



Tourism Development Strategy Based on Intangible Cultural Heritage

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Abstract

OKI Regency holds significant potential for developing tourism based on intangible cultural heritage. With diverse attractions of intangible cultural heritage, OKI offers a unique experience for tourists. Despite strengths in attractions and accessibility, Ancillary services, accommodation, and promotion improvements are needed. Strategic recommendations include community empowerment, infrastructure enhancement, effective promotion, and sustainable management. Implementing these suggestions can enhance OKI's allure as a destination for intangible cultural heritage tourism, providing economic benefits and ensuring destination sustainability. The SWOT analysis highlights cultural diversity and infrastructure as strengths, while insufficient promotion and coordination are weaknesses. Enhanced promotion through media and managing the risk of losing authenticity pose opportunities and threats. OKI has the potential to become a flagship destination, combining the richness of intangible cultural heritage in an enticing and sustainable tourism experience.

Introduction

The increasing number of tourism destinations and investments has made the tourism sector a key factor in both national and regional income, job creation, business development and infrastructure. This has encouraged several regions to start looking at developing tourism areas as one of the leading sectors for improving the regional economy. The development of tourism areas today cannot be separated from the concept of sustainable development which has become a global agenda for every development process (BAPPEDA OKI Regency, 2024), including the tourism sector. The concept of Sustainable Tourism was first introduced by the "World Commission on Environment and Development (WCAD)" in 1987 which stated that "Sustainable Development is the development that meets the need of the present without compromising the ability of future generations to meet their own needs" or defined by (Kemenparekraf-RI, 2020) as Tourism that fully takes into account the economic, social and environmental impacts now and in the future, responding to the needs of visitors, the tourism industry, the environment and the host community.

One of the provinces in Indonesia that has a diverse culture is South Sumatra Province. South Sumatra Province has also been known as Bumi Sriwijaya for centuries. South Sumatra is one of the provinces of Indonesia located in the southern part of the province of Sumatra Island. The capital of this province is Palembang. Palembang City has an area of 99,888.28 km² inhabited by 1.7 million people with a population density of 4,800/km². South Sumatra Province is rich in natural resources, such as petroleum and coal. South Sumatra Province is also famous for its many interesting tourist destinations spread across several cities to visit, such as the Musi River tour in Palembang City, Mount Dempo in Pagaralam City, Lake Ranau

in South OKU Regency and Putri Cave where prehistoric human skeletons were found. Meanwhile, the typical foods of South Sumatra Province are very diverse, such as pempek, model, tekwan, caramel catfish, boiled bones, jokjok chili, berengkes and tempoyak.

Table 1. Foreign Tourist Visits to South Sumatra in 2021

Country of Origin of Foreign Tourists	Number of Foreign Tourist Visits from Major Countries Coming Through Sultan Mahmud Baddarudin II Airport Palembang (Jiwa) 2021												
	Jan	Feb	Ma	Apr	Mey	Jun	Jul	Ags	Sep	Oct	Nov	Dec	Annual
Malaysia	-	-	-	-	-	-	-	-	-	-	-	-	-
Singapura	-	-	-	-	-	-	-	-	-	-	-	-	-
South Korea	-	-	-	-	-	-	-	-	-	-	-	-	-
China	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	804	477	-	-	-	-	1281
Total	-	-	-	-	-	-	804	477	-	-	-	-	1281

Source: Central Statistics Agency of South Sumatra Province, 2021

The number of visits by foreign tourists (wisman) and domestic tourists (wisnus) in South Sumatra Province has also increased from year to year through the Sultan Mahmud Baddarudin II Palembang airport entrance. The table of foreign tourist visits shows that foreign tourists began to get to know South Sumatra Province in July 2021, with 804 tourists visiting the province.

However, there was a decline in August 2021, with 477 tourists. So that the total number of foreign tourist visits to South Sumatra Province in 2021 reached 1,281 people. Despite the decline in the number of tourist visits, this province still has opportunities to be developed in the tourism sector. In addition to foreign tourists who come to visit South Sumatra Province, there are also domestic tourists who visit South Sumatra Province. This can be seen in the statistical data held by the South Sumatra Province Tourism and Culture Office that domestic tourists visiting South Sumatra Province experienced a significant increase from 2015-2019 before the Covid-19 pandemic. During the pandemic, CHSE has become one of the strategies in maintaining domestic tourist visits to Indonesia (S. et al., 2021; Zulkifli et al., 2023). The average growth of domestic tourists over the past 5 years to South Sumatra Province is 9.70%. This certainly has an impact on other sectors in the tourism sector, both from the hotel sector, restaurants and eateries, tourist attractions, facilities and infrastructure, and also human resources working in the tourism sector.

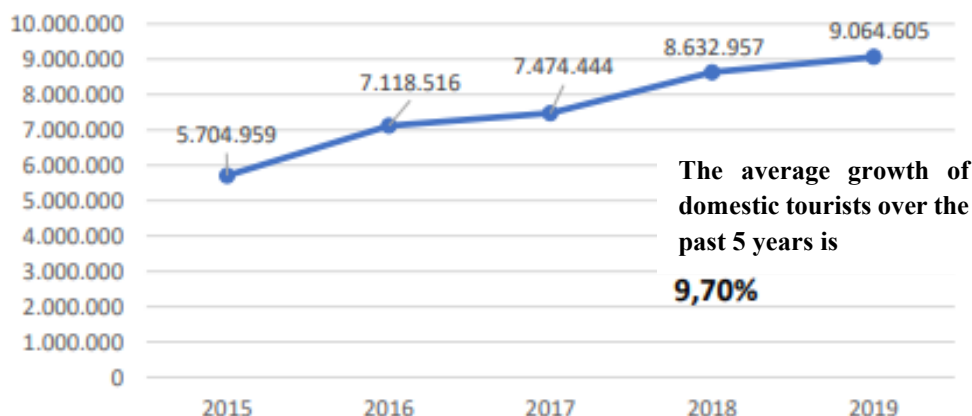


Figure 1. Domestic Tourist Visits to South Sumatra

Source: South Sumatra Provincial Tourism and Culture Office, 2019

One of the regencies in South Sumatra Province that has tourism potential is Ogan Komering Ilir (OKI) Regency. OKI Regency is located on the East Sumatra cross-country route and its center of government is located approximately 35 km from Palembang City. In 2013, the population of OKI Regency reached 450,933 people or 117,783 heads of families with a population growth of 2%. The population in OKI Regency comes from the Malay Tribe with 3 (three) sub-tribes, namely: Ogan, Penesak, & Pegagan. The majority of the population works as farmers due to the very large land potential in the area and the fertile soil. However, even though many residents work as farmers, there are residents who work in the tourism sector or contribute to the development of tourism in OKI Regency.

Alternative tourism that can be developed into an interesting tourist destination to visit is cultural tourism because cultural tourism has historical value and cultural heritage, uniqueness and diversity, tourists can interact with local people, improve the local economy, and can preserve the culture and identity of a region. Cultural tourism is a type of tourism in the form of ideas, activities, and artifacts as its main potential attractions (Ismayanti, 2020). The World Trade Organization stated that cultural tourism is an industry that has grown rapidly since the 90s, surpassing the development of other tourism industries (Dewi, 2021). One of the reasons for the increasing interest in cultural tourism is the longing for deeper values such as religion, art, and literature, especially by tourists who are busy with the hustle and bustle of modern life (Albizzia, 2010).

The same thing was also stated by Muallidin, where the modernization of a city causes symptoms of a cultural backflow that returns to seeking cultural values and local wisdom, so it is predicted that the era of a creative economy based on culture will dominate the future (Budi Hermawan, 2021). The tourism sector of OKI Regency mainly focuses on cultural tourism. According to data from the OKI Regency Culture and Tourism Office, there are seven cultural heritages that can be improved to attract tourists. Purun Pedamaran Mat, Gulo Puan, Penguton Dance, Jejuluk, Midang, Mabang Handak Marriage Tradition, and Lebak Lubung Auction are important cultural heritages. Tourism as a way to preserve cultural heritage in OKI Regency is the right step to follow the current tourism trend. The number of foreign and domestic tourists visiting South Sumatra Province continues to increase until 2015, motivating stakeholders in OKI Regency.

This is despite the fact that the field shows a lack of management and government attention to the existing cultural heritage. The cultural heritage of OKI Regency consists of seven elements, such as Purun Pedamaran Mat which is a traditional mat made of natural materials, Gulo Puan in the form of a large historical gong, Penguton Dance which tells a story in a traditional dance, Jejuluk as a traditional musical instrument, Midang which may refer to the performing arts of theater, Mabang Handak Marriage Tradition in a wedding ceremony, and Lebak Lubung Auction which may be related to traditions in the open air. All of these elements form a rich and valuable cultural heritage in OKI Regency.

The existence of cultural tourism, both tangible and intangible, in OKI Regency allows the area to be managed based on local culture and society. Management of tourism areas based on local wisdom is also carried out with the main aim of protecting the values of the tourism area by involving elements of society and at the same time becoming a source of inspiration for developing tourism area patterns, efficient cultural tourism management efforts can spur the growth and development of tourism businesses that can encourage an increase in the quantity and quality of natural and human resources owned, including the widest possible business opportunities and increasing the community's economy while developing local social and cultural wisdom. The development of cultural tourism generally refers to the development of

tourism itself. It is further explained that the attractions of cultural tourism can be divided into tangible and intangible attractions (Nugroho et al., 2021).

Through this phenomenon, it can be seen that cultural-based tourism in OKI Regency has great potential to be developed. OKI Regency has cultural tourism potential that includes tangible and intangible aspects. In the category of tangible cultural tourism in OKI Regency, there are archaeological remains and various Handicrafts such as bamboo weaving, traditional weaving, and wood carvings. These handicrafts reflect local expertise and inherit the culture of the OKI community. Tourists can visit villages or craft centers to see the manufacturing process and buy unique craft products. Meanwhile, in the category of intangible cultural tourism, there are Festivals and Traditions, Traditional Music and Dance, and Traditional Culinary. Cultural tourism in OKI Regency can utilize the potential of tangible and intangibles to attract tourists who want to know and understand local culture. This study was conducted to identify cultural-based tourism products that can be developed by villages, internal and external factors that influence tourism development in villages, and formulate the necessary development strategies.

Methods

The research approach applied in studying the development of cultural tourism in OKI Regency is a qualitative approach. The selection of this approach was carried out to design tourism planning and development with a comprehensive and objective approach. Theoretically, this series of planning processes is divided into three main stages of activity. The first stage is secondary data analysis, which involves an in-depth examination of previously collected data. Secondary data includes information from previous reports, previous studies, and statistical data related to tourism in OKI Regency. This data analysis aims to understand the context and dynamics of existing tourism.

The second stage involves field observations carried out to directly observe the conditions of cultural tourism destinations in OKI Regency. Observations include assessments of cultural attractions, tourism infrastructure, community participation, and other factors that influence tourism development at the location. The last stage is primary data analysis and strategic synthesis. This stage involves analyzing data obtained from field observations and primary data sources, such as interview results, questionnaires, or direct observations. Strategic synthesis is carried out by discussing findings, identifying potentials and constraints, and formulating optimal cultural tourism development strategies.

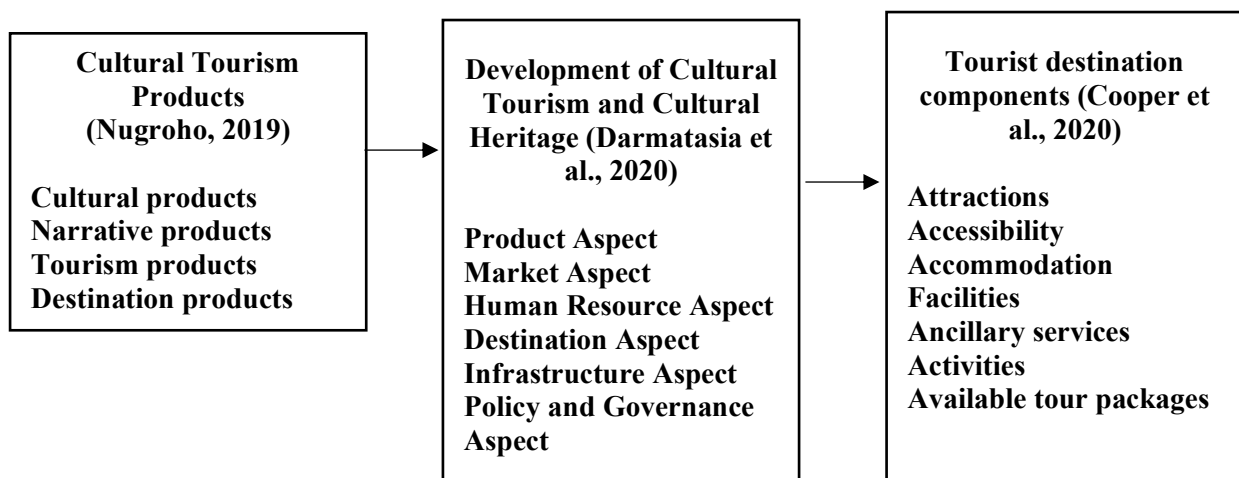


Figure 2. Research Flow

This research is designed to obtain information related to field data and secondary data. Research methodology is a method or technique that is arranged regularly used by researchers. The research is designed to try to find and describe the potential of cultural heritage in OKI Regency in the form of physical and non-physical potential. Furthermore, by paying attention to both potentials to find out the direction of development, future prospects, and analysis of supporting and inhibiting factors that are appropriate in the development of cultural tourism to improve the quality of cultural tourism in OKI Regency, through the following research flow of thought.

This study refers to the concept of Cultural Tourism Products outlined by Nugroho, which includes Cultural Products, Narrative Products, Tourism Products, and Destination Products (Nugroho, 2020). This dimension is the basis for understanding the creative and narrative elements that influence the attractiveness of cultural tourism destinations in the study of Intangible Cultural Heritage Tourism Development in OKI Regency. The population in this study is not only stakeholders in the cultural tourism sector of OKI Regency. However, it also includes physical conditions that influence tourism development. The sampling method is divided based on each respondent in the study, namely the community, tourists, and government. So, the sample in this study is:

Table 2. Research Sample

Stakeholder	Description	Quantity
Local Government	Head of Division	5
	Head of Section	
	Sub-district Head of Kayuagung	
	Sub-district Head of Padamaran	
Cultural Experts	Sub-district Head of Teluk Gelam	2
	Head of Cultural Experts of OKI Regency	
Local Community	Cultural Experts Community of OKI Regency	3
	Pokdarwis of Kayuagung Sub-district	
	Pokdarwis of Padamaran Sub-district	
	Pokdarwis of Teluk Gelam Sub-district	

Various qualitative data will be processed and presented descriptively tabulatively, while quantitative data will be processed using basic descriptive statistical techniques in the form of frequency distribution. The analysis techniques in this study are Descriptive Analysis, Data Triangulation Analysis (data reduction, data display, and conclusion drawing and verification); and SWOT Analysis (Strength, Weakness, Opportunity, Threat) (Karo & Hamonangan, 2021).

Result and Discussion

OKI Regency

OKI is a lowland with an average height of +10 meters above sea level. OKI Regency has an area of 19,023.47 km². At the end of 2021, the administrative area of OKI Regency was divided into 18 sub-districts, with the land area of each sub-district regulated by the Regulation of the Minister of Home Affairs No. 39 of 2015. The capital of the Regency is in Kayuagung, where the area of this regency consists of 18 sub-districts, namely Lempuing, Lempuing Jaya, Mesuji, Sungai Menang, Mesuji Makmur, Mesuji Raya, Tulung Selapan, Cengal, Padamaran, Padamaran Timur, Tanjung Lubuk, Teluk Gelam, Kayuagung, Sirah Pulau Padang, Jejawi, Pampangan, Pangkalan Lampam, and Air Sugihan. This area is bordered by Banyuasin Regency, Ogan Ilir Regency, and Palembang City to the north; Bangka Strait and Java Island

to the east; Lampung Province and East Ogan Komering Ulu Regency to the south; and Ogan Ilir Regency to the west.

OKI Regency has very diverse tourism potential, which has been organized and packaged in a tourism branding concept, namely "It's OKI: Good to See." This branding concept is not just a symbol, but reflects the spirit and joint efforts of all stakeholders, including the local community, to actively promote the richness of tourism and the uniqueness of OKI culture. The main focus of this branding is to attract tourists and stimulate the economy in Bumi Bende Seguguk, a mission that involves close collaboration between various related parties. In turn, it is hoped that this branding will provide motivation and direction for tourism actors in OKI to improve and revitalize the tourism sector, which can be the main driver in efforts to restore and develop the regional economy.

Economic development in OKI Regency involves 18 sub-districts spread across the region, covering a total of 327 villages and 13 sub-districts. In order to optimize economic potential at the village level, a systematic and sustainable approach is needed. Village screening to identify potential and creative economic resources, such as community-based homestays (Pratiyudha et al., 2023); traditional drinks and food (Karo et al., 2022); local specialty food souvenirs (Karo Karo, 2023; Yuniarti et al., 2023); even cultural events (Hasan & Karo Karo, 2023; Karo & Novianti, 2021), are important initial steps.

The criteria for selecting these villages include the following aspects: villages with tourist attractions that include natural beauty, diversity of local cultures, and creative innovations that can attract attention; villages that have superior creative economic products, unique arts, and/or potential creative economic resources that can be their own attractions; villages that have formed village tourism institutions (Karo Karo et al., 2020; Karo et al., 2023), such as Pokdarwis, cooperatives, or BUMDes; villages that have local community institutions, such as community empowerment institutions, youth organizations, and/or creative communities; villages that have adequate location accessibility to support tourism activities; villages that are equipped with basic facilities and infrastructure that can support the smooth running of tourism activities; and villages that have the potential and opportunities for developing a tourist market that can trigger economic growth.

Intangible cultural tourism is the core of a destination's identity, depicting unique immaterial heritage and wealth. OKI Regency, as a tourist destination rich in cultural heritage, has various forms of Intangible cultural tourism products that are the main attractions. There are seven communal intellectual properties for the community that have been registered as OKI Regency's IPR by the Directorate General of Intellectual Property of the Ministry of Law and Human Rights of the Republic of Indonesia. The following are some intangible cultural heritages, precisely in three sub-districts, namely Pedamaran District, Teluk Gelam District and Kayuagung District, which have cultural tourism potential in the area. These seven intangible cultural treasures include: Midang, Gulo Puan, Penguton Dance, Purun Pedamaran Mat, Mabang Handak Wedding Customs, Jajuluk Tradition, and Lebak Lubung Auction.

Factors Influencing the Development of Intangible Cultural Tourism

Intangible cultural heritage tourism in OKI Regency has great potential to provide economic and social benefits to local communities. In line with the theory proposed by Darmatasia, the development of Intangible cultural tourism needs to refer to several key aspects that determine success. One of the main pull factors in this context is the strength of local cultural heritage values. In the context of developing Intangible Cultural tourism in OKI Regency, Pokdarwis plays a key role in maintaining and developing non-physical cultural heritage. The driving

factors that influence the development of Intangible cultural tourism in this area include the active involvement of local communities in the production of non-physical products, ongoing efforts to maintain authenticity and sustainability (Fasa et al., 2022), and special programs such as technical guidance related to Intangible cultural heritage. Thus, Pokdarwis' participation in preserving and promoting non-physical tourism products is one of the main pull factors in developing culture-based tourism in OKI Regency. Interviews were conducted with three parties who have important roles in the context of developing Intangible cultural tourism in OKI Regency.

These parties are Pokdarwis, Cultural Figures, and representatives from the Government. The interview results provide a comprehensive picture of the dynamics, challenges, and efforts made to develop the potential of intangible cultural tourism in the region. Pokdarwis, as a tourism awareness group representing the local community, provides insight into the initiatives and strategies they have undertaken in preserving and developing intangible cultural heritage. They also explain in detail about the direct involvement of the community in the production of non-physical tourism products. Cultural figures provide a deeper insight into cultural values, authenticity, and the role of art and tradition in the context of intangible cultural tourism. They can also provide perspectives on how traditions and cultural activities can be an attraction for tourists.

Representatives from the Government provide information on policies, programs, and the role of the government in supporting the development of intangible cultural tourism. They can also explain the role of the government in maintaining sustainability and supporting local community initiatives. The integration of interview results from the three parties can then be the basis for formulating recommendations and strategies for further development. Collaboration between Pokdarwis, Cultural Figures, and the Government is key to optimizing the potential of intangible cultural tourism in OKI Regency.

Furthermore, the interview results, which are rich in information, have undergone an in-depth analysis process using NVIVO 12 Pro software. Through this tool, interview data is organized, categorized, and analyzed carefully. The use of NVIVO 12 Pro allows researchers to identify significant patterns, trends, and key themes that emerge from each conversation with Pokdarwis, Cultural Figures, and the Government. This tool also facilitates data grouping based on certain codes, such as "Sustainability of Non-Physical Tourism Products," "Local Community Involvement," and "Government Role," making it easier to compile a comprehensive picture of the factors that influence the development of Intangible Cultural Tourism in OKI Regency. The integration of NVIVO 12 Pro analysis results with information from interviews provides a deeper and more strategic understanding, opening up opportunities to formulate more effective implementation steps in advancing the potential of Intangible Cultural Tourism in OKI Regency.

After conducting a series of interviews with Pokdarwis, Cultural Figures, and Government representatives, the data generated from the interactions have been analyzed using qualitative analysis software, namely NVIVO 12 Pro. In Figure 4.16 related to the processed results of interviews with Pokdarwis, the Tourism Office, and Cultural Figures, a series of words that are often spoken during the interviews are identified. These words then go through a coding process to make it easier for researchers to analyze and categorize the findings that emerge. The primary data obtained is then processed using NVIVO, a number of coding keywords emerge as crucial elements that define the dynamics of the development of Intangible Cultural Tourism in OKI Regency. First of all, the technical guidance strategy (NVIVO Technical Guidance) is identified as a concrete step taken by Pokdarwis to provide technical guidance to

the community regarding the preservation and development of intangible cultural heritage. Analysis of factors for the development of Intangible Cultural Tourism (Coding: Factors for the Development of Intangible Cultural Tourism) is the focus, where collaboration between Disparkab, Cultural Figures, and Pokdarwis is expected to optimize the potential for Intangible Cultural Tourism in the area.

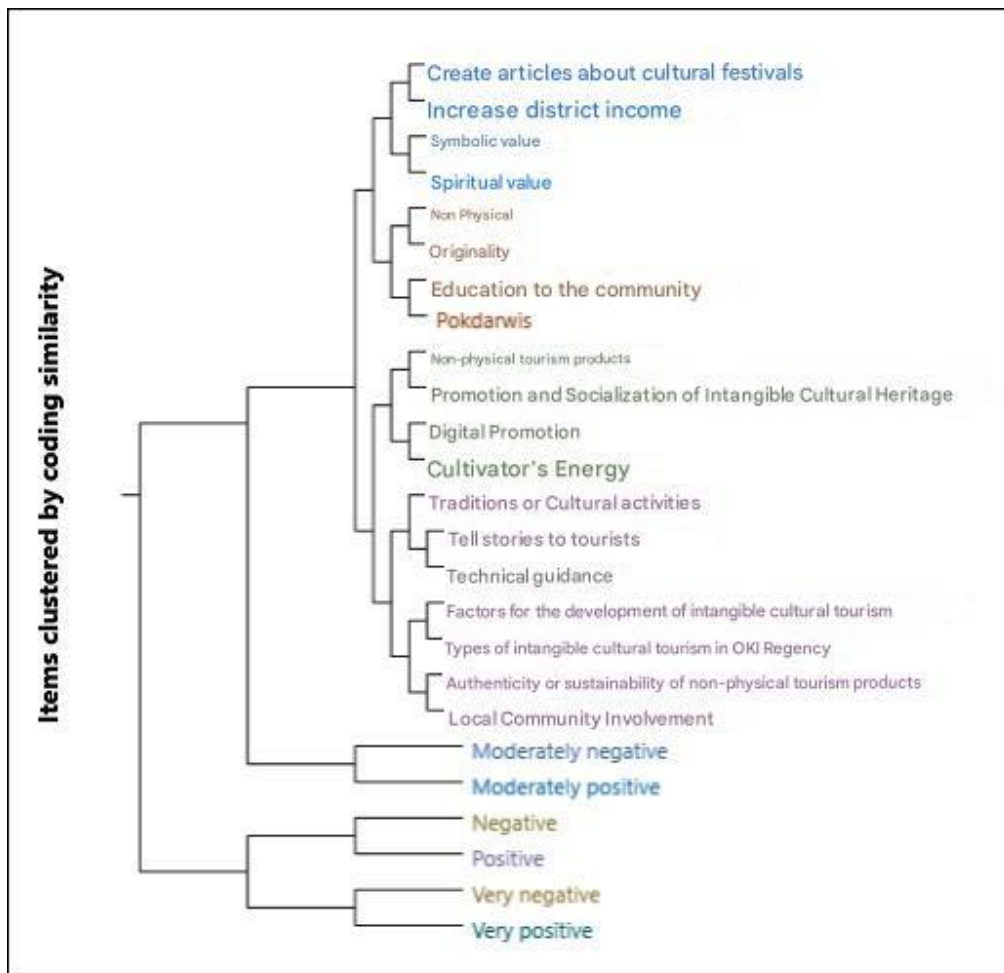


Figure 3. Results of coding clustering of processed interview data

Source: Researcher, processed by NVIVO 12 Pro, 2024

The types of Intangible Cultural Tourism that can be identified in OKI Regency (Coding: Types of Intangible Cultural Tourism in OKI Regency) include the Mabang Handak, Midang, and Jejuluk Marriage Traditions. The authenticity or sustainability of non-physical tourism products (Coding: Authenticity or Sustainability of Non-Physical Tourism Products) is the main concern of Pokdarwis, which strives to maintain the authenticity of the product by involving innovation and active participation from the local community. The involvement of the local community (Coding: Local Community Involvement) has proven significant, with direct participation in the production process of non-physical tourism products. Moreover, the strategy of promoting and socializing Intangible Cultural Heritage (Coding: Promoting and socializing Intangible Cultural Heritage) involves various activities, including community outreach and the use of digital promotional platforms to reach a wider audience.

The initiative to create articles about cultural festivals (Coding: Creating Articles about Cultural Festivals) is one of Disparkab's approaches to increasing the understanding of local

communities and visitors about the diversity of Intangible Cultural Heritage. Increasing regional income (Coding: Increasing Regional Income) is identified as a strategic objective of Disparkab, which views intangible cultural tourism as a potential for increasing income through a planned development strategy. The symbolic and spiritual value aspects (Coding: Symbolic Value, Spiritual Value) contained in the Mabang Handak Marriage Custom reflect the richness of intangible culture that is proudly maintained by Pokdarwis. Originality (Coding: Originality) is a characteristic that distinguishes non-physical tourism products in OKI Regency from other regions, emphasizing authenticity and harmony with local traditions. Community outreach (Coding: Community Outreach) by Disparkab is considered an important step in increasing understanding of intangible cultural heritage, while digital promotion (Coding: Digital Promotion) is recognized as an effective modern strategy in introducing and maintaining visitor interest in non-physical tourism products. Furthermore, traditions or cultural activities (Coding: Traditions or Cultural Activities) such as the Mabang Handak Marriage Custom and Midang activities are the main attractions for tourists, indicating that cultural diversity is a central element in tourism development in OKI Regency. By involving various related parties, the findings of NVIVO highlight the complexity of the dynamics of developing Intangible Cultural Tourism, considering aspects such as sustainability, community involvement, and promotional innovation.

The factors influencing the development of Intangible Cultural Tourism in OKI Regency are closely related to the findings of the interview results and the aspects emphasized in Darmatasia's theory. The interview results revealed that the product aspect greatly influences the success of the development of Intangible Cultural Tourism, in line with the focus of Pokdarwis to preserve local cultural values, maintain product originality, and create attractive tour packages. This success is in line with the market aspect that considers global trends, market analysis, and determining effective marketing channels.

In the development of historical and cultural heritage tourism in OKI Regency, the involvement of the local community is the main focus. Based on interviews with Pokdarwis, Cultural Figures, and representatives of the OKI Government, it is clear that tourism awareness groups play a key role. They help build the capacity of local communities, strengthen community-based business groups, and improve the interpretation skills of tourism actors (Muchammad Satrio Wibowo & Belia, 2023). This involvement is in line with the theory that emphasizes the Human Resources Aspect in tourism development (Darmatasia et al., 2020).

Choirunnisa's research on the development of cultural tourism in the Lasem Chinatown Area, Kampung Lawas Maspati, Selumbung Village, uses a qualitative descriptive method. The study highlights the potential of cultural tourism as the main attraction, with an emphasis on local cultural wisdom (Choirunnisa & Karmilah, 2022). On the other hand, Siregar's research on the development of tourism based on culture and local wisdom uses a SWOT analysis (Siregar et al., 2023). Both studies focus on increasing tourism potential by utilizing local cultural wealth, building public awareness, and creating sustainable economic benefits through the tourism sector. Both studies contribute to a comprehensive understanding of the development of cultural tourism by involving local communities in accordance with the principles of Tourism Development theory (Darmatasia et al., 2020).

In the Destination Aspect, the interview findings are in line with the importance of zoning regulations, visitor movement patterns, and attention to local customary rules, supporting the principles of sustainable and responsible tourism. The infrastructure aspect in the Tourism Development theory related to the interview results, highlights the need for sustainable infrastructure and supports environmental sustainability, which is the focus of the Government

and Pokdarwis. The involvement of the Government, Pokdarwis, and Cultural Figures in synergy between parties (Chaerunissa & Yuniningsih, 2020), as reflected in the Policy and Governance Aspect, according to the interview results, creates an integrated foundation between theory and field findings. This collaboration supports policies and governance that are consistent with applicable regulations, while supporting the development of human resource capacity and optimizing the development of cultural heritage traces. Thus, it can be concluded that the interview findings and theory complement each other and create a solid foundation for the development of sustainable Intangible Cultural Tourism in OKI Regency..

Analysis 7A Development of Tourism Based on Intangible Cultural Heritage

The importance of understanding the uniqueness and diversity of tourism potential, especially cultural tourism, in the OKI Regency area is the main foundation for comprehensive tourism planning. Tourism assessment studies are the starting point in designing tourism development concepts (Widiati & Permatasari, 2022). In this context, tourism resources are evaluated objectively through a scientific planning process. The tourism potential assessment method used refers to the following aspects: 1) uniqueness, 2) scarcity, 3) beauty, 4) seasonality, 5) sensitivity, 6) accessibility, and 7) social function. (Cooper, 2016). This assessment process involves a scoring method with a scale range of 1-7, which is developed from the Likert scale. This score provides interpretations ranging from "very not unique" to "very unique", "very not beautiful" to "very beautiful" or even in a culinary context, from "very bad" to "very good." The assessment scale used in this study includes: 1 = Very Low; 2 = Low; 3 = Somewhat low; 4 = Moderate; 5= Somewhat high; 6= High; 7= Very High.

The analysis using the 7A Destination Component Framework is directed to assess destination readiness when focused on developing intangible cultural heritage-based tourism in OKI Regency. As previously explained, the 7A destination component framework represents the supply side to support and meet demand from tourists, which is the demand side. In this study, the destination component adopts the 7A approach which includes: attractions, accessibility, accommodation, amenities, additional services, activities, and tour packages available in OKI Regency. The Destination Potential Analysis based on the Overall 7A Component will be further described at the end of this section. Furthermore, an analysis and discussion of the availability of each part of the 7A destination component in OKI Regency will be carried out. Detailed data can be found in the following table:

Table 3. Assessment of Intangible Cultural Heritage Potential based on Component 7A

Tourism Element	7A Tourism Assessment
A1. Attractions - Cultural History	
A. Historical & Cultural Area	6
B. Heritage Area	7
C. Ethnic Area	7
D. Events	7
E. Economic Activities - SP	6
Subtotal	33
A2. Accessibility	
A. Economic Activities	6
B. Tourism Services	5
Subtotal	11
A3. Accommodation	
A. Nature Accommodation	5

B. SB Accommodation	5
C. IP Accommodation	5
Subtotal	15
A4. Amenities	
A. Tourism Services	6
B. Food and Beverage	7
C. Retail	5
Subtotal	18
A5. Ancillary	
A. Tourism Services	7
Subtotal	7
A6. Activities	
A. Arts	7
B. Traditional Cuisine	7
C. Cultural Festivals	7
Subtotal	21
A7. Available Packages	
A. Tourism Services	6
Subtotal	6
Grand Total	104
Mean	104:7 = 14.8

The table provides an overview of the assessment of the potential of Intangible Cultural Heritage in OKI Regency based on the 7A Attractions in the context of tourism. Overall, OKI Regency shows great potential with a total score of 104 and an average score of 14.8. The high average score, reaching 14.8, indicates that OKI Regency has significant potential in developing intangible cultural heritage tourism. In the Attraction - Cultural History aspect (Total Score: 33), the diversity and uniqueness of cultural history attractions, including heritage areas & landscapes and local events such as the L3S auction, Jajuluk, Incang-Incang, and Tanjidor music, are the main attractions for tourists seeking a different cultural experience. The Accessibility aspect (Total Score: 11) shows potential for improvement through improvements in economic activities and tourism services, although overall accessibility scores well. In terms of Accommodation (Total Score: 15), the focus on the sustainability of non-physical tourism products with authenticity and harmony with local traditions creates unique accommodation in this Regency. Amenities (Total Score: 18), including tourism services, food and beverage provision, and retail, play an important role in creating an environment that supports tourism development.

Although Ancillary (Total Score: 7) scored not too high, its contribution to the tourist experience is still significant. In terms of Activities (Total Score: 21), arts, traditional cuisine, and cultural festivals are the main attractions for tourists, showing the complexity and dynamics in tourism development. Available Packages (Total Score: 6) show potential for improvement with a focus on developing available tour packages. Thus, several important conclusions can be drawn for the development of Intangible Cultural Heritage tourism in OKI Regency as follows:

Attractions

The attraction of tourist destinations in OKI Regency is greatly influenced by the uniqueness of intangible cultural heritage. Local traditions such as the L3S auction, jajuluk, incang-incang,

and Tanjidor music create unique and authentic cultural experiences for tourists. Sustainability and preservation of local cultural values are the main focus in tourism development, making this destination stand out as a tourist destination that combines natural beauty with local cultural richness. Thus, the diversity of intangible cultural attractions in OKI enriches the tourist experience and becomes the main attraction of the destination.

Accessibility

In the context of accessibility, it can be explained that access to OKI Regency is quite good and supports tourism development. Transportation infrastructure and tourism services have contributed positively to facilitating tourists' travel to this destination. The existence of technical guidance programs from Pokdarwis and active participation of local communities also strengthen accessibility to authentic tourism experiences in this area. Good accessibility is an important foundation for attracting tourists and optimizing the potential of intangible cultural heritage tourism in OKI Regency.

Accommodation

In terms of accommodation, the assessment in Table 4.3 reflects a focus on the sustainability of non-physical tourism products in OKI Regency. The results show that authenticity and harmony with local traditions are the characteristics of accommodation in this area. Local communities are actively involved in maintaining the authenticity of accommodation products, involving innovation and active participation to ensure that the products maintain cultural values. In addition, there is also a diversity of accommodation options in OKI Regency, including hotels that provide standard facilities and services. These hotels provide alternative accommodation for tourists looking for more general comfort and facilities, while still being able to enjoy the attractions and uniqueness of the culture offered by this destination. With a variety of accommodation, tourists have the option to choose accommodation that suits their preferences and needs.

Amenities

The assessment of amenities in OKI Regency shows attention to crucial factors that support tourism development. Public awareness and socialization regarding the understanding of the potential for intangible cultural tourism. The focus on supporting infrastructure, transportation, and public facilities creates an environment that supports tourism development. Diversification of food, beverage, and retail options reflects a response to the diverse needs of tourists, supporting the local economy. The purpose of developing amenities is to create an environment that supports visitors, meets the needs of tourists comprehensively, and makes a positive contribution to the local economy.

Additional Services

OKI Regency offers additional services that involve a deep understanding of global trends and market preferences. The use of digital promotion strategies and the creation of structured tour packages are significant attraction factors. The combination of cultural activities in tour packages provides a holistic experience for tourists. By understanding the needs and preferences of tourists, additional services in OKI Regency are directed to provide a unique and interesting tourism experience. The integration of well-structured tour packages is the foundation for creating sustainable attractions for visitors.

Activities

OKI Regency creates attractions through various cultural activities. Interview results show that local community involvement, digital promotion, and cultural traditions or activities such as the Mabang Handak Marriage Custom and Midang activities are the main attractions for tourists. By combining tradition and innovation, this destination offers a memorable and authentic tourism experience. Community participation in the production of non-physical tourism products and cultural activities provides an additional dimension that enriches the tourist experience in OKI Regency.

Available Tour Packages

OKI Regency offers a variety of well-designed tour packages. Collaboration between Pokdarwis, Cultural Figures, and the Regency Government is key to optimizing the potential for intangible cultural tourism in the area. Tour packages include cultural activities, such as festivals, jajuluk, and traditional art performances. Thus, tourists have a variety of choices to explore and enjoy the richness of intangible cultural heritage in OKI Regency. This collaboration also ensures that tour packages are designed to provide a holistic and immersive experience to visitors. With the integration of cultural values, local community participation, effective promotion, and sustainable management, OKI Regency can create attractive and sustainable tourism packages to increase the attractiveness of Intangible cultural destinations in the region. In facing future challenges and opportunities, it is important to maintain the sustainability of this tourism development. Integration of cultural values, local community participation, effective promotion, and sustainable management are the keys to creating attractive and sustainable Intangible cultural destinations in OKI Regency. Thus, OKI Regency has the potential to become a leading destination that not only attracts tourists with its natural beauty but also celebrates the richness of its Intangible culture.

Formulation of Tourism Development Strategy Based on Intangible Cultural Heritage

In facing the dynamics of globalization and the ever-growing global challenges, tourism development strategies based on intangible cultural heritage are essential for destination areas. OKI Regency, as a region rich in intangible cultural heritage, sees the need to formulate effective strategies to increase the attractiveness of tourist destinations. In this section, the formulation of a tourism development strategy based on intangible cultural heritage will be outlined which can be the basis for achieving these goals. This strategy is based on the results of interviews with key stakeholders, analysis of intangible cultural tourism development factors, and the theoretical approach of this study.

In an effort to formulate a tourism development strategy based on intangible cultural heritage in OKI Regency, the SWOT (Strengths, Weaknesses, Opportunities, Threats) approach will be a crucial analysis tool. This SWOT analysis will identify the strengths, weaknesses, opportunities, and threats faced by tourist destinations. The formulation of tourism development strategies based on intangible cultural heritage in OKI Regency to increase the attractiveness of tourist destinations is carried out through a series of analyses, including EFAS (External Factor Analysis Summary) Analysis, IFAS (Internal Factor Analysis Summary), formation of SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix, creation of SWOT diagrams, and a comprehensive SWOT analysis. This approach aims to formulate effective strategic steps by considering internal and external factors that influence the potential for tourism development in OKI Regency.

Table 4. IFAS Analysis

Strength	Weight	Rating	Score
Diversity of Intangible Cultural Heritage (Attractions)	0.15	4	0.6
Good Transportation Infrastructure (Accessibility)	0.12	4	0.48
There are lodging facilities in OKI Regency (Accommodation)	0.14	4	0.56
There are facilities such as restaurants, souvenir shops, and public facilities such as places of worship, health, parks, and others (Amenities)	0.10	4	0.4
There are additional services based on Global Trends (Additional Services)	0.12	4	0.48
There are various Cultural and Traditional activities (Activities)	0.15	4	0.6
Cooperation between Pokdarwis, Cultural Figures, and the Government in creating tour packages (Available Packages)	0.12	4	0.48
Total	0.9	28	3.6
Weakness	Weight	Rating	Score
Lack of effective promotion or lack of diversification of intangible cultural attractions in OKI Regency	0.10	3	0.3
Limited transportation facilities or lack of coordination in developing accessibility in OKI Regency	0.08	3	0.24
Weaknesses in the variety or quality of accommodation products offered in OKI Regency	0.10	2	0.2
Lack of supporting infrastructure or lack of public awareness regarding the importance of cultural tourism.	0.13	2	0.26
Lack of adaptation to global trends or lack of integration of additional services with local activities.	0.09	3	0.27
Weaknesses related to lack of coordination in managing cultural activities.	0.10	2	0.2
Weaknesses related to lack of cooperation or lack of structure in compiling tour packages.	0.10	3	0.3
Total	0.7	18	1.77

The IFAS Analysis Table shows a number of strengths that strengthen the potential for intangible cultural heritage-based tourism. The diversity of cultural heritage, good transportation infrastructure, and the availability of accommodation and amenities support the attractiveness of the destination. Additional services based on global trends, cultural activities, and cooperation in creating tour packages are also major strengths. However, there are several weaknesses such as the lack of effective promotion, limited transportation, and lack of coordination in managing cultural activities. By utilizing these strengths and overcoming the weaknesses, OKI Regency has the potential to develop sustainable and attractive intangible cultural tourism for tourists. The total strength score reached 3.6 out of a weight of 0.9, while the total weakness score was 1.77 out of a weight of 0.7. Comprehensive strategy integration can be the key to optimizing tourism potential in this region.

Table 5. EFAS analysis

Opportunity	Weight	Rating	Score
Enhance the promotion of intangible cultural heritage in national media and digital platforms to attract more tourists.	0.15	4	0.6

Upgrade and maintain supporting facilities, such as tourism information centers and parking areas.	0.12	4	0.48
Engage the private sector to support tourism development initiatives, including the management of cultural events and the provision of additional services.	0.14	4	0.56
Integrate digital technology into destination promotion, including digital tour guide applications and online booking for cultural activities and services.	0.10	4	0.4
Develop local education programs that increase public awareness of the importance of preserving intangible cultural heritage.	0.12	4	0.48
Total	0.63	20	2.52
Threat	Weight	Rating	Score
With increased tourism activities, there is a potential risk of losing authenticity in intangible cultural practices due to commercialization or adjustment to meet tourist expectations.	0.15	4	0.6
Increased interaction with tourism can bring about changes in the lifestyles of local communities, which may negatively impact the preservation of traditions and cultural values.	0.12	4	0.48
The pressure for tourism development can create an imbalance between infrastructure development and the preservation of the environment and intangible cultural heritage.	0.14	4	0.56
The surge in tourist numbers can pose a threat to the physical and social environment in OKI Regency	0.10	4	0.4
Intense interaction with tourists can trigger a shift in local values and norms, threatening the preservation of intangible cultural values in local communities.	0.12	4	0.48
Total	0.63	20	2.52

The EFAS Analysis Table highlights a number of opportunities and threats that could affect the development of intangible cultural heritage-based tourism in the region. In terms of opportunities, there are a number of aspects that can be utilized to increase the attractiveness of tourist destinations. First, efforts to increase the promotion of intangible cultural heritage in national media and digital platforms have a weight of 0.15, a rating of 4, and a score of 0.6. Second, the renewal and maintenance of supporting facilities, such as tourism information centers and parking areas, have a weight of 0.12, a rating of 4, and a score of 0.48. Third, collaboration with the private sector to support tourism development initiatives has a weight of 0.14, a rating of 4, and a score of 0.56. Fourth, the integration of digital technology in destination promotion, including digital tour guide applications and online bookings, has a weight of 0.10, a rating of 4, and a score of 0.4. Finally, the preparation of local education programs to improve public understanding has a weight of 0.12, a rating of 4, and a score of 0.48. The total opportunity score reaches 2.52 out of a total weight of 0.63.

Meanwhile, there are threats that need to be considered to maintain the sustainability of tourism in OKI Regency. First, the risk of losing authenticity in intangible cultural practices due to commercialization or adjustments to meet tourist expectations has a weight of 0.15, a rating of 4, and a score of 0.6. Second, the negative impact on local lifestyles as a result of intense interaction with tourism has a weight of 0.12, a rating of 4, and a score of 0.48. Third, the imbalance between infrastructure development and environmental preservation and intangible

cultural heritage has a weight of 0.14, a rating of 4, and a score of 0.56. Fourth, the surge in the number of tourists that can pose a threat to the physical and social environment in Oki Regency has a weight of 0.10, a rating of 4, and a score of 0.4.

Finally, intense interaction with tourists can trigger a shift in local values and norms with a weight of 0.12, a rating of 4, and a score of 0.48. The total threat score also reached 2.52 out of a total weight of 0.63. By looking at these figures, the tourism development strategy in OKI Regency must maximize existing opportunities while maintaining balance by addressing potential threats. With a careful and planned approach, OKI Regency can develop a tourism sector based on intangible cultural heritage in a sustainable manner and responsive to the needs of local communities and tourists.

Table 6. SWOT Matrix

EFAS/IFAS	Strength	Weakness
Opportunity	<p>SO Strategy</p> <p>The strategy for developing cultural tourism in OKI Regency involves utilizing cultural diversity, promotion through national media and digital platforms, and collaboration with well-known figures or influencers.</p>	<p>WO Strategy</p> <p>Involves increasing effective promotion, increasing coordination in the management of cultural activities, and improving tourism supporting infrastructure.</p>
Threat	<p>ST Strategy</p> <p>Includes strengthening cooperation with the private sector to address threats, innovative development in tourism destination promotion, and increasing public awareness of tourism sustainability.</p>	<p>WT Strategy</p> <p>Enhance effective promotion to address weaknesses in the diversification of intangible cultural attractions and respond to the threat of loss of authenticity through commercialization.</p>

SWOT Analysis

SO Strategy (*Strengths Opportunities*)

Organizing cultural events at tourist locations as an additional attraction to increase the number of tourists. Utilizing all existing promotional media to reach various levels of society and increase visibility. Adding road signs to tourist locations to make it easier for visitors to reach their destinations. Providing affordable entrance ticket prices and ample parking facilities to support visitor comfort. Improving cleanliness by adding cleaners and trash bins at destinations.

WO Strategy (*Weakness Opportunities*)

Increase online and offline promotional activities by related parties and the OKI Regency Government. The government can revitalize tourism supporting infrastructure to improve accessibility. Utilize the role of the community to introduce local cultural heritage and manage local culinary products. Collaborate with travel agents to offer cultural heritage tour packages in OKI Regency. Relocation of inhibiting factors, such as factories, outside the area to improve the quality of the surrounding environment.

ST Strategy (*Strength Threats*)

Ensure the uniqueness of local culture is maintained and improved in the face of potential threats. Provide integrated public transportation to facilitate tourist access to destinations. Receive intensive assistance from the OKI Regency Government and tourism experts.

Strategi WT (*Weakness Threats*)

Utilizing the appeal of cultural tourism through promotions to attract visitors from far away locations. Adding facilities and infrastructure within the location to meet the needs of tourists, such as health and communication facilities.

With the implementation of this strategy, it is expected that Intangible Cultural Heritage in OKI Regency, South Sumatra, can optimize the potential of intangible cultural tourism and provide a positive impact on the local community and increase the attractiveness of the destination. In the Cartesian diagram that describes the position of OKI Regency in the intangible cultural heritage-based tourism strategy, it includes a comprehensive analysis of the strengths, weaknesses, opportunities, and threats related to tourism development in OKI Regency. So, the Cartesian diagram is as follows.

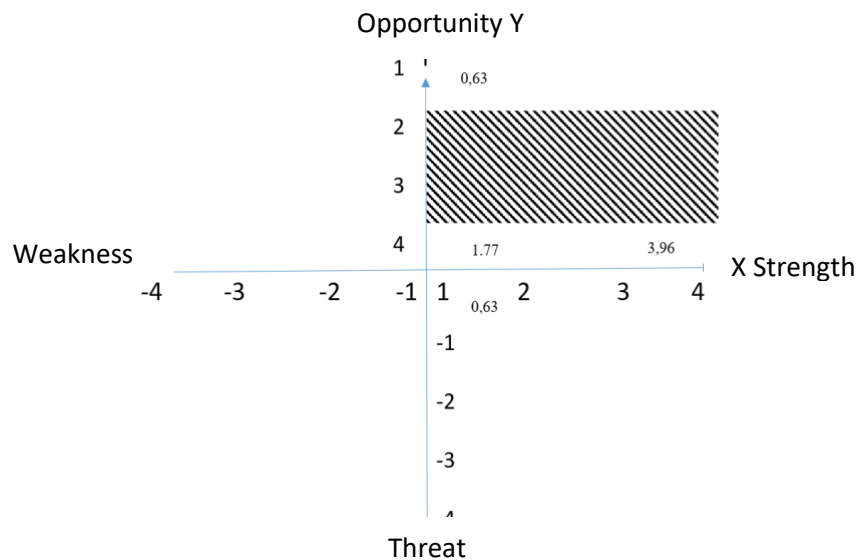


Figure 4. Cartesian Diagram of SWOT Analysis

The evaluation of OKI Regency in the context of intangible cultural heritage-based tourism strategy can be seen clearly. Along the horizontal axis, the IFAS analysis highlights the significant strengths of the area. OKI Regency has a diversity of cultural heritage, good transportation infrastructure, and the availability of adequate accommodation and amenities. Good cooperation in creating tour packages is also an important factor. This shows that OKI Regency has great potential to become an attractive tourism destination.

Meanwhile, the vertical axis evaluation shows a number of challenges and opportunities faced by OKI Regency in developing intangible cultural heritage-based tourism. From the results of the EFAS analysis, it seems that there is a great opportunity to increase tourism promotion, renovate supporting facilities, and establish partnerships with the private sector. This indicates that there is great potential for OKI Regency to increase the attractiveness of its tourism destination.

However, it is necessary to be aware of several threats that have also been identified. For example, the risk of losing cultural authenticity can arise due to adaptation to the needs and expectations of tourists, while increased tourism activities can have a negative impact on the physical and social environment. Therefore, while taking advantage of existing opportunities, OKI Regency must also take steps to reduce negative impacts and maintain cultural and environmental authenticity. Thus, OKI Regency has great potential to develop tourism based on intangible cultural heritage. However, to achieve this, efforts are needed to overcome the challenges faced. Integration of comprehensive and sustainable strategies will be the key to optimizing tourism potential in this region. This involves utilizing existing strengths, exploiting available opportunities, and mitigating threats and weaknesses that may arise.

Conclusion

OKI Regency has a variety of intangible cultural tourism products, including local traditions, traditional ceremonies, performing arts, and cultural festivals that illustrate the rich cultural heritage of the local community. Identification and in-depth analysis of these products will provide a better understanding of the potential for cultural tourism in the area. Key factors influencing the development of intangible cultural tourism in OKI Regency include local community support, the sustainability of government policies in cultural preservation, tourism support infrastructure, and effective marketing strategies. An in-depth analysis of these factors will help in designing a sustainable and highly competitive tourism development strategy. The strategy for developing intangible cultural heritage-based tourism in OKI Regency must integrate local cultural preservation with the development of the local community economy. This can be achieved through the development of training programs, promotion through digital platforms, collaboration with the tourism industry, and strengthening tourism infrastructure. By implementing this strategy, OKI Regency can increase the attractiveness of tourist destinations in a sustainable manner and benefit all stakeholders.

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