



ANALYSIS OF THE NATURAL TOURISM ATTRACTION OF THE PELANGI FOREST, MOUNT CUPU, PURWAKARTA

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Abstract

Purwakarta has 62 tourist destinations in 2023, one of the interesting places to visit is Pelangi Forest, Mount Cupu, Purwakarta. This destination has been established since 2017 on an area of 5 (five) hectares and is still being developed. It is called Pelangi Forest which means Rainbow Forest because it has a unique theme, decorating the forest with lots of colorful ornaments like a Pelangi. However, the level of tourist visits is still very low, it is known that there were only 2,582 tourists per year in 2020. This research aims to analyze the extent of the natural tourism potential of Pelangi Forest. The method used is quantitative descriptive, where data collection is carried out through distributing questionnaires to 30 tourists. The collected data was then analyzed using the Analysis of Operation Area-Natural Tourism Objects and Attractions (Analisis Daerah Operasi Objek dan Daya Tarik Wisata Alam (ADO-ODTWA)) criteria assessment by the Directorate General of PHKA by providing an assessment of each specified indicator. The results obtained were that the Pelangi Forest was suitable for development as a natural tourism objects and attractions (73.92% > 66.67%). It is hoped that this research can become a reference and alternative strategy for managing the Pelangi Forest in developing its tourist attraction to be more optimal so that it can increase the number of tourists in the future, as well as being a source of information for other parties who need it through published journals.

Keywords: ADO-ODTWA, Destination, Natural Attraction, Tourism Potential

1. INTRODUCTION

Tourism is one of the leading sectors for Indonesia. The Tourism and Creative Economy sectors are targeted to make an increasing contribution to Indonesia's economic resilience. The tourism sector's foreign exchange value is targeted to increase from US\$ 3.3 - 4.8 billion in 2020 to US\$ 21.5 - 22.9 billion in 2024 (Kemenparekraf, 2020). Apart from its main function as a foreign exchange earner,

tourism is also a potential sector to continue to develop. In an effort to support this achievement, it is necessary to increase the quality and number of tourists.

In 2023, Indonesia's population has reached 278 million people and West Java Province is in first place with the largest population. The increase in population in a country will be directly proportional to the increase in demand for something (Vivekanandya, 2019), in this case including tourism activities. Business of Tourism Object and Attraction (ODTW) in Indonesia were recorded at 2,563 unit in 2021 or increase of 0.43 percent from 2020. Based on Law No. 10 of 2009 on Tourism, tourist attractions are anything that has uniqueness, beauty, and values in the form of diversity of natural, cultural and man-made products that are the target or purpose of tourist visits. Tourist attractions are classified into 3 (three) types, including:

- a. Nature Tourism: natural conditions, types of flora and fauna in an area, natural landscapes such as beaches, forests, mountains and others (physical conditions of an area).
- b. Cultural Tourism: all the results of human creativity, taste and initiative in the form of customs, handicrafts, arts, historical heritage, including historical buildings.
- c. Man-Made Tourism: tourist attractions that are created intentionally, in other words, made by humans (Satato et al., 2019).

The 5 (five) provinces with the highest number of tourist attractions based on tourism types are as follows:

Table 1.1 Number of Tourist Attractions Based on Provinces with Top 5 (five) Rankings
[Source: BPS, 2023]

No	Province	Attraction			Amusement Parks	Tourism Area	Water-based Tourism	Total
		Natural	Cultural	Man-made				
1	West Jawa	116	16	141	37	3	101	414
2	East Jawa	101	31	184	11	12	69	408
3	Central Jawa	147	48	108	15	9	29	356
4	Bali	41	21	41	-	15	70	188
5	DI Yogyakarta	38	29	85	2	7	9	170

West Java is ranked first and is famous for its exotic natural tourism, appetizing culinary delights, culture with local wisdom, and buildings or monuments with historical value which can be used as tourist destinations for tourists who want to go to West Java. One of the districts in West Java that continues to develop and has potential in the tourism sector is Purwakarta. Dominated by hilly areas, Purwakarta is a holiday destination that has cool and clean air. The location is also very strategic, located between the Jakarta-Bandung crossing route. However, the ranking of the number of tourist visits in Purwakarta continues to decline from 2018 to 2021.

Table 1.2 Ranking of the number of tourist visits in Purwakarta
[Sumber: BPS, 2023]

Year Rank	2018	2019	2020	2021
	12	14	15	17

In Purwakarta, there are 62 tourist destinations recorded in 2023 and this continues to increase every year. One of the interesting things is the natural tourist attraction called Pelangi Forest, Mount Cupu, Purwakarta. According to Juddi (2019) natural tourism is a recreational and tourism activity that utilizes natural potential to enjoy natural beauty, whether it is still natural or has been cultivated, so that there is

a tourist attraction to that place. This destination has been built since 2017 on an area of 5 (five) hectares. Pelangi Forest offers beautiful natural views and refreshing cool air, considering its location at the foot of Mount Cupu. This place also has a unique theme, namely decorating the forest with lots of colorful ornaments like a rainbow. However, the level of tourist visits is still very low, it is known that there were only 2,582 tourists per year in 2020.

Entering 2022, the Pelangi Forest will begin to reopen to the public, after being closed two years previously due to the Covid-19 outbreak. It is hoped that the reopening of the Pelangi Forest as natural tourist attraction will increase tourist visits so that it can revive the economy around the tourist attraction and redevelop the tourist attraction. In order to increase visitors to the Pelangi Forest, Mt. Cupu, Purwakarta and to use the area sustainably, it is necessary to assess the potential for natural tourism objects and attractions. Assessment of the potential for natural tourism objects and attractions in Pelangi Forest will facilitate analysis of obstacles and problems that arise such as the quality of human resources, facilities and infrastructure, and other tourism supporting components (Ardiansyah & Iskandar, 2022). Tourist destination development can be influenced by 4 (four) components, including attraction, accessibility, amenities and ancillaries (Yoeti, 2006; Scott, Baggio dan Cooper, 2008).

a. Attraction

Attractions are anything that is an attraction for visiting a place and can make tourists impressed, have a sense of satisfaction, a sense of comfort and a sense of enjoyment when they see it or do it. In this case it can be natural, cultural and man-made attractions.

b. Amenity

Amenities are all the facilities and infrastructure needed by tourists while in a tourist destination, such as accommodation, restaurants, public or tourist facilities and so on.

c. Accessibility

Accessibility is the ease of reaching a tourist destination, which involves comfort, safety, travel time and road access.

d. Ancillary

Ancillary relates to the availability of an organization or people who manage the destination. This is important because even though the destination already has good attractions, accessibility and amenities, if no one organizes and takes care of it then in the future it will definitely be neglected.

Based on the ADO-ODTWA Guidelines (Dirjen PHKA, 2003) it is explained that the development of natural tourism objects and attractions is carried out based on a priority scale and recommendations. Development is categorized into several categories, namely as follows:

a. Very potential, that is, areas that have tourist attractions are worthy of development based on the results of the ADO-ODTWA assessment in priority order.

b. Potential, namely areas that have potential, but have obstacles and obstacles to development with certain requirements that require further development based on the results of the ADO-ODTWA assessment.

c. Less potential, namely areas that cannot be developed based on the results of the ADO-ODTWA assessment.

According to Pitana and Diarta (2009) tourism potential is the attraction contained in an area to be developed into an attractive tourist attraction, so that it can attract tourists to come to the area. Meanwhile, tourism resources are defined as

elements of the natural environment or those that have been changed by humans that can fulfill tourists' desires (Fandeli, 2001).

Thus, this research aims to analyze the extent of the natural tourism objects and attractions' potential of Pelangi Forest, Mount Cupu, Purwakarta in order to become a reference in providing recommendations for the development and improvement of natural tourism.

2. RESEARCH METHODS

In this research, the data collection techniques used were observation, interviews and distributing questionnaires. Researchers use a mix methods approach, where qualitative research will analyze the results of interviews and descriptions based on factual conditions in the field, while quantitative is used to analyze data in the form of responses from respondents through questionnaires given to tourists in Pelangi Forest, Mount Cupu, Purwakarta.

The data that has been collected is then analyzed using the concept of ADO-ODTWA which has been modified and calculated using the equation. The use of data analysis with ADO-ODTWA aims to determine regional conditions and determine the priority scale for developing and planning alternative tourist destinations (Susanti & Mandaka, 2019). Each ADO-ODTWA indicator has a different weight, adjusted to the importance of the object and tourist attraction being studied. The following is the weighting of values for each indicator in the ADO-ODTWA method: Attractions: 6 (six); Accessibility: 5 (five); Amenities: 3 (three); and Ancillary: 3 (three).

Calculation of the total value for each aspect uses Equation (1) as below:

$$S = N \times B \quad (1)$$

Note: S = score/value of a criterion

N = number of values for the elements in the criteria

B = value weight

The score that has been obtained is then compared with the total score of a criterion. There are three class levels, namely high, moderate and low. This division of levels refers to the standard eligibility index. According to Yuniarti et al. (2018), the feasibility index can be calculated by comparing the value for each criterion with the maximum value for each criterion in percent. Then the score obtained from each variable will determine the level of feasibility using the interval formula, namely:

$$\text{Eligibility Percentage} = \frac{S}{S_{max}} \times 100\% \quad (2)$$

Note: S = Score/Value of a criterion

S_{max} = Maximum score on each criterion

Furthermore, the results of the presentation are included in the feasibility level index and the results of these aspects become the basis for determining the priority scale for development of tourism aspects (Rudiyanto & Hutagalung, 2022). Next, the results of the presentation are included in the feasibility level index and the results of this aspect are divided into feasibility index classes as follows:

- a. Feasibility index > 66.6%: Area suitable for development (High)
- b. Feasibility index 33.3% - 66.67%: Area not yet suitable for development (Moderate)
- c. Feasibility index < 33.3%: Areas not suitable for development (Low) are the basis for determining the priority scale for development of tourism aspects.

3. RESULTS AND DISCUSSION

3.1 General Description of Tourist Attractions

Pelangi Forest nature tourism is one of the natural tourist destinations in Anjun Village, Plered District, Purwakarta Regency. Anjun Village is a village located in

Plered District, Purwakarta Regency, West Java Province. This village is unique because there are two tourist destinations, namely Pelangi Forest and Mount Cupu. Most of the residents in this village are pottery craftsmen and a small portion make their living as farmers. The culture inherent in the residents of this village is Sundanese culture which is very friendly and open to guests or anyone who visits this village.

As time goes by, the civilization of the population becomes increasingly visible and this can be proven through openness to following developments in technology and science, where many residents of this village are educated and there are many home industries. Apart from that, people's houses that used to be very simple have now become livable houses.

Furthermore, Mount Cupu is a rocky mountain with a height of 333 meters above sea level with a cliff height of around 150 meters with a width of around 27 meters. It is located between two sub-districts, namely, Anjun Village, Liunggunung, Plered District and, Cianting and Cianting Utara Villages, Sukatani District. Previously, the mountain was an administrative part of Anjun Village, but since the administrative split of Plered sub-district and Sukatani sub-district, Mount Cupu has become the border area between Plered sub-district and Sukatani sub-district. It is on this mountain that the Pelangi Forest is located.

The atmosphere of the Pelangi Forest is cool and still kept clean, making visitors feel at home in this place for a long time. Apart from that, this place is suitable for family recreation, camping, or a resting place for climbers who are going to Mount Cupu. This place is also usually used as an ecotourism place for students or a suitable place for group activities, such as gymnastics or get-togethers. Apart from that, here many local community businesses are presented in the form of culinary delights, such as the famous Maranggi satay and various typical Plered ceramic crafts.

Ceramics is one of the superior craft potentials of Purwakarta Regency, which originates from Plered District. Ceramics from Purwakarta are better known as Plered ceramics. Unique ceramic products attract people's interest to have a look. Moreover, there is a direct ceramic making attraction displayed by craftsmen from Anjun Village, which also could be found in Pelangi Forest.

3.2 Assessment of Natural Tourism Objects and Attractions

The assessment criteria for natural tourism objects are an instrument to obtain certainty about the suitability of an object to be developed as a natural tourism object. The function of criteria is as a basis for developing natural tourism objects and attractions through determining criteria elements, determining weights, calculating each sub-element and adding up all criteria (Dirjen PHKA, 2003).

The assessment of the natural tourist objects and attractions of Pelangi Forest uses the ADO-ODTWA Assessment Guidelines issued by the Director General of PHKA 2003 which have been modified according to existing conditions in the field. The elements assessed include attractions, accessibility, tourism supporting amenities and ancillaries. The assessment of the criteria for potential objects and tourist attractions for the Pelangi Forest was obtained from the results of a questionnaire given to 30 respondents. The results of the research that has been carried out are presented as follows.

Table 3.1 Results of Assessment for Nature Tourism Objects and Attractions of Pelangi Forest

[Source: Primary data, 2024]

No	Indicator	Score	Criteria	Potential Value	Max Potential Value	Si	Smax	Potential Value Index (%)	Potential Classification
	A	B	C	D	E	F	G	H	I
1	Attraction	6	Diversity of Attractions	20	30	120	180	66,67	Moderate
			Implementation of the attraction	20	30	120	180	66,67	Moderate
			Beauty and Comfort of Natural Tourism	25	30	150	180	83,33	High
			Total	65	90,00	390	540	72,22	High
2	Accessibility	5	Suitability of Travel Costs	25	30	125	150	83,33	High
			Suitability of Costs at Tourist Attractions	25	30	125	150	83,33	High
			Road Conditions to Tourist Areas	25	30	125	150	83,33	High
			Road Safety to Nature Tourism	20	30	100	150	66,67	Moderate
			Jumlah	95	120	475	600	79,17	High
3	Amenities	3	Availability of Accommodation	15	30	45	90	50,00	Moderate
			Eligibility of Accommodation	15	30	45	90	50,00	Moderate
			Availability of Places to Eat and Drink	25	30	75	90	83,33	High
			Eligibility of Eating and Drinking Places	25	30	75	90	83,33	High
			Availability of Public Facilities	25	30	75	90	83,33	High
			Feasibility of Public Facilities	15	30	45	90	50,00	Moderate
			Jumlah	120	180	360	540	66,67	Moderate
4	Ancillary	3	Management Services	25	30	75	90	83,33	High
			Community Participation in Tourist Attractions	25	30	75	90	83,33	High
			Jumlah	50	60	150	180	83,33	High
Result						1375	1860	73,92	Suitable for Development

Based on Table 3.1, there are criteria indicators that determine the feasibility level of developing Pelangi Forest, Mt. Cupu, Purwakarta by referring to the feasibility index table. Through the classification carried out, it can be seen that Pelangi Forest, Mt. Cupu, Purwakarta has a high feasibility level category of 77.1% and is suitable for development. The elements that influence this area are worthy of development in accordance with Karsudi's statement (in Barus et al., 2013) that if an area has a feasibility index of more than 66.6%, then it can be developed by paying attention to categories based on established characteristics supported by accessibility and accommodation is adequate, then the condition of the area is suitable for development. However, in the research it was found that several indicators with a moderate classification need attention from managers in carrying out improvements and development to become a natural tourist destination area. Indicators in the moderate classification in this assessment include the diversity and implementation

of attractions, road conditions, suitability of public facilities, as well as availability and suitability of accommodation. Overall, the indicators of attractions (72.22%), accessibility (79.17%) and ancillary (83.33%) are in the high classification, while amenities (66,67%) are in the moderate classification.

Attractions

Pelangi Forest in Anjun Village, Plered, Purwakarta is a potential natural tourist destination. The beauty and comfort of natural tourism (83.33%) is the combination of green color that comes from nature and a touch of Pelangi colors in almost every corner of the Pelangi Forest. This forest is dominated by heterogeneous forest plants typical of tropical mountains, and is interspersed with homogeneous trees such as mahogany trees. The atmosphere has refreshing cool air and clean, making anyone feel at home to linger in this place. Local people who act as managers create various photo spots that are popular with visitors by keeping up with the times. There are also various collections of original pottery made by local people in Anjun Village which are of international standard, and a learning process is held to make various forms of pottery typical of Anjun Village.

Apart from tourist activities in the Pelangi Forest, this place is suitable for family recreation, camping, or a resting place for climbers who are going to Mount Cupu. There are also hiking or climbing packages to Mount Cupu. There are guides available for climbing and the route is quite steep. On Mount Cupu you can see a clear view of Plered City and there is a unique rock that does not shake or fall from the top of the mountain. However, the diversity of attractions (66.67%) at this tourist attraction is still very limited. There needs to be improvements or additional attractions that can attract tourists to visit. According to Yoeti (2022), in principle, an object and tourist attraction must meet three criteria, which are something to see, something to do, and something to buy. Likewise with the implementation of attractions (66.67%), there is no scheme or operational hours, for example for climbing or making pottery with tourists.

Accessibility

The location of the entrance to the Pelangi Forest is quite hidden, narrow and there is no clear signage, so it is difficult to see from the main road. However, the road to the Pelangi Forest is in good condition (83.33%). The Pelangi Forest location only takes less than 5 minutes from Plered Station and 10 minutes from the Cianting T-junction towards Plered before UPTD Sentra Kramik. There is a fairly large parking area available at a cost of IDR 10,000 for motorbikes and IDR 20,000 for cars, the price is quite cheap and affordable, suitable at tourist attractions (83.33%). According to Armstrong and Kotler (2015) price is a very strategic and very important variable because price can influence the number of consumers. Visitors only need to pay a parking fee and are not charged an entrance ticket.

Meanwhile, for the hike to Mount Cupu is located between two villages and sub-districts, namely Anjun Village in Plered District and Cianting Village in Sukatani District. If tourist would like to hike via the Pelangi Forest, Anjun Village, it is located 11 km from the city center of Purwakarta, tourists only need approximately 25 minutes to travel. Tourists can use two-wheeled or four-wheeled vehicles with route: Ciganea -> Cikampek-Padalarang -> Sukatani -> Cilalawi -> Anjun Village. The distance is not that far, but in terms of road safety to nature tourism (66.67%), it is quite steep and lush, and there are no direction boards or safety signs to get there. Visitors who want to climb are charged IDR 5,000/person. Then the visitors are accompanied by a local guide who knows the terrain very well to the top of Mount Cupu up to a height more than 300 meters above sea level.

Amenities

Amenities are a series of facilities provided by a tourist destination that are used to meet the needs of visitors or tourists who come (Spillane, 2000). The amenities in question are in the form of the availability and suitability of accommodation for overnight tourists, restaurants for food needs, as well as other supporting facilities such as public toilets, places of worship and parking areas, which are also important factors in the completeness of amenities that must be fulfilled at tourist attractions (Susianto et al., 2022). Around the Pelangi Forest there is no accommodation or lodging available (50.00%) within a 1 kilometer radius of the tourist attraction. The closest accommodation is 1.7km from Pelangi Forest in the form of a homestay or resident's house which is used as accommodation organically. Tourists will need a place to stay temporarily during the trip to be able to rest (Sarim & Wiyana, 2017). With this facility, it will encourage tourists to visit and enjoy tourist objects and attractions for a relatively longer time.

Furthermore, places to eat and drink for visitors are available and suitable for use by tourists (83.33%). There are stalls selling food and soft drinks in the tourist attraction area, as well as typical Purwakarta food such as maranggi satay. If a tourist destination has special food, apart from enjoying tourist attractions, tourists who come also enjoy this special food. Several facilities in the form of huts, benches and several swings, both small and large, are already available (83.33%), but several other public facilities require upgrading (50.00%), such as toilets and prayer rooms.

Ancillary

Ancillary is support provided by organizations, local governments, groups or tourist destination managers to organize tourism activities (Cooper et al., 2000). The Purwakarta Regency Government provides support in the form of permits to establish a natural tourist attraction located in Anjun Village. Perhutani, the Anjun Village Government (Pemdes), the Forest Village Community Institute (LMDH) together with local residents (83.33%) initiated the Pelangi Forest as a tourist area which is expected to be able to attract visitors, as well as being able to revive the economy of local residents. The local community (83.33%) is very enthusiastic about the existence of the Pelangi Forest natural tourist attraction by introducing this tourism through word of mouth and with the help of social media.

3.2 Discussion

The assessment of the natural tourist objects and attractions of Pelangi Forest uses the ADO-ODTWA Assessment Guidelines issued by the Director General of PHKA 2003 which have been modified according to existing conditions in the field. Further data was obtained through distributing questionnaires to 30 respondents who then provided responses to 4 (four) indicators and divided into 15 (fifteen) statements. Through comprehensive calculations, it is known that attractions, accessibility and ancillaries get high scores, while amenities get moderate scores. Overall, the Pelangi Forest natural tourist attraction is worthy of development with a potential index value of 73.92%, or greater than 66.67%.

Assessment of the feasibility of natural tourism at the Pelangi Forest research object has never been carried out before, but the ADO-ODTWA assessment concept has been applied by Ardiansyah & Iskandar (2022) in a natural tourist park at Mount Pancar and Trinisa et al., (2020) at Lake Ho'ce in Kuala Dua Village. Both previous studies showed consistent results that the Mount Pancar Nature Tourism Park (84.54%) and Lake Ho'ce in Kuala Dua Village (80.38%) had great potential and were worthy of being developed as natural tourism objects and attractions. However, there are differences in the indicator values for each tourist attraction. Attraction, Accessibility and Amenity indicators have high scores, but Ancillary has moderate

scores in Mount Pancar Nature Tourism Park. Meanwhile, in Lake Ho'ce in Kuala Dua Village, the Accessibility, Amenity and Ancillary indicators have high values and Attractions have moderate values.

According to Cooper et al. (2000) tourist attractions must have 4 (four) components, including Attractions, Accessibilities, Amenities, and Ancillaries. When a destination or tourist attraction has these four components, an appropriate management system is needed so that tourism and commercial activities and development at the destination can run well.

4. CONCLUSION

The findings of this study explain that there are several criteria based on the results of the recapitulation of scores for assessing the feasibility level of Pelangi Forest, Mount Cupu, Purwakarta. The high classification includes criteria for the beauty and comfort of natural tourism, suitability of travel costs and stay at tourist attractions, road conditions to tourist areas, availability of public facilities, availability and suitability of places to eat and drink, management services to visitors, and community participation in tourist attractions. Furthermore, the medium classification includes the variety and implementation of attractions, the safety of roads to natural attractions, the suitability of public facilities, and the availability and suitability of accommodation.

Furthermore, the attractions, accessibility and ancillary indicators already have high scores, while amenities have medium scores. However, overall the natural tourist objects and attractions of the Mount Cupu Pelangi Forest, Purwakarta are worthy of development. As an effort to increase the value of amenities, the management of Pelangi Forest, Mount Cupu, Purwakarta needs to carry out comprehensive and sustainable planning, procurement, storage, maintenance, removal and monitoring of facilities and infrastructure. Collaborate and open opportunities for investors or business actors who can provide adequate accommodation around Pelangi Forest, Mount Cupu, Purwakarta.

Develop new, one-of-a-kind attractions that differentiate the event from other festivals. This could involve unique cultural demonstrations, such as traditional ceremonies, workshops on indigenous crafts, or rare performances that are not commonly available elsewhere. Each year, the festival could introduce a different "signature experience" that can only be seen at the Rayo Lake Festival.

STATEMENT OF APPRECIATION

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