in visiting the Lenek Ramban Biak tourist destination. Infrastructure has a positive and significant influence on

tourists' decisions (Rini, 2022). The inhibiting factor for the development of tourist attraction is that resources in terms of facilities, infrastructure supporting tourism activities are inadequate, so that tourists only come to tourist objects in a short time (Maulana et al., n.d.). The availability of facilities and infrastructure is not yet optimal which will have an impact on the health of visitors which will affect the number of visits (Yuantari & Andrian, 2022). In addition, there is a lack of public awareness in utilizing tourism potential which can be used as a new tourist attraction for visitors so that it can provide a new experience for tourists who want to visit the tourist village.

Continuing related to the title raised in this study, where previous research has also been carried out by (Handayani et al., 2019). The results of his research show that factors such as facilities, accessibility and tourist attractions are some of the benchmarks of tourist satisfaction in visiting these attractions. Other studies have also been conducted by (Yandi et al., 2023). This research is a type of library research. The results of this Literature Review article show that: 1) Destination image influences tourist interest in visiting; 2) Tourist attraction has an impact on tourists' interest in visiting; and 3) Facilities affect the interest of visiting tourists.

Based on the phenomenon that occurred. So the researcher is interested in conducting research on tourist perceptions of tourist attraction in the tourist village of Lenek Ramban Biak, East Lombok Regency. The dimensions to be examined are amenities, accessibility and attraction. The results of this study are expected to be used as a reference for tourism village managers in East Lombok Regency, especially the Lenek Ramban Biak Tourism Village.

LITERATURE REVIEW

The massive development of tourism in Indonesia has made tourism actors flock to increase tourist attractiveness in increasing tourist visits. This is done in an effort to minimize competition for the massive development of new tourist villages throughout Indonesia. So that tourism actors try to fix all deficiencies in infrastructure, carrying capacity and explore potential that can be utilized as a new tourist attraction in attracting tourists.

Therefore, increasing tourism attractiveness is one of the efforts that must be made by tourism actors. According to (Yoeti, 2002) in (Susianto et al., 2022) Tourist attraction is anything that attracts people to visit a certain area. According to Law of the Republic of Indonesia No. 10 of 2009, Tourist Attraction is explained as everything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made assets that are targeted or visited by tourists.

According to (Nuraeni, 2014) stated that there are several indicators in measuring tourist attraction, namely: 1) There are things that attract the attention of tourists in this case can be

natural beauty, culture, art, history, or something else that stands out that characterizes tourist objects; 2) Facilities that support tourist attractions, such as homestays, restaurants, parking areas, and other facilities that can make tourists feel comfortable; 3) Infrastructure from tourist taxis that support; 4) Availability of means of transportation that can connect one destination to another; 5) Friendly attitude to visiting tourists.

Based on the concept of tourist attraction that has been stated above, previous research that has relevance to this research has also been by (Sari et al., 2020) with the research title "*Analysis of Potential and Tourist Perceptions in the Implementation of Sapta Pesona at the Sulfur Simpung Tourism Object in Kecapi Village*". This study aims to analyze the potential of tourist objects and tourists' perceptions of the implementation of Sapta Pesona. Determination of the sample is done by using purposive sampling. Data were collected using interview techniques and field observations, then analyzed descriptively qualitatively using a Likert scale. The results of this study indicate that tourists' perceptions of the implementation of Sapta Pesona are divided into two categories, namely the good category on the elements of coolness and beauty, while the sufficient category is on the elements of security, order, cleanliness, friendliness, and memories.

Other studies have also been conducted by (Ayu Lestari & Sakti Alam Kerinci College of Economics, 2022) with the research title "*The Influence of Tourist Attraction, Accessibility, and Satisfaction of Tourists on Interest in Returning (Case Study on the Cultural Tourism Object of Taman Tujuh Desa Hiang Sakti)*". The purpose of this research is the influence of tourist attraction, accessibility, and tourist satisfaction on the intention to return. This research is a type of quantitative research with multiple linear regression analysis techniques using the IBM-SPSS Statistics 24 data processing application. The sample of the research is tourists who visit the tourist attractions. Primary data was obtained from distributing questionnaires to tourists who visited the cultural tourism object of Taman Tujuh Hiang Sakti Village. Respondents amounted to 80 people.

RESEARCH METHODS

The approach used in this study is a type of descriptive research with a qualitative approach. Descriptive research is research that is directed to provide symptoms, facts or events in a systematic and accurate manner, regarding the characteristics of a particular population or area. (Ahyar et al., 2020). The results of this study will be described based on the data found in the field. Based on the background above, the purpose of this study was to determine tourist perceptions of tourist attractions in the tourist village of Lenek Ramban Biak. Tourists here will be used as a population in the research that will be carried out. In taking the sample will

be used Incidental Sampling. Accidental sampling is a sampling technique by choosing who happens to be found (Fauzy, 2019). He further explained that sampling using accidental sampling techniques is also known as convenience sampling or incidental sampling.

Meanwhile, the determination of the sample uses the Rao Ancient formula (Sujarweni, 2015). For the number of samples in this study using 100 respondents. The type of data in this study is qualitative data with primary data sources. To obtain data in this study, researchers used a questionnaire using a Likert scale. Where, this questionnaire will later be given to respondents or tourists visiting the village of Wiata Lenek Ramban Biak. In general, on a Likert scale, a score of 1-5 will be given for each answer to each question. The categories from 1-5 will be given ratings starting from strongly disagree and strongly agree.

RESULTS AND DISCUSSION

Results

In this discussion, the researcher will describe the descriptive results which will serve as a reference in determining the criteria and score ranges for each element before filling in the questionnaire by tourists who will be sampled in the research conducted. The time of this research was conducted for one month, from June to July. Where previously this research was carried out by the Lenek Ramban Biak Tourism Village in Lenek District, East Lombok Regency, West Nusa Tenggara. Lenek Ramban Biak is one of the supporting village areas in the Mount Rinjani National Park (TNGR) area which is to the south of Mount Rinjani. However, the results of the descriptive analysis will be described first for each dimension which is the focus of the research conducted.

Table 1. Calculation of descriptive analysis

Dimensions	Highest score	Lowest score	Rangescore	Class Intervals
<i>Attractions</i>	5,000	1,000	4,000	800
<i>Amenities</i>	3,000	600	2,400	480
<i>Accessibly</i>	2,000	400	1,600	320

Source: Author's Analysis (2023)

Based on the table above, a score calculation has been carried out for each dimension on tourist perceptions of tourist attractiveness in the Lenek Ramban Biak tourist village, East Lombok Regency. Next, criteria and score scores will be carried out for each dimension consisting of Attraction, amenities, and accessibility. For more details, see the table below as follows:

Table 2. Criteria and Vulnerability Score on the Attraction Dimension

Score Vulnerable	Criteria
4,200 – 5,000	Strongly agree
3,400 – 4,199	Agree
2,600 – 3,399	Simply Agree
1,800 – 2,599	Don't agree
1,000 – 1,799	Strongly Disagree

Source: Author’s Analysis (2023)

Table 2 above shows that tourists' perceptions of tourist attractions in the tourist village of Lenek Ramban Biak on the dimensions of attractions. Based on the table above, the criteria for each consist of strongly agreeing with getting a score 4,200 – 5,000, for the criteria for agreeing, the score is 3,400 – 4,199, Fairly Agree, the score is 2,600 – 3,399, Disagree 1,800 – 2,599 and the last criterion is Strongly Disagree, the score is 1,000 – 1,799.

Table 3. Criteria and Score Vulnerability on Amenities Dimensions

Score Vulnerable	Criteria
2,520 – 3,000	Strongly agree
2,040 – 2,519	Agree
1,560 – 2,039	Simply Agree
1,080 – 1,559	Don't agree
600 – 1,079	Strongly Disagree

Source: Author’s Analysis (2023)

In table 4 above, it shows that tourists' perceptions of tourist attractions in the tourist village of Lenek Ramban Biak on the Amenities dimension. Based on the table above, the criteria for each consist of strongly agreeing with getting a score 2,520 – 3,000, for the criteria for agreeing, the score is 2,040 – 2,519, Fairly Agree, the score is 1,560 – 2,039, Disagree 1,080 – 1,559 and the last criterion Strongly Disagree, the score 600 – 1,079.

Table 4. Criteria and Score Vulnerability on Dimensions Accessibility

Score Vulnerable	Criteria
1,680 – 2,000	Strongly agree
1,360 – 1,679	Agree
1,040 – 1,359	Simply Agree
720 – 1,039	Don't agree
400 – 719	Strongly Disagree

Source: Author’s Analysis (2023)

In table 4 above, it shows that tourists' perceptions of tourist attractions in the tourist village of Lenek Ramban Biak on the dimensions *Accessibility*. Based on the table above, the criteria for each consist of strongly agreeing with getting a score 1,680 – 2,000, for the criteria

for agreeing, the score is vulnerable, 1,360 – 1,679, Simply agree, the score is 1,040 – 1,359, Disagree 720 – 1,039 and the last criterion Strongly Disagree is at the vulnerable score, 400 – 719.

After carrying out the criteria and vulnerable scores for each dimension, the results of the analysis will then be carried out after the questionnaire is distributed to the respondents. In the table below you can see the results of the perception of tourist attraction in the Attractions dimension. Amenities and Accessibility.

Table 5. Perception Results of Tourist Attraction in the Attractions Dimension. Amenie, Accessibility

Dimensions	Indicator	Score	Score Range	Category
<i>Attraction</i>	1. Uniqueness and beauty	1,169	1.020 – 1.259	Agree
	2. Have a Camping area	718	680–839	Agree
	3. Have a Sport photo	354	340–419	Agree
	4. Traditions and Culture	815	680–839	Agree
	5. Community Hospitality	802	680–839	Agree
Total		3,858	3,400 – 4,199	Agree
<i>Amenities</i>	Availability of Facilities and Infrastructure	976	780 – 1,019	Simply Agree
	Availability of Supporting Facilities	1010	780 – 1,019	Simply Agree
Total		1986	1,560 – 2,039	Simply Agree
<i>Accessibility</i>	Infrastructure conditions and availability	834	680–839	Agree
	Availability of road signs	719	680–839	Agree
Total		1,553	1,360 – 1,679	Agree

Source: Author's Analysis (2023)

The table above shows that tourists' perceptions of the tourist attraction object Lenek Ramban Biak in terms of the dimensions of the attractions on the indicator have uniqueness and beauty have a score 1,169 fall within the score range 1.020 – 1.259 with agreed criteria. On the indicator Having a Camping area has a score 718 fall within the score range 680–839 with agreed criteria. For indicators Has a sports photo score 354 enter the score range 340–419 with the criteria of strongly agree. indicators have Tradition and culture score 815 enter the score range 680–839 with agreed criteria. For indicators Community hospitality have score 802 fall within the score range 680–839 with agreed criteria. After the sum is done for each indicator on the dimensions of the attractions, it has a total score 3,858 fall within the score range 3,400–4,199 with agreed criteria.

Next on dimensions *Amenities*, tourist perceptions of tourist objects in the tourism village of Lenec Ramban Biak on indicators Availability of Facilities and Infrastructure has a score of

976 included in the score range 780-1,019 with the criteria of quite agreeing. The indicator for Availability of Supporting Facilities has a score of 1,010 and is included in the score range of 780 – 1,019 with the criteria of quite agreeing. After adding up each indicator on the Amenities dimension, it has a total score 1,986 fall within the score range 1,560 – 2,039 with sufficiently agreed criteria.

While on dimensions *Accessibility* based on the above, tourists' perceptions of tourist objects in the tourist village of Lenek Ramban Biak on indicators *Infrastructure condition* and *availability* has a score of 834 included in the score range 680 – 839 with the criteria of agreeing. On the *Availability* indicator, road signs have a score of 719, included in the score range 680 – 839 with the criteria for agreeing. After adding up each indicator on the *Accessibility* dimension, it has a total score 1,553 fall within the score range 1,360 – 1,679 with agreed criteria.

Discussion

The research results that have been described above. Tourist perceptions of the attractiveness of tourist objects in the tourist village of Lenek Ramban Biak obtained 3 criteria after analyzing them. The 3 dimensions that are the focus of this research are *Attractions*, *Amenities* and *Accessibility*. On the *Attractions* dimension with 5 indicators it has agreed criteria. That means the attractions offered to tourists are enough to provide satisfaction to tourists. Because the tourist village of Lenek Ramban Biak is a buffer zone in Mount Rinjani National Park (TNGR), the uniqueness and beauty of nature is of course an attraction for visitors who want to enjoy a beautiful atmosphere. Apart from still being found flora and fauna, visitors can also enjoy water rides such as waterfalls and artificial attractions such as swimming pools. Apart from that, visitors can also enjoy other attractions such as traditions and culture that are still being preserved today. The results of this study are also in line with the results of research conducted by (Tias et al., 2022), where the findings show that the dimensions of attractions/experiences have the most influence in increasing tourist satisfaction. Research that has also been carried out by (Sudarwan et al., 2021), where the findings made that facilities, accessibility, and tourist attractiveness simultaneously have a positive and significant effect on tourist satisfaction.

While dimensions *Amenities* with sufficiently agreed criteria. That means, in the management of tourism objects in Lenek Ramban Biak Village, it is necessary to review the facilities and infrastructure as well as carrying capacity such as food stalls, garbage dumps, prayer rooms, toilets and homestays. If it is not immediately resolved, it will have an impact on visitor satisfaction. In the research conducted by (Handayani et al., 2019). The results of his

research show that Factors such as facilities, accessibility and tourist attractions are some of the benchmarks of tourist satisfaction in visiting these tourist objects. The results of other studies have also been carried out by (Robustin, 2023). where the results of the study show that partially attraction, amenities, hospitality, and environment affect tourist satisfaction

In addition to the two dimensions above, the tourist attractiveness factor on the dimension *Accessibility* in tourism sustainability. Because to make a sustainable tourism village these three aspects become benchmarks in tourism sustainability. This is in line with the concept of continuous tourism which is currently being echoed by the Ministry of Tourism and Creative Economy. Sustainable tourism itself is a process and system of tourism development that can guarantee the continuity or existence of natural resources, socio-cultural and economic life for generations to come. (Kurniawati & MM, 2013). Sustainable tourism is the presence of tourism activities that take into account present and future economic values, social and environmental impacts, meeting the needs of visitors. Industry, environment and local communities (UNEP & WTO, 2015).

CONCLUSION

Tourists' perceptions of tourist attractions in Lenek Ramban Village both in terms of the dimensions of attractions have a total score 3,858 fall within the score range 3,400 – 4,199 with agreed criteria. This shows that the Lenek Ramban Baik tourist attraction has unique and very unique and beautiful natural beauty, has very interesting traditions and culture, there are camping spots for visitors who want to spend time off with their family while enjoying the beauty of nature in the morning surrounded by lots of people. Shady trees around the Camping area, as well as the community around the object are very receptive to tourist arrivals so as to create tourist comfort in visiting (the existence of community hospitality) and a safe tourist object environment.

The perception of tourists towards the tourist attraction of Lenek Ramban Biak in terms of the amenities dimension has a score 1986 enter the score range 1,560 – 2,039 meet the criteria quite agree. This shows that at the Lenek Ramban Biak tourist attraction it is necessary to review facilities and infrastructure such as food and drink stalls, souvenirs (art shop), besides that there is a need for supporting facilities in the form of toilets, rest areas, trash cans and information about objects tours in Lenek Ramban Village on the internet or social media.

Tourist perceptions of the tourist attraction of Lenek Ramban Biak in terms of accessibility dimensions have a score 1,553 fall within the score range 1.360-.679 with agreed criteria. This shows that the Lenek Ramban Biak tourist attraction is quite good, where visitors who come have easy access to tourist objects, good quality roads and no traffic obstacles. And

there are road signs that can indicate the location of the Lenek Ramban Biak Village tourist attraction.

Suggestion

Suggestions that can be conveyed by the author to the manager of the tourist attraction Lenek Ramban Biak are the potential to pay attention to the condition of tourist facilities, to maintain existing tourist facilities so that they are in good condition when used by tourists and maintain the cleanliness of the environment of tourist attractions. The better a tourist attraction for tourists, the tourist object visited by tourists will get a positive perception. Positive perceptions of tourist objects can develop and attract tourists to visit these attractions.

For future researchers, it is expected to develop this research by using a wider range of research instruments, expanding the use of samples and hopefully being able to analyze, add other factors that attract tourists to visit tourist attractions in Lenek Ramban Biak Village and other tourist attractions.

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