

Implementation of Participatory Community Tourism Development Model

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Abstract: *The study aims to analyse community-based tourism development at Pantai Kuako, Maluku. It seeks to enhance community engagement, identify local potentials, promote cultural richness, and increase environmental awareness. Additionally, it aims to boost tourist visits, local income, and community participation in tourism development programs. This research employs a qualitative descriptive method to comprehend individuals' experiences in community-based tourism development at Pantai Kuako. Data are gathered from secondary and primary sources, including government policy documents and Focus Group Discussions (FGDs) involving 20 skilled informants. Data analysis follows Miles and Huberman's (2014) approach, involving data reduction, data presentation, and conclusion drawing. The analysis findings emphasize the significance of community-based tourism (CBT) in fostering sustainable and inclusive tourism development. CBT strengthens the local economy, empowers communities, preserves culture, and promotes environmental responsibility. At Pantai Kuako, tourism development progresses through initial, intermediate, and advanced stages, with tailored strategies for each stage.*

Keywords: *Participatory Community Tourism Development, Pantai Kuako*

Abstraksi: Studi ini bertujuan untuk menganalisis pengembangan pariwisata berbasis masyarakat di Pantai Kuako, Maluku. Tujuan secara rinci adalah untuk meningkatkan keterlibatan masyarakat, mengidentifikasi potensi lokal, mempromosikan kekayaan budaya, dan meningkatkan kesadaran lingkungan. Hasil kajian ini diharapkan berkontribusi untuk meningkatkan kunjungan wisatawan, pendapatan lokal, dan partisipasi masyarakat dalam program pengembangan pariwisata. Penelitian ini menggunakan metode deskriptif kualitatif untuk memahami pengembangan pariwisata berbasis masyarakat di Pantai Kuako. Data dikumpulkan dari sumber sekunder dan primer, termasuk dokumen kebijakan pemerintah dan Diskusi Kelompok Fokus (FGD) yang melibatkan 20 informan. Analisis data mengikuti pendekatan Miles dan Huberman (2014), yang melibatkan reduksi data, penyajian data, dan penarikan kesimpulan. Temuan analisis menekankan pentingnya Pariwisata Berbasis Masyarakat (CBT) dalam mendorong pengembangan pariwisata yang berkelanjutan dan inklusif. CBT memperkuat ekonomi lokal, memberdayakan masyarakat, melestarikan budaya, dan mempromosikan tanggung jawab lingkungan. Di Pantai Kuako, pengembangan pariwisata dapat berlangsung melalui tahap awal, menengah dan lanjutan, dengan strategi yang disesuaikan untuk setiap tahap.

Keywords: Pengembangan Pariwisata Berbasis Keterlibatan Masyarakat, Pantai Kuako

Introduction

One important factor in boosting the economy and playing a significant role in development in Indonesia is tourism (Aliansyah & Hermawan, 2021); (Fenri Tupamahu et al., 2021); (Sitaniapessy, 2023). The tourism sector became the fourth largest foreign exchange contributor after palm oil (CPO), oil and gas, and mining (COAL) during the presidency of Joko Widodo (Buditiawan & Harmono, 2020). Bangun et al., (2023) stated that the tourism sector can contribute to the national economy as reflected by the significant contributions of the tourism gross domestic product (GDP), employment absorption, and tourism foreign exchange earnings. Bangun et al., (2023) also mentioned that from 2011 to 2022, the tourism sector successfully contributed Rp. 6,848,713 billion to GDP, USD. 115.440 billion in foreign exchange, and employed 21.26 million workers.

The Maluku Province is one of the regions in Indonesia with vast tourism potential (Ubaiyana, 2021); (Sitaniapessy et al., 2022). Thus, it has the potential to contribute significantly to local revenue. The contribution of the tourism sector to the revenue in Maluku Province is evident through the Performance Report of the Maluku Provincial Tourism Office in 2021. According to the data from the Maluku Central Statistics Agency (BPS), the amount of tourist expenditure (foreign exchange) surpassed the target set by the Maluku Provincial Government, achieving a remarkably high realisation percentage of 1,070.07% in 2021 (Dinas Pariwisata Provinsi Maluku, 2021).

Maluku offers a variety of attractive tourist destinations that are frequented by tourists, especially in Central Maluku Regency. This regency boasts tourism potentials such as marine tourism, forest tourism, ecotourism, cultural tourism, and artificial tourism. Marine tourism includes diverse attractions spread across the southern part of Central Maluku Regency, including Pantai Kuako (Peraturan Daerah Kabupaten Maluku Tengah Nomor 6 Tahun 2021, 2021). Central Maluku Regency's various marine tourism potentials must be accompanied by good management. Cooperation among various stakeholders, such as the government, local authorities, residents, and the private sector, is crucial for advancing marine tourism in this region.

Pantai Kuako is one of the marine tourism potentials in Central Maluku Regency (Amin et al., 2023). This beach offers a variety of charms that can attract tourists from within the regency, outside the regency, and even from other provinces. It is near several other beaches, such as Rutah Beach and Sepa Beach. However, Pantai Kuako has a unique appeal that is not inferior to other beaches (Joseph et al., 2020). To compete with other beaches, it is necessary to identify the factors that can be maximised at this beach and determine the challenges or shortcomings that need improvement for Pantai Kuako to become even better.



The analysis of Pantai Kuako's development strategy involves a thorough evaluation of factors influencing the tourism potential of the beach. This includes exploring the uniqueness and attractions of Pantai Kuako, such as natural beauty, available facilities, accessibility, and the tourist experience offered to visitors. The analysis also involves a deep understanding of the characteristics of tourists who frequently visit the beach, including their preferences, motivations, and satisfaction levels.

Based on this analysis, appropriate development strategies can be developed, such as improving tourism infrastructure, implementing more effective promotions, ensuring sustainable environmental management, providing training for human resources in the tourism industry, and collaborating with various stakeholders to ensure the sustainable development of Pantai Kuako and maximise benefits for the local community and visitors.

The community-based tourism development model is an approach that focuses on the involvement of local communities (Asyifa et al., 2023) in the planning, management, and benefits of the tourism industry, specifically in Pantai Kuako. Recent studies on this topic have highlighted several important aspects that have captured the attention of researchers and practitioners in the tourism industry. This study also presents other novelties, including 1). The study emphasises the importance of active community participation in developing community-based tourism. This includes planning and management, defining tourism objectives, preserving cultural heritage, and sharing economic benefits. 2). More emphasis is on empowering the local economy through tourism. New research highlights new strategies to increase community income through various initiatives, such as skills training, development of local tourism products, and access to broader markets. 3). There is an increase in the use of technology, such as online platforms and mobile applications, to facilitate community engagement, destination marketing, and more interactive and competitive tourism experiences, and 4). Recent studies emphasise the importance of cooperation between government, private sector, and non-governmental organisations in supporting community-based tourism development. This includes policy development supporting community participation, sustainable investment, and protection of local community rights.

Based on the background and problem statement, this research aims to Identify the factors influencing the development of Pantai Kuako, analyse the characteristics of tourists at Pantai Kuako, understand the characteristics of tourists at Pantai Kuako, and analyse strategies for the development of Pantai Kuako. The study aims to analyse the implementation of the community-based tourism development model at Pantai Kuako, Soahuku Village, Amahai District, Central Maluku Regency, and Maluku Province. It is expected that the results of this study will contribute to enhancing community engagement and participation in tourism management, identifying development potentials, promoting local potentials and cultural richness, and increasing awareness and sustainable practices in preserving the environment of Pantai Kuako continuously. Furthermore, the study's contribution is also anticipated to increase the number of tourist visits, boost local income through tourism business opportunities, and indirectly enhance community participation in tourism development

programs, particularly at Pantai Kuako in Soahuku Village, Amahai District, Central Maluku Regency, Maluku Province.

Review of Literature

Role of Society

The role of society refers to the participation of the community in planning, implementation, supervision, and evaluation, as well as the ability to enhance acceptance and responses, both directly and indirectly, from ideas and policies to program execution. The role of society in the education sector is regulated in Articles 8 and 9 of Law Number 20 of 2003, which assert that the community has the right to actively participate in planning, implementing, monitoring, and evaluating educational programs and must utilise resources to support the education system. Based on the context above, it is evident that society is responsible for supporting education (Pemerintah Republik Indonesia, 2003).

This commitment starts from planning to implementation and goal achievement. Indonesia has entered a new era in education where learning is effective and enjoyable. As Nurhaeni et al., (2020) expressed, practical and tangible values in the teaching and learning process using technology, especially in supporting government programs and policies related to information and communication technology, are important in improving education quality.

Although Articles 8 and 9 do not specifically regulate the government's role in providing education, it is understood that community support is crucial to achieving quality education because there are individuals in the community who receive and provide education. Before discussing further roles, it is important to understand that roles and positions are interrelated, which can be explained as follows: Mayor Polak explains that roles have two meanings; from an individual perspective, roles are activities carried out by individuals according to existing patterns. Roles determine what someone must do for their community and what can be expected from that community. Meanwhile, position, according to Ralph Lington (1984), has two meanings; abstractly, a position is a position that arises due to certain patterns. In general, a position is a collection of rights and obligations. Soekanto & Sulistyowati, (2017) state that roles are dynamic aspects of an individual's position (status). When someone realises their rights and obligations according to their position, they fulfil that role.

Based on several definitions of roles and positions and the understanding of roles according to Soekanto & Sulistyowati, (2017), it can be concluded that roles are the rights and obligations that an individual has in a position or role obtained consciously or unconsciously because they are part of a certain community. Every individual has a role in their life, and the social relationships in society are a series of different roles for each individual. However,



it is important to remember that role implementation can have positive or negative impacts. Roles performed well can lead to a structured lifestyle because they guide individual behaviour. For example, someone who becomes a school director will be respected in society if they successfully fulfil their role; even though society does not directly monitor them every day, the performance results of the school under their leadership will be a measure of its quality. Roles obtained unintentionally are when society participates in developing schools in their surrounding environment. Suppose they carry out roles and responsibilities by Law No. 8 and 9. In that case, the quality of the school will improve thanks to community support, and the school's progress will depend on the learning outcomes of its future generations. Therefore, roles are more related to functions and adaptation to life.

Tourism Development

Tourism development is a strategy aimed at enhancing, improving, and advancing tourist attractions to increase the number of tourists, which in turn has a positive impact on society and the government (Paturusi, 2001). Yoeti (2001), cited in Suwarti, (2017), explains that tourism development is an effort to improve, expand, or add new types of tourism products. In the context of tourism development, Suwarti, (2017) identify three essential elements needed;

- 1) People who are the main subjects in carrying out all tourism activities.
- 2) The place is the physical element serving as the venue for tourism activities.
- 3) Time refers to the duration needed by tourists to travel to the destination.

Yoeti, (2006) in Suwarti, (2017) emphasise four fundamental principles in tourism development, including;

- 1) Ecological sustainability, ensuring the preservation of the tourism environment.
- 2) Sustainability of life and culture, enhancing the role of communities in daily life and culture.
- 3) Economic sustainability, ensuring the continuity of economic activities related to tourism.
- 4) Improving the quality of life provides opportunities for communities to develop tourism in their area.

Planning is key in tourism development to ensure the initial objectives are achieved and proceed according to the plan (Santi, 2010) (Santi, 2010). The main goal is to boost the economy of the region or country.

Strategies for Tourism Development

Tourism development strategies aim to enhance tourism's quality and future growth by providing comprehensive facilities that support tourism development. According to Suwanto (2004), tourism development strategies consist of several aspects;

- 1) Marketing/Promotion aims to introduce and promote tourist attractions to the wider public so that more people are aware of them.

- 2) Accessibility includes the condition of roads visitors must traverse to reach tourist destinations. The availability of good and smooth road access will attract more tourists to visit.
- 3) Tourism areas must be developed by local governments and communities, including the provision of facilities and infrastructure needed to support these tourist destinations.
- 4) There are various tourist attractions in the area, encompassing various types of tourism, such as mountains, beaches, culture, and religious sites.
- 5) Tourism products, including everything these tourist destinations offer, include facilities and other supporting infrastructure.
- 6) Human resources are crucial in tourism development. Human resources forming tourism awareness groups are key to advancing tourism.
- 7) National tourism awareness campaigns emphasise discipline related to tourism activities. Each government typically forms tourism awareness groups consisting of people around tourist areas.

Based on the meeting between the Central and Regional Government Coordinator with the Financial Services Authority (OJK) and Bank Indonesia (BI), six tourism development strategies can be implemented, namely;

- 1) Accelerating infrastructure completion.
- 2) Encouraging the development of tourist attractions.
- 3) Improving the quality of facilities and infrastructure.
- 4) Enhancing tourism promotion.
- 5) Encouraging community investment.
- 6) Establishing standard tourism management procedures.

Method

This research utilises a qualitative descriptive approach to gain deeper insight into individuals' experiences in community-based tourism development. This approach aligns with Rubin & Babbie, (2016) assertion that qualitative research methods aim to uncover deeper meanings of specific human experiences and generate qualitative data: theoretically richer observations that are not easily quantified. Data collection in this study comprises both secondary and primary data.

Secondary data includes documents related to policies and tourism development programs the Central Maluku District Government implements. On the other hand, primary data is focused on directly exploring information regarding community-based tourism development. This is achieved through in-depth interviews and Focus Group Discussions



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(FGDs). The research includes 20 informants with relevant knowledge and information about tourism development in the Pantai Kuako area, Amahai sub-district. These informants include officials from the Central Maluku District Government, Amahai sub-district officials, village government officials, community leaders, and residents in the Pantai Kuako area. The research location is centred on the Pantai Kuako area due to its minimal development as a national tourist destination despite its considerable potential. Data analysis follows Miles, (2014) approach, which involves data reduction, display, and conclusion.

Result dan Discussions

Tourism Development in Pantai Kuako

The development of tourism in the Pantai Kuako area is emblematic of efforts to comprehensively enhance the tourism sector in Central Maluku Regency. This study aims to formulate an alternative model applicable to tourism development in the region. Community involvement is pivotal in tourism development, aiming to transform them from mere spectators into active participants (Muchammad Satrio Wibowo & Belia, 2023). Field findings reflect an enhancement in the professionalism of local government officials in bolstering the tourism industry over the past decade. Tourism has become a crucial economic driver, particularly as traditional livelihoods, such as fishing, decline. The scope of employment in the tourism sector encompasses direct roles like hotel workers and ancillary sectors such as food processing and handicrafts. The culinary industry, particularly, has grown, fueled by increased community participation (Widya Setiyanti & Sadono, 2015). Transportation infrastructure, including flights to Amahai Airport, has expanded, stimulating tourism influx (Yuliawati & Nurhayati, 2017). Central Maluku Regency's economic growth is intertwined with Amahai Airport's ongoing developments.

Community Role in Tourism Development

Research findings indicate a shift in livelihoods over the past decade, with many residents of Soahuku, Central Maluku Regency, transitioning from farming and fishing to small-scale trade, primarily to cater to tourists visiting Pantai Kuako. These findings align with empirical studies by Nufus & Husen MR, (2022). Although this shift has augmented daily incomes compared to traditional livelihoods, it underscores the community's adaptability to change, reinforcing arguments for further tourism development initiatives. The community perceives tourism as a potential economic catalyst and supports government policies to manage local tourist attractions (Amin et al., 2023). They emphasise inclusive management, which respects community interests and preserves local values and culture.

Furthermore, residents agree that effective beach management can positively impact the local economy. By leveraging their seafood resources, skills, and daily activities, residents aspire to contribute to tourism actively. Nonetheless, there is a recognised need for a service-oriented culture, which remains relatively unfamiliar to the community.

Challenges in Managing Pantai Kuako Tourism

This paradigm shift is essential if tourism is considered a strategic sector involving the community (Palimbunga, 2017). This sentiment is echoed by local authorities, emphasising the urgency of social engineering in building community capacity alongside tourism stakeholders. Analysis of social-cultural contexts, environmental conditions, and available resources is crucial to identify potentials and threats associated with tourism (Sugiarti et al., 2016). Subsequently, the analysis will underpin the development of a tourism model benefiting all stakeholders, including the government, the private sector, and the community.

Community-Based Tourism Development Model

The Community-Based Approach to Tourism Management is a strategic framework that prioritises the active involvement of local communities in the planning, development, and management of tourism destinations (I Made Adikampana, 2017). This approach recognises the significance of local communities as stakeholders and decision-makers in shaping the direction of tourism development. It emphasises collaboration, empowerment, and participation of community members in decision-making processes, thereby fostering a sense of ownership and responsibility towards tourism resources and activities (Asyifa et al., 2023).

At its core, the Community-Based Approach seeks to align tourism development with local communities' socio-cultural, economic, and environmental interests. It acknowledges community members' unique knowledge, values, and aspirations regarding their cultural heritage, natural environment, and socio-economic conditions. By engaging local communities as partners rather than mere beneficiaries, this approach aims to ensure that tourism initiatives are sustainable, equitable, and beneficial for all stakeholders.

Key principles of the Community-Based Approach include participatory planning, capacity building, cultural preservation, and equitable benefit-sharing. Participatory planning involves active engagement and consultation with community members throughout the tourism development process, from identifying opportunities and challenges to designing and implementing initiatives. Capacity-building initiatives focus on enhancing community members' skills, knowledge, and resources to participate actively in tourism management and decision-making.

Cultural preservation is central to the Community-Based Approach, as it aims to safeguard and promote local communities' cultural identity, traditions, and practices (Rusyidi & Fedryansah, 2019). This involves integrating cultural heritage into tourism activities while respecting the integrity and authenticity of local customs and beliefs. Equitable benefit-sharing ensures that the economic benefits generated by tourism are distributed fairly among



community members, contributing to poverty alleviation and socio-economic development (Wibowo, 2014).

The Community-Based Approach to Tourism Management represents a paradigm shift towards more inclusive, sustainable, and community-driven tourism practices. By fostering collaboration, empowerment, and cultural preservation, this approach enables local communities to realise tourism's full potential as a catalyst for positive socio-economic change while safeguarding their cultural and environmental heritage for future generations.

Conclusion

The Community-Based Tourism (CBT) approach has become pivotal in sustainable and inclusive tourism development. Its core principles, including active community engagement, collaboration across sectors, and cultural preservation, significantly influence tourism management practices. Research suggests that CBT fosters economic opportunities for local communities and facilitates sustainable development by empowering communities, preserving cultural heritage, and managing the environment responsibly. Community involvement in decision-making and planning enhances the success and sustainability of tourism projects.

Moreover, the tourism development model, employing a community development approach at Pantai Kuako, progresses through three stages: initial, intermediate, and advanced. In the initial stage, a directive strategy is employed, transitioning later to a combination of directive and non-directive approaches. The intermediate stage employs a non-directive, participatory strategy, reflecting a deeper community engagement in tourism development.

Recommendation

Based on this study's discussion, analysis, and findings, several recommendations are proposed, including 1). Conduct Further Research: Conducting in-depth research on the implementation and effectiveness of the Community-Based Approach in various tourism contexts can provide better insights into the factors influencing the success and sustainability of this approach. 2). Enhance Community Capacity: Training and education for local communities on their roles and responsibilities in tourism management can enhance active participation and the effectiveness of the community-based approach. 3). Foster Stakeholder Collaboration: Garnering support and collaboration among governments, private sectors, NGOs, and local communities is key to successfully implementing the community-based approach. 4). Consider Cultural and Environmental Aspects: Ensuring the preservation of cultural heritage and the natural environment is an integral part of the community-based approach in tourism management, requiring close cooperation with local communities. 5). Sustainable Evaluation and Monitoring: Implementing continuous evaluation and monitoring mechanisms can help assess the impact and effectiveness of the community-based approach and identify areas needing improvement. 6). Provide Financial Support: Ensuring adequate financial resources to support the implementation and sustainability of the community-based approach in tourism management is crucial.

This study has several limitations, including that it only investigates in a non-varied location and does not involve several aspects that can influence the development model of community-based tourism participation, such as dependence on external resources, financial support limitations, and policy changes. Therefore, it is recommended that future research expand the research locations by involving other tourist destinations in Central Maluku Regency and incorporating the variables mentioned above.

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