

TOURISM SAFETY AND SECURITY: THE ROLE AND BEST PRACTICE FROM THE SUPER PRIORITY DESTINATION LAKE TOBA

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Abstract

Tourism is a dynamic activity that involves many people and enlivens various fields of business. In tourism activities Security is an important factor. Security is an environmental condition in a tourism destination that provides a sense of calm, free from fear and anxiety for tourists, because in fact security is the main reason tourists come to visit tourism destinations. Lake Toba which is a super priority tourism destination and as the focus of this research itself stores various data that are less positive regarding security and safety in traveling. In 2018, the KM Sinar Bangun accident that killed 167 people still remains in the memory of many people and the loss of a local tourist while swimming in Lintong NiHuta Barumun Village. This event certainly adds to the anxiety of tourists when traveling on Lake Toba. Therefore this study aims to identify interested parties in tourism security standardization in the Lake Toba Region and identify the implementation of security-based tourism service standardization in the Lake Toba DSP. The research method used in this study is the qualitative method, where interactive-based qualitative research and normative legal research are the main reference in operational research. The type of data used in this research is qualitative data and is supported by quantitative data. This type of data was taken from primary data sources and secondary data, and the data collection in this study included literature studies, interviews, and field observations. The results of this study indicate that tourism safety is the main issue related to the interests of many parties, and the scope of the tourism business that requires certification adapts to the characteristics of the DSP of Lake Toba, and also the implementation of standardization of security-based tourism services on Lake Toba is quite good, as can be seen from the involvement various parties in making it happen.

Keywords: *Tourism Destinations, Lake Toba, Security.*

Introduction

Tourism is a dynamic activity that involves many people and enlivens various fields of business. Indonesia is a country that has enormous tourism potential, supported by its geographical conditions and cultural heritage (Wibowo, Karyanto, S.Si., M.T., , & K., Zaenudin, 2020). One of the tourist attraction areas in Indonesia is Lake Toba, which is located in North Sumatra Province. In the last five years, Indonesia's tourism development has experienced significant growth, in

line with the determination of the tourism sector as one of the development priority sectors. (P.R, 2020).

Security is one of the important factors in tourism activities which has been continuously discussed lately. Security threats to tourists can be influenced by various things, such as terrorist acts, local conflicts, natural disasters, social behavior, infectious diseases and non-standard tourist facilities that can cause accidents when tourism activities take place (Khalik, 2014). One of the main reasons tourists visit a tourism destination (Wirajuna, B., & Supriadi, B., 2017). The element of security is an environmental condition in a tourism destination or tourist destination that provides a sense of calm, free from fear and anxiety for tourists when traveling or visiting the area. To realize this sense of security, tourism actors and the community are expected to be able to participate by not disturbing tourists so that they remain comfortable on their trips, helping tourists in need, showing a friendly attitude, maintaining environmental security. For related matters, it is necessary to observe further the existence of several incidents of accidents at tourist facilities that can endanger tourists and must be addressed immediately.

Lake Toba as the focus of this research itself stores various data that are less positive regarding security and safety in traveling. In 2018, the KM Sinar Bangun accident that killed 167 people still remains in the memory of many people. The ship's captain and employees at the North Sumatra Transportation Service and the Samosir Transportation Agency were declared negligent and guilty in the accident tragedy. The tragedy of KM Sinar Bangun shows that there was mal-administration in the management of transportation in the Lake Toba area, in addition to problems with human resource competence and maintenance of ship facilities. Not only that, in 2022, there will be another tragedy when a local tourist disappears while swimming in Lintong Ni Huta Barumun Village. This incident certainly adds to the anxiety of tourists when traveling on Lake Toba.

Based on some of the statements stated above, the management of tourism on Lake Toba must be directed and oriented towards tourist safety. This research analyzes who are the stakeholders in standardizing tourism safety in the Lake Toba area and How is the standardization of security-based tourism services implemented at the Lake Toba DSP. The purpose of this study is to identify interested parties in standardizing tourism safety in the Lake Toba Region and identify the implementation of standardization of safety-based tourism services at Lake Toba DSP.

Literature Review

A. Theoretical Framework

Theoretical framework is a collection of theories and models from the literature that explain the relationship in a particular problem. Within the theoretical framework, theories are logically developed, described, and elaborated on networks of associations between variables identified through surveys or literature reviews (Langkar, 2009).. The function of theory in research or research is to help researchers explain social phenomena or phenomena that are experienced as the center of attention. Theory is a set of constructs (concepts), definitions, and

propositions that put forward a systematic view of these phenomena (Rustiadi, E., , Indraprahasta, G. S., , & Mulya, S. P., 2021). The theories that are considered relevant to this research are:

1. Tourism

Tourism is the totality of the symptoms caused by the travel and residence of foreigners and the provision of temporary residence, provided that the residence does not remain permanently and does not derive income from temporary activities (Hidayatullah , Windhyastiti,, & Aristanto, E., 2021).

Tourism is a travel activity carried out temporarily from the original place of residence to the destination area with the reason not to settle down or make a living but only for fun, to satisfy curiosity, to spend leisure time or time off and other purposes. Freuler defines tourism in the modern sense as a phenomenon from today which is based on the need for health and change of weather, conscious assessment and growing love caused by the association of various nations and social classes (Liyushiana, et al., 2020)

There are four aspects (4A) that must be considered in offering tourism products as a totality of products.

1. Attractions

Attractions or what is commonly called attractiveness are assets that can attract domestic and international tourists. Attraction is the main product of a destination that can attract visiting tourists

2. Accessibility

Accessibility is a means and infrastructure to achieve a goal. For example, road access, traffic convenience, and road directions are important aspects of a destination.

3. Amenities

Facilities that can meet tourists' needs include accommodation (lodging), provision of food and drink, entertainment venues, and shopping areas.

4. Ancillary

Ancillary is a tourist travel organizer which is a tourist guide, ticket reservation, travel agency, and the availability of an information center

Tourism activities are multidimensional activities, not only related to technology, but also very closely related to social, religious, cultural, artistic, beauty, culture and the environment, so that tourism activities require not only human resources with high knowledge and always keep up with technological developments quickly, but a touch of need and preservation needs to be considered (Andika, 2003). According to Soekadijo (2000) tourism is all activities in society related to tourists, while tourists are people who travel from their place of residence without settling in the place they visited.

2. Forms and Types of Tourism

Tourism activities carried out by the community in various places starting from the bottom of the ocean, beaches, villages, cities, hills, mountains, mountain peaks, tunnels, underground caves and space tourism in general can be divided into two forms, namely:

a. Individual Tourism

This tourism activity is carried out by individuals or groups of people who travel to tourist destinations according to their choice, this situation allows changes in destinations, time and travel costs, all tourism preparations and equipment are provided by the person concerned or the group.

b. Collective Tourism

This tourism activity is carried out and organized by a business entity (travel agency) which is the leader of the tourism. This tourism activity is very dependent on travel agents who sell a trip according to a predetermined program and time schedule. This travel agency offers this tour program to everyone who is interested by having to pay a certain amount of money for this purpose.

According to Marpaung (2002) some of the principles of proper tourism, and can increase the benefits of these tourism activities:

1. Actively encourage the continuity of heritage in an area of culture, history and nature.
2. Emphasizing and displaying regional identity as something unique.
3. Performed based on existing heritage interpretation skills.
4. Empower local people to interpret their own heritage for guests.
5. Build local pride in their heritage and improve guest relations and service skills.
6. Help maintain local lifestyles and values.
7. Empowering local communities to plan and facilitate authentic and meaningful multi-dimensional experiences for visitors.
8. It is “cross-cultural” meaning that guests and hosts alike receive a mutually enriching experience.
9. Represents programs that can be applied at every level of tourism development and all tourism conditions.
10. Presenting a “value added” approach to tourism, which means increasing the depth and level of service provided to tourists.
11. Presents an approach towards sustainable tourism development. Because it emphasizes and respects the heritage of an area and empowers its people as the basis for true tourism development.

3. Tourism Industry in Indonesia

The development of the tourism program in Indonesia began in 1947 with the formation of the Hotel Negara and Tourisme sections within the Ministry of Transportation. Then in 1957 it took the form of the Indonesian Tourism Council. The Ministry of Tourism then changed again to the Indonesian Tourism Institute (GATARI) and finally changed to the National Tourism Institute.

In line with this, Nyoman (2003) said that: Tourism in Indonesia began to come to the fore since the construction of large hotels in Jakarta, Bali, Yogyakarta, Pelabuhan Ratu in the early 1960s. Then followed by other hotels in various big cities in Indonesia. Began to feel the need for skilled workers in large numbers. In order to overcome this, it is necessary to have trained and educated personnel (formal and non-formal). School institutions emerged that were engaged in this field to fill the need for these personnel. The development of tourism in Indonesia was generally triggered by various conditions in the country (reduced natural resources and low human resources) which were no longer able to support all

financing of development programs. nation that has been planned, so that other alternatives must be sought as a source of foreign exchange earnings for the country as well as a source of original income for the regions and increased income for the community.

Tourism development in Indonesia is generally influenced by several factors, including:

1. The diminishing role of oil as a foreign exchange when compared to the past.
2. The decline in the value of exports in non-oil sectors.
3. Tourism prospects are still paying attention to the tendency to increase consistently.
4. The amount of tourism potential that we have for the development of tourism in Indonesia (Hermawati, 2020)

Managing tourism to become an industry for the Indonesian state can be said to be something relatively new. If the neighboring countries had developed their tourism industry since the 1960s, then Indonesia started towards the 1970s. However, this pioneering industrial development of Indonesia has been able to produce quite encouraging results (Dalimunthe, 2020)

4. Sapta Pesona

Sapta Pesona is an elaboration of the concept of Tourism Awareness which is related to the support and role of the community as a host in an effort to create an environment or atmosphere that is able to encourage the growth and development of the tourism industry. The Sapta Pesona logo is in the form of a smiling sun that depicts the spirit of life and joy. The seven radiance angles that are neatly arranged around the sun depict the elements of Sapta Pesona which consist of: safe, orderly, clean, cool, beautiful, friendly and memorable elements. One of the seven elements is security.

5. Tourism Security

Security comes from the basic word secure which means free from danger, safe also means free from disturbance. (Big Indonesian Dictionary, 2012: 46). Safety is about the state of being safe or the condition of a person or group of people to get welfare and happiness. In an area or tourist destination, security and safety issues are the responsibility of all people, especially managers of tourist objects, security forces, as well as visitors or tourists in general. The condition of unsafe tourism objects means that various things that are detrimental to the safety of tourists occur, such as theft, mugging, mugging, and other crimes so that visitors become uncomfortable and afraid of the tourist area. As a tourism object manager, you should be firm about various crimes or actions of tourists who are suspicious and lead to criminal acts. (Ismiyati, 2016)

Even though there is a guarantee for the safety of visitors, the government has not regulated in detail about this guarantee in a provision as the executor of the law, namely a Government Regulation. If the policies contained in the regulations will be binding on all parties including business actors, visitors and other parties,

so that all stakeholders comply with all the rules of the game in the mechanism that is already in effect.

Research Methodology

The research method uses a qualitative method, where interactive-based qualitative research and normative legal research are the main references in research operations. The interactive base follows the theory of Miles, Huberman and Sadana. Meanwhile, the normative approach departs from the policy of Minister of Tourism and Creative Economy Regulation Number 4 of 2014 concerning Standards for Business Travel Services and Minister of Tourism and Creative Economy Regulation No 4/2021 concerning Standards of Business Activities in the Implementation of Risk-Based Business Licensing in the Tourism Sector.

The type of data used in this study is qualitative data and is supported by quantitative data. This type of data is taken from primary data sources and secondary data. According to Wibisono, (2003) qualitative data is data in the form of statements or categories that contain quality meaning and not in the form of numbers that cannot be calculated with statistical or mathematical tools. And techniques data collection used in this study are:

- a. Literature Study, namely reading and collecting materials, documents, journals and books that provide information related to this research.
- b. Observation, namely collecting information by making direct observations in the field of the activities of the research object.
- c. Interviews and FGDs, namely the collection of data and information by conducting direct interviews with respondents related to the object of research.

The data collection tools used in this study were interview guides and FGDs, carried out to dig up in-depth information through the main questions that were used as the basis for researchers.

The data analysis technique begins with the existence of interview question instruments and FGDs to ensure the construct validity and content validity of the instruments to be used. Data analysis in qualitative descriptive research, there are several models, including the bibliographic/library research model and the field research model. Literature research usually emphasizes the power of data analysis on documentation and theoretical sources, or only relies on theories, which are then analyzed and interpreted broadly, deeply and sharply. As for the analysis of field descriptive data, in addition to using exposure, descriptions and descriptions, benchmarks can also be used as measurements of percentage (%) and predicates to give meaning to an achievement or a certain level of research subjects. For the formulation of the problem above, the Research and Development method was carried out. (Sugiyono, 2010)

Results and Discussion

General Description of the Research Object

The research was conducted in the Toba Caldera Geopark Region, North Sumatra Province. The Toba Geopark Caldera area is located in 7 (seven) regencies, namely Samosir Regency, North Tapanuli Regency, Toba Samosir Regency,

Humbang Hasundutan Regency, Simalungun Regency, Dairi Regency and Karo Regency and Pakpak Barat Regency. The location selection was carried out based on the Toba Caldera Geopark which has become a member of the UNESCO Global Geopark, so that it will benefit the area that is part of the Toba Caldera Geopark. These benefits include independence and competitiveness as well as community welfare. This is in accordance with the values of the geopark, namely glorifying nature for the welfare of society.

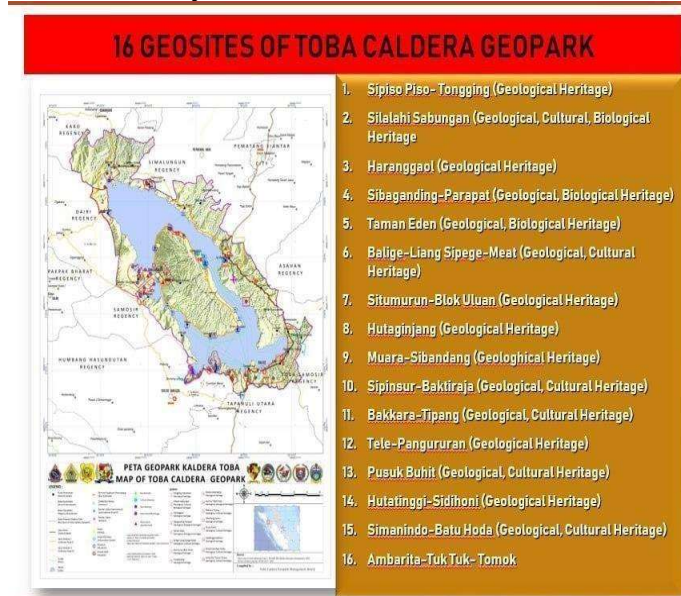


Figure 1. Research Location Map

Source:

Parties related to the standardization of safety-based tourism services at Lake Toba DSP

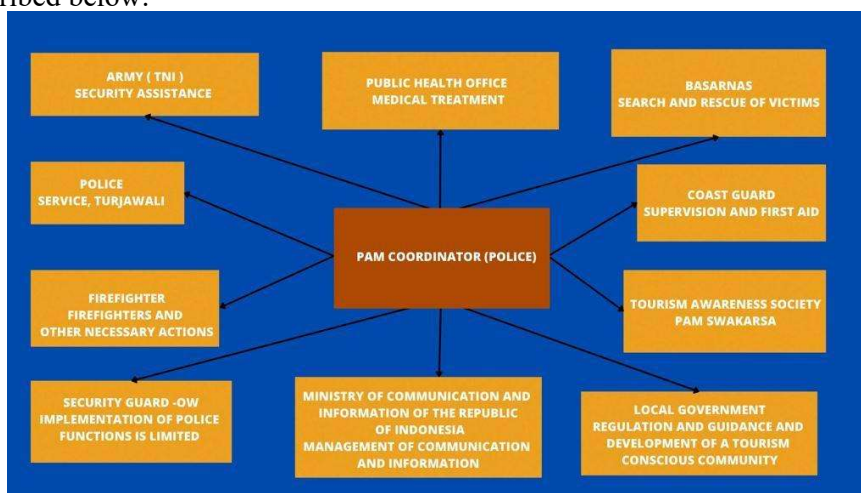
Standardization of tourism services in tourist destinations must be carried out consistently and all parties have the same commitment to ensure tourism destinations can be sustainable. Tourism security and safety management must be carried out at all promotive, preventive, curative and rehabilitative levels by all stakeholders. Thus, the role and participation of the community is needed in terms of tour guides who usually better understand the geographical and sociological conditions of tourist destinations.

Standards are documented agreements, which discuss technical specifications or accurate criteria, which are used as regulations, guidelines or certain definitions to guarantee that an item, product, process or service conforms to what has been stated. Standardization of security-based tourism services is an effort to ensure the safety and comfort of tourists when visiting an area or country. This effort is carried out through the development of tourism service standards that are integrated with security aspects, so as to increase tourist confidence in choosing tourist destinations. In implementing the standardization of security-based tourism services, several parties are involved, for example:

Table 1. Parties Involved*Source: Author data field*

NO	Institution	Role
1	Police, TNI	The main security guard, as well as the implementing auditor for security-based tourism service certification
2	Academy	Formulation of standards and instruments as well as certification quality supervisors
3	Business Certification Institute	Implementing safety-based tourism service certification
4	Businessmen	The object of implementing safety-based tourism service certification
5	Government area	Supervisor for implementing certification of tourism-based services security
6	BPODT	Stakeholders related to security in Lake Toba DSP
7	Other agencies and OPD	Giving recommendations as a special requirement for security-based tourism service certification

From the table above, it can be seen that maintaining security in tourism destinations involves many parties who are responsible for it. While the concept of tourism security itself includes the coordination of many related agencies as described below:

**Figure 2. Parties Involved in Lake Toba DSP Security***Source: Author data field*

From this figure it can be seen that the security of a tourist area is related to the interests of many institutions engaged in their field. In the security of Lake Toba DSP, security coordination is handled by the National Police which then has an extension arm in the area, in the form of the Polsek and Polres. Then for tourist

areas, there is a special police unit which is also known as the Tourism Police. In Lake Toba DSP, a tourism police post was set up in the Ajibata area.



Figure 3. Tourism Police

Source: Author data field

The scope of the tourism business for standardizing security-based tourism services at Lake Toba DSP

Comfort and safety are very important conditions in the tourism industry. The rapid growth of the tourism industry in Indonesia is a challenge that is quite complex in providing a sense of comfort and safety for tourists. In fact, in a tourist destination, many tourists do not get a sense of security caused by the attitudes and behavior of the hosts (hawkers, parking services, offers of massage services that are too aggressive, and others. Cases like this often occur in developing tourism area.

The Travel and Tourism Competitiveness Index (TTCI) positions Indonesian Tourism at 42nd place out of a total of 136 in 2017. The ranking consists of 14 indicators, one of which is security and safety. Indonesian tourism has encountered problems in this sector with the reality of poor rankings over the past ten years. The comfort and safety factor in a tourism area is an added value and a necessity for tourists to visit. For the scope of the tourism business to be used for certification of security-based tourism services, it can be summarized as follows:

Table 2. Scope of Security-based Tourism Service Certification

Source: Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia

UU no. 10 of 2009	Permenparekraf 4/2021	Presence in DSP Lake Toba
Tourist Transportation Services	TOURISM LAND TRANSPORT BUSINESS	Available
Tourist Transportation Services	TRANSPORT BUSINESS TOURISM RAIL ROAD	Not Available
Tourist Transportation Services	SEA TRANSPORT BUSINESS FOR TOURISM	Not Available

Tourist Transportation Services	RIVER AND LAKE TRANSPORT BUSINESS FOR TOURISM AND RELATED THINGS WITH THAT (YBDI)	Available
Provision of Accommodation	HOTEL BUSINESS Star Hotels Non Star / Budget Hotels	Available
Provision of Accommodation	VILLA BUSINESS	Available
Provision of Accommodation	HOTEL APARTMENT BUSINESS	Not Available
Provision of Accommodation	BUSINESS MANAGEMENT SERVICES HOTEL	Available
Food and Beverage Services	RESTAURANT BUSINESS	Available
Food and Beverage Services	OWNER OF BUSINESS SERVICES	Available
Food and Beverage Services	BAR BUSINESS	Available
Organizing Entertainment and Recreation Activities	NIGHT CLUB OR DISCOTH BUSINESS MAINLY	Available
UU no. 10 of 2009	Permenparekraf 4/2021	Presence in DSP Lake Toba
Attractive Business Tourism/Tourism Area	AREA BUSINESS TOURIST	Available
Tour Travel Services	BUSINESS ACTIVITIES OF TOUR TRAVEL BUREAU	Available
Attractive Business Tourism/Tourism Area	MUSEUM BUSINESS	Available
Business of Tourist Attraction/Tourism Area	ARENA FACILITATION BUSINESS	Available
Attractive Business Tourism/Tourism Area	GOLF COURSE BUSINESS	Available
Business of Tourist Attraction/Tourism Area	HUNTING BUSINESS ACTIVITIES	Not Available
Implementation of Activities	RECREATIONAL PARK BUSINESS	Available

Entertainment and Recreation		
Organizing Entertainment and Recreation Activities	BUSINESS ACTIVITIES OTHER THEME PARK/Amusement Parks	Available
Business of Tourist Attraction/Tourism Area	NATURAL BATH BUSINESS	Available
Business of Tourist Attraction/Tourism Area	GOA MANAGEMENT BUSINESS	Available
Business of Tourist Attraction/Tourism Area	NATURAL ADVENTURE TOURISM BUSINESS	Available
Business of Tourist Attraction/Tourism Area	BEACH TOURISM BUSINESS	Not Available
Business of Tourist Attraction/Tourism Area	OTHER NATURAL TOURISM ATTRACTION BUSINESS	Available
Business of Tourist Attraction/Tourism Area	AGRO TOURISM BUSINESS	Available
Business of Tourist Attraction/Tourism Area	BUSINESS OF OTHER HUMAN ARRANGEMENT TOURISM ATTRACTION	Available
Tirta Tourism	RAFTING BUSINESS	Available
Tirta Tourism	DIVE TOURISM BUSINESS	Not Available
Tirta Tourism	MARINA pier business	Not Available
Tirta Tourism	FISHING TOURISM BUSINESS	Available
Tirta Tourism	WATER TOURISM ACTIVITIES BUSINESS	Available
Tirta Tourism	OTHER TIRTA TOURISM BUSINESS	Available

Business of Tourist Attraction/Tourism Area	NIGHT CLUB BUSINESS	Available
Business of Tourist Attraction/Tourism Area	KARAOKE BUSINESS	Available
Business of Tourist Attraction/Tourism Area	GAME ARENA BUSINESS	Available
Business of Tourist Attraction/Tourism Area	DISCOTE BUSINESS	Available
UU no. 10 of 2009	Permenparekraf 4/2021	Presence in DSP Lake Toba
Spa	SPA BUSINESS (HEALTH BY AQUA)	Available
Spa	BUSINESS ACTIVITIES OTHER FITNESS	Available

Service Standards are benchmarks used as guidelines for service delivery and a reference for assessing service quality as obligations and promises of operators to the community in the framework of quality, fast, easy, affordable and measurable services. Security-based tourism services are in the interests of all parties related to development. tourism in Lake Toba DSP. This means that security issues are not only assigned to the task of the police. There are two patterns of security at tourist sites, namely:

1. The pattern of direct security involves: the National Police, TNI, Health Service, National Search and Rescue Agency, Lake Guard, Fire Department, Ministry of Communication and Information, local government, tourism-aware people and security guards (internal PAM for tourist attractions), and
2. The pattern of indirect security is in the form of monitoring, supervision and security development.

The nature of security is also divided into two, namely:

1. Open with the scope of: inspection, regulation, guarding, guarding, patrolling and incident handling;
2. Closed with scope: early detection, monitoring, fundraising.

The tourism area on Lake Toba can refer to the establishment and development of areas as follows:



Figure 4. Security Area
Source: Author data field



Figure 5. Securing Area on the Lake
Source: Author data field

Several other issues that need to be looked at in increasing security issues at the Lake Toba DSP are:

Table 3. Issues Related to Security in Lake Toba DSP

Source: Author data field

NO	Key problem	Condition	Solution
1	Illegal Fees	Occurs because of violations of the rules of withdrawal of funds by elements in the tourism environment	Strengthening the Saber Pungli team, or an integrated post for public complaints in around tourist sites

2	Mango product price tag	Lots of price fraud and non-standard pricing, especially for mango parapet	There is certification of fruit traders and publication of mango prices through price tags
3	Security literacy is still low	The community does not know the procedure when there is a crime	Public information needs to be made regarding interactive telephone numbers or tourist complaint posts at tourist sites
4	Community development ex-convicts and recidivist	There is a potential for coaching for inmates and there is a potential for crimes to arise when the prisoner is free	There needs to be intensive coaching so that these ex-convicts and recidivists can contribute for public safety
5	Infrastructure repair or completion	There are still damaged roads, no/lack of lighting, lack of security posts.	There is a need for repairs on several roads, the addition of lighting, especially in public facilities and vulnerable places and the need for an integrated security post.

Conclusions

Tourism security is a major issue related to the interests of many parties, therefore the implementation of safety-based tourism service certification is also expected to involve many relevant parties.

1. The scope of the tourism business that requires certification adapts to the characteristics of the DSP of Lake Toba. In general, the scope of the tourism business conforms to the rules of the tourism service business contained in the legislation no. 10 of 2009 concerning Tourism which was later adapted to the Minister of Tourism and Creative Economy Regulation No 14/2021 concerning risk management-based business licensing.
2. The implementation of standardization of security-based tourism services on Lake Toba has been quite good as can be seen from the involvement of various parties in making it happen

Suggestion

1. The involvement of various elements of pentahelix and even hexahelix interests, such as: academics, business actors, government, media, the public and even tourists is the key to increasing tourism security in a destination. Therefore, tourism awareness dissemination or increasing security literacy

- needs to be continuously improved. The existence of a hotline or integrated service post can be a solution for reporting related to security at a tourist location;
2. The scope of the existing tourism business needs to be evaluated for future development. There are several elements of creative economy businesses that have not yet become a defined scope, for example: fruit and souvenir traders. Then the addition of the scope needs to be considered and prioritized in the future;
 3. Related to point 2, the addition of the scope of certification will also be the basis for adding security-based tourism service certification instruments in the future. The scope of certification is also expected to lead to certification of business processes to the quality of the products offered to visitors

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