

Socio-Economic Impact of Pine Forest Tourism Development in Lembanna Camping Tourism Area

Nurmiati^{1*}, Hermansyah², Abd Haris³

¹Public Administration, Universitas Muhammadiyah Sinjai, Indonesia

²Government Science, Universitas Muhammadiyah Sinjai, Indonesia

*Corresponding Author: nurmiati1894@gmail.com

ARTICLE INFO	ABSTRACT
<p>Keyword:</p> <p>Tourism governance; Tourism development; Social impact; Economic impact; Community empowerment</p>	<p>Tourism in Lembanna area offers natural tourism, namely the green atmosphere of the pine forest supported by the view of the residents' vegetable gardens. The development of pine forest tourism in Lembanna has contributed to the social and economic aspects of the community, such as their way of life and also in terms of income. This research aims to determine the social economic impacts on the community from the development of pine forest tourism. The type of research used is qualitative approach through interview and observation. Data collection was carried out through interviews and observations. The research results show that the social impact indicated is the existence of kinship relations between the community and visitors, in addition to the increased awareness of the population regarding education. However, there are also negative impacts, such as free mixing among the youth in the pine forest area due to the presence of camping tents and theft crimes. The economic impact is that the local community has additional income because they can build food stalls and equipment rental places. The government is advised to strengthen regulations and supervise activities in the Lembanna Pine Forest to minimize the negative social impacts. In addition, local community education and empowerment programs need to be improved to be better prepared to manage tourism sustainably.</p>

INTRODUCTION

The existence of tourism in an area is an asset to attract tourists to visit. Tourism has long been recognized as a sector that has great potential in advancing the economy of a country and region. In many cases, this sector is a major source of income for developing countries that rely on natural and cultural attractions as magnets for international tourists (Ismail, 2017; Karinda et al., 2024). A tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made products that are the target or purpose of tourist visits (Maryetti & Mahoni, 2018).

Tourism is an industry whose sustainability greatly depends on the quality of the environment. The better the environment of a tourism destination, such as cleanliness, safety, and comfort, the more tourists will visit that destination. In contrast, if the tourism destination is polluted by waste, piled-up garbage, and damaged scenery, it will decrease the attraction for tourists, which in turn will hinder the development of that tourism. As a result, tourism that wishes to grow and thrive must consider environmental considerations, as the environment is one of the selling points of tourism (Gunawan et al., 2016).

Tourism itself is one of the contributors to the country's foreign exchange earnings, and it also drives rapid economic growth because it can provide job opportunities to increase the income of the community (Ismail, 2017). Thus, various economic activities emerge, such as the opening of business opportunities or job opportunities that can increase the income of the community (Hamzah et al., 2018), such as the construction of homestays, food stalls, rental places for items needed during tourism, and various other facilities. Thus, the arrival of tourists to an area will open opportunities for the local community to become accommodation providers. These business opportunities will give the local community a chance to work and simultaneously increase their income to support their household livelihoods (Sudiarta et al., 2021).

In addition to economic activities, according to Davydd J. Greenwood, the presence of tourists in a place leads to social interactions between the local community and visitors. This results in changes to the patterns and ways of life of the community. The arrival of tourists with various habits, environments, education levels, and different life backgrounds can influence the residents they visit, both those who provide direct and indirect services. This can lead to interactions between the local community and tourists, which may result in changes to the community's lifestyle patterns or values (Sidarta, 2002).

This is in line with the explanation from Rosyidin et al. (2024), which states that increasing tourist visits can lead to changes in lifestyle and local social values (Rosyidin et al., 2024). The pressure on cultural values and traditional practices often occurs because people are forced to adapt to the wishes of tourists, which often conflict with local norms and traditions, which argue that without wise management, tourism can damage the community's cultural identity and cause social disintegration where local people lose control of their own culture and traditions. Apart from that, other research said that the socio-cultural impact as a result of interaction includes the occurrence of demonstrative effects, the emergence of changes in social values such as changes in norms, views on the relationship between men and women, the nature of materialism and changes in cultural elements in performing arts, the existence of cultural learning, and the creation of a tourism culture (Zhuang et al., 2019). Tourism also often has a negative impact on environment also receive serious attention. It noted that mass tourism can cause environmental degradation, ranging from damage to natural ecosystems to pollution due to high volumes of rubbish and waste (Y. Ibrahim et al., 2016; Thongsamak et al., 2019). These conditions, in turn, could undermine the area's main attraction as a tourist destination, threatening long-term economic sustainability.

In Indonesia, which is an archipelagic country with abundant natural and cultural wealth, tourism is the main pillar in economic development efforts. One area that attracts attention is the camping area which is a destination that not only offers natural beauty but is also closely related to the social life of the local community. The Lembanna Camping tourism area is an interesting example in this context. This area not only offers natural beauty but also cultural diversity and recreational activities that are attractive to domestic and foreign tourists.. One area that attracts attention is Lembanna Camping, a destination that not only offers natural beauty but is also closely related to the social life of the local community. The pine forest located in the Lembanna Environment, Pattapang Village, is one of the tourist attractions located in Malino City, Tunggimoncong District, Gowa Regency. Pine trees with all their beauty attract tourists who love nature, especially those based on the potential of pine forest and camping tourism. The Lembanna pine forest tourism area is a very beautiful natural tourist attraction because it offers green views, camping areas, and the sight of vegetable gardens planted by residents around the pine forest. Since the 1990s, the Pine Forest has been made a tourist destination by visitors, especially students. However, nowadays, it is not only students who visit the place; families from urban areas and even local residents have also been using the tourist forest as a place to spend their holiday.

The development of visitors to the pine forest is becoming increasingly diverse day by day. Initially, the visitors to the pine forest were students from Makassar City who came to camp, but now urban residents and local people are also showing interest in the pine forest tourism. It is evident that on holidays, the visitors' tents are not only filled with young people but also with families who set up camping tents. The development of the Lembanna pine forest tourism area

has an impact on the social and economic environment of the community. Environmental issues should be an important aspect in development (A. H. H. Ibrahim et al., 2023; Nurdin & Baharuddin, 2023; Nurkaidah et al., 2024; Rifaid et al., 2023). Therefore, it is necessary to identify the factors that influence the emergence of social and economic impacts of tourism in the area. The development of tourism that occurs in the community is usually oriented towards positive impacts and pays less attention to the negative impacts on the social and economic environment of the community. As a result, the negative impacts that arise have not been properly addressed. Therefore, this research will explore the impact of Lembanna pine forest tourism on the social economic impact.

The solution to overcome the problems that occur in tourism, a holistic and sustainable approach is needed that involves local communities in planning and implementing tourism programs (Giampiccoli & Mtapuri, 2022; Rahman et al., 2021; Streimikiene et al., 2021). It is important to educate the public about the importance of maintaining cultural values and religious practices and implementing strict controls on tourism activities to reduce crime. Environmental conservation programs must be encouraged by involving the community in reforestation and waste management activities, as well as ensuring that infrastructure development takes into account environmental sustainability. Empowering the local economy through training and support to develop tourism-related businesses is also important to reduce dependence on the tourism sector.

Based on the results of research, it was found that one solution to overcome the social problems of promiscuity that occurs around tourism is to carry out inspections of visitor tents on a scale and also to overcome the crime rate is to ask visitors to show their identity card to administrative requirements and then given a ticket. The ticket given must be returned to the gate guard for data verification (Song et al., 2023). This research is still limited to social and economic impacts, while environmental aspects have not been analyzed in depth. In addition, there are not many studies that discuss concrete solutions to the problems that arise due to the development of pine forest tourism. Therefore, further research is needed that includes environmental conditions and effective mitigation strategies for tourism sustainability.

Based on the background description above, the aim of this research is to determine the socio-economic and invorenment conditions of the community as a result of tourism development and the solutions offered to problems that occur within the scope of pine forest tourism. Thus the title of this research is Socio-Economic Impact of Pine Forest Tourism Development in Lembanna Camping Tourism Area in Indonesia. The results of this study are expected to be the basis for the government and stakeholders in formulating sustainable tourism policies and strengthening regulations to minimize negative impacts on society and the environment. In addition, this study provides insight for local communities in managing tourism more efficiently and sustainably. This is also in line with other findings which confirm that protected areas, such as potential natural resources, must be managed and receive government support (Adni et al., 2024; Nuh et al., 2024; Syaprianto et al., 2024).

RESEARCH METHODS

This research was conducted in the Lembanna Environment, Pattapang Village, Gowa Regency, South Sulawesi. The aspects that will be studied include social impacts such as the relationship between tourists and local residents, the influence of tourists on local residents, and the economic conditions of the community with the presence of this tourism. From the economic aspect, such as business opportunities and the income of the local community from pine forest tourism. The method used in this research is qualitative with descriptive analysis. The data collection techniques used in this research are interviews, observation and documentation. The technique for determining informants used was purposive sampling. The purposive sampling technique is carried out by selecting subjects not based on strata, randomization, or area, but based on a specific purpose (Hikmawati, 2020). The number of samples in this study was 15 people who were affected by the existence of camping area of Pine forest.

The data collection techniques and instruments are: Interview: Conducted in-depth and openly with informants to gather information about the impact of tourism. Observations: Carried out directly at tourist locations and around villages to observe community activities, interactions between tourists and the community, as well as physical and social changes that occur. Documentation: Collect secondary data such as village profiles and previous research reports. Data analysis was carried out based on the techniques described by Miles and Huberman In (Sugiyono, 2013) which includes three main lines of activity data reduction, Summarize and select basic data to provide a clearer picture. Data Presentation: present data in the form of brief descriptions, charts, or relationships between categories and drawing conclusions: drawing initial conclusions that are temporary and will change if strong data and evidence is found at the next stage.

RESULTS AND DISCUSSION

The Lembanna Pine Forest is one of the natural tourist attractions located in the Lembanna Environment, Pattapang Village, Tinggimoncong District, Gowa Regency. This pine forest is situated at the foot of Mount Bawakareng, which also serves as a transit point for tourists who wish to hike Mount Bawakaraeng. The Lembanna Pine Forest has become one of the tourism brands in the Tinggimoncong District, which also affects the social and economic life of the local residents. The following are the impacts of the Lembanna pine forest tourism on the residents.

Social Impact

The arrival of tourists with various habits, environments, education levels, and different life backgrounds can influence the residents they visit, whether they provide direct or indirect services Tourism will bring various benefits as well as drawbacks. The impact of tourism development on the social conditions of the community can be divided into two: positive and negative impacts. There are two positive cultural and social impacts of tourism, namely the relationship between visitors and local residents and the openness of residents to educational changes. Meanwhile, the negative impacts of tourism include the increase in social deviations such as promiscuity and theft. A good kinship relationship is established between visitors and locals. The main indicator in observing the relationship between visitors and local residents. Visitors from Makassar City are often also visited by residents around the pine forest when they come to Makassar City. This continues, resulting in a good relationship between visitors and the local residents. As P mentioned,

"When I go to Makassar, I sometimes stop by the house of someone who has visited my house. And until now, he still often visits my house. We have a good family relationship."

Second, the continued visits from tourists, especially students and university students, have changed the mindset of the community and the youth in the field of education. Before the development of the pine forest as a tourist destination, the education level of the community was only sufficient with just an elementary school education. Parents in the past had a closed mindset about education because, fundamentally, the community also came from uneducated families. For them, education was only limited to the knowledge of reading and writing. Once they know how to read and write, that is enough. However, currently, the children have started attending college, even going out of the region, due to visits from students, especially university students, who often engage in conversations with the community about the importance of education. In addition, because the area around the pine forest is a fertile agricultural land for the community, agricultural students from various universities conduct research visits or Field Work Programs that are observed by the community. This has sparked the desire among parents to educate their children, as Mr. B mentioned,

"The large number of visitors who have a background as students has inspired parents to send their children to school. They have the desire that their children can also have the status of students. So now education here is also good, many children have gone to high school and

even college level, this is because parents want their children to also have a high education like the visitors."

This was further clarified by Mrs. R, who said,

"One of the positive sides of this development which is also located around the residents' plantations is that students are interested in conducting research around tourism. Students can study while on holiday, as is done by students and lecturers from Thailand who carry out research in the residents' gardens in 2021 "I think this also raises the enthusiasm of parents to send their children to school."

Based on the results of interviews, it is known in this research that one of the positive sides of the existence of this tourism is the arrival of students, both local and foreign students who come either just for a holiday or to conduct studies around this tourism. The students and lecturers who visit this place indirectly influence the way people think about education, namely that having a higher education will influence their lives in the future. The socio-cultural values that emerge from the development of tourist attractions are a trigger for people to want to move further forward. It is clear that pine forest tourism has a positive influence on the surrounding community.

Tourism also often has a negative impact that need serious attention In addition to the positive impacts brought by pine forest tourism, there are also negative impacts felt by the local residents such as promiscuity and theft, as expressed by Mr. H and Mr. S, who said,

"It cannot be denied that the presence of pine forests in Lembanna also has a negative impact on society. For example, as the pine forests continue to develop, the number of visitors who come becomes more diverse. Some of the visitors who come have a positive influence and some have a negative influence. There has been a theft of motorbikes and motorbike exhausts belonging to visitors. This was discovered after tourists were going home but did not find the vehicle where it had previously been parked, this caused discomfort felt by residents and visitors. After investigating it turned out that this theft was carried out by a visitor."

Another negative impact is the behavior of young people that does not conform to social norms. This is as expressed by Mr. K that

"Pine forest tourism is tourism that offers a place to set up camping tents. So that the association of young people who come on holiday to set up tents has become deviant. Pine forest managers once found young people alone in a tent without any marriage ties. This is of course very contrary to the norms adopted by the surrounding community, so after this incident, the pine forest management took action to prevent this incident from happening again."

Based on the results of interviews conducted with Mr. Hk, Mr Sd and Mr Km showed that along with the increase in the number of visitors to the Lemmbanna pine forest, it also had negative impacts around the tourism place as well on the community such as theft and promiscuity. The theft was carried out by the visitors themselves. They act at night when the visitors are relaxing and resting in their respective tents, so they don't pay attention to their vehicles which are parked in the places provided. To prevent negative impacts that occur around pine forest tourism, the manager has the initiative to overcome this problem. The countermeasures are:

- 1) In cases of theft, the pine forest management, who are local residents, stand guard at the portal (gate) when entering the tourism area. Riders are asked to show their ID cards for administrative purposes and then given a ticket. The ticket must be returned to the gatekeeper for data verification. With the precautions taken, it provides concrete evidence that theft cases can be eliminated because after the administrative recording is carried out, motorcycle theft cases no longer occur.
- 2) In addition, the anticipation carried out by the management to address free association is by conducting sweeps or inspections of the visitors' tents. During the sweeping, the management requests the visitors' ID cards. If any violations of the rules are found, the

visitors are asked to leave the pine forest area. This sweeping has been implemented since the beginning of 2024. It has been proven that after the sweeping was carried out, social deviations committed by the youth were no longer found.

Based on the explanation above, it showed that the management took serious action to solve the problem because if it is not handled immediately it will have an impact on the development of tourism visitors which could further decline and also the image of tourism will be bad which will reduce the selling value of this pine forest.

Economic Impact

The pine forest tourism industry in Lembanna creates business opportunities for the community. Before the development of pine forest tourism in Lembanna, the majority of the community worked as farmers. Based on research findings, the economy of the Lembanna community before the development of pine forest tourism was already considered good because the farmers had primary jobs in agriculture supported by fertile land conditions. With the development of pine forest tourism, it will certainly further enhance the economy of the community as business opportunities besides farming are opened up. This is in line with Liver's opinion that expenditures by tourists, whether directly or indirectly, constitute income for companies, organizations, or individuals engaged in businesses in the tourism sector. Table 1 below show the business opportunities development before and after the Pine Forest Tourism.

Table 1. Business opportunities on the development of Pine forest tourism

No	Before the existence of pine forest	After the existence of pine forest
1	Farmer	Camping Equipment Rental Service
2	Cellular Counter	Cafe
3	Mixed Shop	Food Stall
4	Trading	Vehicle Parking Service
5		Homestay

Source: Interview and observation results, 2024

From table 1 it is shown that at least 5 types of business opportunities have emerged with the development of pine forest tourism, namely camping equipment rental services, as many as 5 places that provide camping equipment services. Based on an interview with one of the tent rental service owners named TN, she said,

"Before I opened this rental service, at the counter I only sold credit, but after I saw the business opportunity for renting camping equipment, I also opened that business. The reason I opened it was because I saw that visitors, especially local people, didn't have camping equipment, but they also wanted to go camping in the pine forest, plus visitors from out of town who also sometimes looked for places to rent camping equipment."

Additionally, WN, a young man, said,

"I only work as a farmer, but seeing the increasing number of visitors every day, I took the initiative to open a camping equipment rental service. In fact that this service really helps my income".

According to the findings of the interview with Ms TN (19 years old) and Mr WN (25 years old), the growing number of tourists has prompted them to launch a rental business for camping equipment. As a result, their business has expanded. The increase in business will raise their weekly income. In addition, there are at least 30 food stalls around the pine forest that offer a variety of foods, from snacks to full meals. These stalls are owned by local residents living near the pine forest tourism area. Based on an interview with one of the stall owners, Mrs. MI said that

"As a housewife, I am greatly helped by the presence of the pine forest here because I can increase my income to meet the family's needs. If it's a holiday, I can earn 200 thousand per night. I sell around the pine forest for three days, namely Friday, Saturday, and Sunday".

Mrs. AI also mentioned

"Before the pine forest became crowded with visitors, I would just spend my holidays at home, but after the pine forest tourism started, I now have small trading activities to help my family's economy."

Based on the interview results conducted with Mrs MI and Mrs AI it was found that with the presence of tourism, housewives have new activities, namely selling around the pine forest. With these activities, it certainly helps the economy in meeting daily needs. Another business opportunity that has emerged is vehicle parking services. This business opportunity is considered to have the highest economic value. Based on an interview with a resident named Mr RB.

"One of the promising sources of income here is providing parking lots for visitors. So I used the yard of my house as a parking area with an income of around IDR 300,000 per week. This income really helps me to meet my daily needs. The average parking fee for motorbikes is 10 thousand."

Additionally, Mr. H a resident, said,

"I once earned Rp. 500,000 in parking fees on the national holidays of August 17 and Youth Pledge Day because many students celebrate Independence Day in the pine forest. Besides the fact that parking spaces around the pine forest area were already full, students also parked their vehicles in our yard for security reasons because it is located near the residential area."

Based on the interview results, it is known that the vehicle parking services provided by the community by utilizing the residents' yards have high economic value. The majority of visitors prefer to leave their vehicles, including motorcycles, in the residents' yards due to security reasons. Lastly, the business opportunity that has emerged is homestay rentals. Homestay rentals are a business opportunity that generates income that is not intensive. This is because homestay rentals are only utilized by certain visitors. As stated by Mrs. R, the owner:

"The homestay I own is not fully booked every week, because many visitors prefer to set up tents in the pine forest area. My homestay is only occupied if there are certain guests or families with toddlers."

From the interview above it is found that many business activities are usually generated by tourism, job opportunities arising from the development of tourism can be divided into two based on the involvement or contribution of tourism itself. The direct impact refers to job opportunities in businesses that directly sell tourism products and interact with tourists, such as hotels, restaurants, transportation, entertainment businesses, and souvenir shops. Meanwhile, the indirect impact refers to job opportunities in businesses that do not directly interact with tourists, but help provide the materials needed by businesses that do interact directly with tourists. The development of the Lembanna pine forest tourism has made a significant contribution to business opportunities for the community, which directly impacts their income. Before the development of the Lembanna pine forest tourism, the majority of the local population worked as farmers, some opened home industries such as mixed food stalls and mobile phone credit services, and some members of the community worked as traders. However, it is evident on the ground that this tourism has brought a positive impact in the economic sector. The residents have more opportunities to start businesses related to tourism, such as renting out camping equipment. In addition, because many tourists visit, the residents also provide heavy meals for the visitors.

CONCLUSION

The study concludes that the growth of tourism in the Lembanna pine forest affects the community's social and economic well-being. There are two types of social impact that the community experiences: positive and negative. The growth of familial bonds between tourists and locals as well as the broadening of the community's perspective on the value of education are examples of positive effects. The prevalence of social transgressions among young people, like theft and promiscuity, is another detrimental effect. In their capacity as the pine forest's managers, the locals are making mitigation measures by asking visitors for personal information, keeping track of their license plate numbers, and regularly sweeping their tents. The government is advised to strengthen regulations and supervision of tourism activities in the Lembanna Pine Forest to minimize the negative social impacts caused. In addition, local community education and empowerment programs need to be improved so that they are better prepared to manage tourism sustainably.

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