
ANALYSIS OF THE SYNERGY DEVELOPMENT OF THE CREATIVE ECONOMY AND TOURISM SECTOR OF EAST SUMBA REGENCY

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ABSTRACT

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This study aims to analyze the strategy for developing a synergy between the creative economy and the tourism sector in East Sumba Regency. What is the right strategy for developing synergy between the creative economy and the tourism sector in East Sumba Regency. This area has a variety of tourism objects, both natural, marine, and cultural tourism. The development of the tourism sector supports changes in the lives of the surrounding community, especially those around tourist attractions, especially with regard to income. The method used in this study is a mix method. From the results of the analysis it was found that the tourism sector in East Sumba Regency is not supported by the creative economy so that the tourism sector has not become a locomotive for the regional economy. So the right strategy is that the East Sumba regency government must build concrete cooperation between local governments, communities, traditional leaders, academics and the mass media. In addition, to build economic independence in each region or region, especially in East Sumba Regency, it is necessary to create a synergy between the tourism sector and the creative economy or creative industry that can encourage the creation of new economic sources and the

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opening of new jobs, so that the national development goals of a prosperous society can be achieved.

KEYWORDS

Creative Economy, Tourism Sector, Synergy



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INTRODUCTION

Economic independence in each region has been supported by the government with various policies other than regional autonomy, namely the mobilization of the strategic economic sector which was initiated by President Jokowi through the 2014-2019 Nawacita program (Siahaan, 2020). The strategic sectors in question are economic sources that have a significant impact on the regional economy, where there are three leading sectors of development namely agriculture, tourism and fisheries, and tourism is designated as the leading sector of national development (Saleh, Surya, Annisa Ahmad, & Manda, 2020).

Determination of tourism as a leading sector because the tourism sector can move or can provide a multiplier effect on the sector (Multiplier Effect) so that it has a significant impact on the economy (Vargas-Sánchez, 2018). Natural potential, local wisdom, and cultural potential that differ between regions are advantages in the tourism sector and if able to take advantage of this potential can create new economic resources for the local community so as to encourage economic independence (Cherry & Pidgeon, 2018). The potential of each region has its own peculiarities, such as the tourism potential of the East Nusa Tenggara Province which is different from the regional potential of the Yogyakarta Province and other provinces (Nuhman, 2021).

The tourism potential of East Nusa Tenggara Province, both Natural, ODTW and Artificial ODTW tours spread across 21 Regencies and 1 City becomes an economic potential and source of income for local governments if managed optimally and in synergy with the creative economy.

The development of the tourism sector is currently very fast, as evidenced by the increasing number of tourists who travel, the addition of flight routes with new routes, investment in tourism such as the opening of new tourist objects (Mudana, Suamba, Putra, & Ardini, 2018). Tourism in East Sumba has good prospects and can still be developed more optimally. This area has a variety of tourism objects, both natural, marine, and cultural tourism (Nababan, Christian, Afandy, & Damar, 2020). Natural tourism in this area includes the beauty of the sea and the vast mountains, rivers, waterfalls, dense tropical forest tourism, with a diversity of wild flora and fauna species, such as those found in the Laiwangi Wanggameti National Park area (Dwiyahreni et al., 2021). Cultural tourism in East Sumba includes historical heritage and diversity of traditions, specific and interesting local/local arts. Currently, the development of the East Sumba tourism sector has increased but is still not managed optimally and professionally (Gunawan, 2020). In addition, the tourism sector in East Sumba has not optimally synergized with the creative economy, while the creative economy is a supporter of the tourism sector that has the potential to encourage the regional economy through the creation of new jobs that can be a new source of income for the people of East Sumba Regency (Jati, Astuti, & Fernandez, 2017).

The development of the tourism sector supports changes in the lives of the surrounding community, especially those around tourist attractions, especially with regard

to income (Soliku, Kyiire, Mahama, & Kubi, 2021). In addition, according to Rakib (2017), the contribution of the creative economy in the Indonesian economy and culture with socio-cultural diversity is a source of inspiration in developing a creative economy in Indonesia (Mughtar, Akmal, Prihatim, & Sumadi, 2020). The diversity of products from various sources is a supporting factor for the development of the creative economy (Leonandri & Rosmadi, 2018).

The development of economic independence in each region or region, especially in East Sumba Regency, needs to be synergized between the tourism sector and the creative economy or active industry which can encourage the creation of new economic sources and the opening of new jobs, so that the national development goals of a prosperous society can be achieved (Yunus, 2018). Based on this background, the purpose of this study is to analyze the strategy of developing a synergy between the creative economy and the tourism sector in East Sumba Regency (Budasi & Suryasa, 2021).

RESEARCH METHOD

This research was conducted in East Sumba Regency, with the consideration of choosing the location because tourism in East Sumba has good prospects and can still be developed more optimally. This area has a variety of tourism objects, both natural, marine, and cultural tourism. The types of data used in this research are secondary data and primary data. Where the primary data used is data on economic activities from the creative economy and tourism sector in East Sumba Regency obtained directly from respondents and direct observations in the field and related agencies. While secondary data is data obtained from various sources regarding the development of the creative economy and the condition of the tourism sector

Data collection techniques using interview techniques involve the author as a data digger to communicate directly with informants (MSME actors). In this method, interviews are used to find out verbal answers from respondents regarding the information to be obtained by the researcher. Observation or Direct Observation by coming directly to the location of the Tourism Office, the UMKM and Cooperative Office as well as several tourism object managers in East Sumba Regency to obtain information and data related to research variables. Questionnaires were distributed to several Tourism Object Managers and Documentation

To answer the problem, what is the right strategy for developing synergy between the creative economy and the tourism sector in East Sumba Regency, quantitative and qualitative descriptive analysis tools are used. This combination method is Concurrent Triangulation (a balanced mix of quantitative and qualitative). The analysis technique used in this research is to use a qualitative approach, this is done to get a description of the tourism sector and the creative economy. After that, using SWOT analysis (quantitative descriptive) is the identification of various factors systematically to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats (Rangkuti, 2014:19).

RESULT AND DISCUSSION

East Sumba Regency Profile

East Sumba is one of the regencies located under the administrative area of East

Nusa Tenggara Province. East Sumba has a land area of 700,050 ha spread over one main island (Sumba Island) and three smaller islands, namely Prai Salura Island, Mengkudu Island and Nuha Island (uninhabited). About 40% of the area of East Sumba is an area with steep hills, especially in the southern area, where the hillsides are quite fertile land, while the northern area is a rocky plain and a savanna.

East Sumba Regency Tourism Sector

The tourism sector in East Sumba Regency has a fairly important and strategic role, this is because tourism is a multidimensional activity, not only for East Sumba Regency itself but can show the identity of East Sumba Regency to the outside world that East Sumba is one area that very worthy to be taken into account as a destination or tourist destination for local tourists and foreign tourists.

The Government of East Sumba Regency also involves the community, traditional leaders, religious leaders and the press media to become a driving force in developing the potential for cultural tourism and natural tourism owned by East Sumba Regency. One of the advantages of the tourism sector in East Sumba Regency is cultural tourism which has the characteristics of the East Sumba area. Cultural tourism that has potential is customs, megalithic tombs and various woven patterns and have stories from the woven patterns of East Sumba Regency. The following is an example of cultural tourism from East Sumba Regency.



Figure 1. Praiyawang Traditional Village Figure 2. East Sumba Weaving

The condition of tourism in East Sumba Regency has the potential to be developed with various types of tourism objects. Based on the results of an interview with the Head of the Pairwisata Office of East Sumba Regency, Mr. Umbu Maramba Meha.,SH stated that

"The government of East Sumba Regency realizes that the diverse tourism potential in East Sumba Regency can have an economic impact on the community, therefore the government has determined 120 tourist objects and their locations through the Decree of the East Sumba Regent Number: 506/DISPARBUD.430/506/X/2018 . These attractions are cultural tourism and natural tourism in the East Sumba Regency area. And there are many other tourist objects such as beaches, tourist parks, motif cliffs, waterfalls, dams, forts, hills, savanna and culture in the form of customs such as funeral ceremonies, marriages and art studios that have not been packaged as a tourist attraction and source of income. for both the community and local government.

The steps that have been made by the East Sumba Regency Tourism Office in supporting tourism development are organizing various programs and activities that cover the overall development of tourism in various events. The East Sumba Regency Government continues to promote existing potential tourist attractions with various themes, including: heritage tourism, religious tourism, nature tourism, tradition/cultural tourism. The purpose of tourism development is to increase tourist visits which can encourage an increase in Regional Original Income.

One of the supporting factors for the tourism sector is lodging services. Service and hospitality facilities in East Sumba Regency are still limited and all of them are located in Waingapu City District which is the capital of East Sumba Regency. Service facilities to support tourism in East Sumba Regency in 2020 include: 10 hotels, 21 guesthouses/inns. As for restaurants/restaurants there are 33 units, Pub and Karaoke as many as 2 (Source, East Sumba Regency Tourism Office).

The tourism sector is one source of community income and regional income if the object is managed professionally. Tourism objects in East Sumba Regency are still limited to natural and marine tourism objects, in addition there are cultural tourism objects in the form of traditional villages and Sumba Ikat weaving centers. This sector has not received a good touch on the infrastructure and supporting facilities, even though on the other hand East Sumba Regency has a very potential cultural, natural and marine wealth, this is proven by the number of foreign tourists who have known and even used these tourist objects without contributing. to the acceptance of this area.

The development of the East Sumba Regency area as a tourist object or destination at the regional tourism planning level includes the physical development of tourist objects and attractions that will be provided to tourists. The development of tourism objects must be supported by facilities and infrastructure such as road access to tourist objects, transportation, fuel and other facilities. Based on the results of an interview with the Head of the Pairwisata Office of East Sumba Regency, Mr. Umbu Maramba Meha.,SH stated that

"For the development of 120 tourist objects that have been determined by the government, we do have some obstacles, such as lack of funds for the construction of facilities such as lopo, toilet rooms and others. Moreover, with the COVID-19 pandemic, East Sumba Regency tourism development funds were reduced because some of the funds were diverted for handling Covid 19. In addition, there are several tourist objects that are managed directly by the community and not by the Tourism Office so that the management of tourist objects is not controlled directly by the community. There are only two tourist attractions managed by the government, namely Londa Lima Beach and Swembang which can be a source of PAD for the East Sumba Regional Government "

From the results of the interviews above, it can be concluded that elements of the community, local government, traditional leaders and religious leaders have not synergized in managing tourism objects in East Sumba Regency, while the most important thing in making tourism as the locomotive of the regional economy is the synergy between these elements. The management of tourism objects between the two managers makes the management of tourist objects not optimal, because there will be a conflict of interest between the manager and the government which is triggered by different goals, visions and missions between private managers and local governments.

Supporting facilities and infrastructure in the tourist attraction area are very important. This is because tourists have certain considerations to spend their money to travel, if the facilities and infrastructure do not support it will make tourists reluctant to spend money to enjoy tourist objects which is offered. Based on the results of observations in several tourist attractions in East Sumba Regency, there are various things that need to be considered by the government and the Tourism Office, namely,

- (1) Road access to several tourist objects is still damaged, even though road access is one of the public facilities that are important in the development of tourism objects



Figure 3 Road Conditions Towards Tanggedu Waterfall Attractions

(2) **Parking** The parking system in the tourist area of East Sumba Regency is currently still not optimal in terms of land placement and parking locations. Most of the visitor's vehicles are parked on the side of the road and in the yard of the surrounding community. So that the retribution from tourist visitor vehicles cannot be utilized properly by tourism managers and in the end they lose their source of income.

(3) **Public transportation** that is not easy to find or not available to and from tourist attractions in East Sumba Regency. The transportation used to go to tourist objects or locations is car rental with a rental price of IDR 750,000 thousand and IDR 900,000 when there is a fuel shortage is also one of the problems that need to be considered by the Regional Government if you want tourism to progress.

(4) **Clean Water Facilities** Clean water facilities are very important in supporting the development of tourism objects. The PDAM's clean water network in several tourist attraction areas is currently not evenly available.

(5) There is no information board as a guide to tourist attractions, or general information about existing tourist objects so that tourists do not know about the tourist attractions they visit.

(6) **Access to Communication** The cellular data network communication system in several tourist areas in East Sumba Regency has been installed and also easy telecommunication access.

(7) **Health facilities** in the form of puskesmas or those located in Waingapu City and far from the object

(8) **Tourism managers** have not paid attention to the cleanliness of the managed tourism objects, thereby reducing the beauty of the tourist objects visited.



Figure 4. Cleanliness of Londa Lima Beach

(9) Several tourist attractions managed by local governments have provided excellent facilities such as lopos, bathrooms and children's playgrounds



Figure 5 Lopo and Wc Room at Londa Lima Beach

The elements of a simple tourism system involve an area/country of origin of tourists, a region/country of destination, and a transit point and a generator that reverses the process. There are five main elements, namely: traveler-generating region, departing traveler, transit route region, tourist destination region, and returning traveler. However, it involves three main elements, namely the tourist element, three geographical elements (a combination of traveler generator, transit route, and tourist destination) and elements of the tourism industry.

According to Mathieson and Wall, there are three elements in tourism, namely: A dynamic element, namely a trip to a tourist destination. A statistical element, which is a stop at the destination. A consequential element is a result of the two things above, namely travel to a tourist destination and a stop at a tourist area (especially local communities), which includes the economic, social and physical impacts of contact with tourists.

Therefore, every element of the tourism industry must be considered and applied in the development of the tourism sector in East Sumba Regency, so that the tourism sector can actually have an economic impact on the community.

East Sumba Regency Creative Economy

The creative economy is one sector that must be considered by the East Sumba Regency Government as a tourism supporter. According to Ooi (in Nurchayati 2016), "The creative economy and the tourism sector are two things that influence each other and can synergize with each other if managed properly" (Ooi. Where the concept of tourism activities can be defined by three factors, namely there must be something to see, something to do, and something to buy (Yoeti, in Nurchayati).

In these three components, the creative economy can enter through something to buy by creating innovative products typical of the region and can be traded at tourist attraction locations. Creative economy conditions in East Sumba Regency are still limited to creative weaving and accessories business which there are only a few tourist attraction locations while for some locations there are no creative economy businesses



Figure 6. Weaving Business and Accessories for Kampung Ada Tourism Objectst

Meanwhile, there are several places such as beaches, creative economy

businesses, only in the form of small stalls selling various snacks and soft drinks and there are no culinary businesses around tourist attractions. If the creative economy is developed in a directed manner (not just places to eat), then the creative economy can become a catalyst for income for East Sumba Regency, expand employment opportunities, and have the opportunity to increase export value. In addition to contributing economically, the creative economy also has an impact on social conditions by encouraging the development of creative people, business networks and marketing. Finally, the creative economy can be a medium for developing local cultural values and national icons such as weaving from Sumba Regency which has reached the international scene because of the diverse patterns and beauty of the weaving.

Strategy for Synergy of the Creative Economy and Tourism Sector of East Sumba Regency

Internal factors are factors in the form of strengths and weaknesses of tourist objects in East Sumba Regency. External factors in the form of opportunities and threats that can affect the development process of this tourism. The two factors above can have a positive impact (strengths and opportunities) and can also have a negative impact (weaknesses and threats). These factors were obtained based on observations of tourism objects and also obtained from interviews with related parties such as the Tourism Office, the UMKM and Cooperatives Office, and tourism object managers. The grouping of data obtained based on observations and interviews in the form of internal and external factors.

Table. 1 Internal and External Factors Tourism and Creative Economy of East Sumba Regency

<i>Strenght</i>	<i>Opportunity</i>
1) Smooth transportation both air and sea from areas outside the island of Sumba 2) Very adequate lodging 3) Various types of tourist objects, from nature tourism, cultural tourism to various cultural attractions. 4) Has very diverse customs and weaving patterns. Have pristine and beautiful scenery	1) Opening job opportunities for people who are around the location of the tourist attraction 2) Encouraging people to try to be creative in opening businesses according to the wishes of tourists 3) Tourism and the creative economy are sources of local revenue
<i>Weakness</i>	<i>Threat</i>
1) The facilities and infrastructure in some tourist objects are still inadequate and the facilities that have been built are not managed optimally by the tourism object managers. 2) Lack of expertise or human resource capabilities in managing tourism objects 3) Road access to tourist objects is still not good 4) Management of the parking lot of some tourist objects is not optimal. 5) The creative economy is not yet optimal in some tourist spots	1. There are competitors for other tourist attractions in other districts on the island of Sumba 2. Scarcity of fuel which makes transportation costs expensive 3. Lack of active participation of the community around tourist sites in maintaining cleanliness

Source: Research Results, 2021.

From the results of the calculations on these factors, it can be described in the SWOT diagram, which can be seen in Figure 4.1. The formula for finding the coordinates is as follows: (x,y) To find the coordinates, it can be searched in the following way:

Total score strength (strengths) = 3.6
 Total score of weaknesses (weaknesses) = 1.1
 Total score of opportunities (opportunities) = 2.15
 Total score of threats (threats) = 0.8
 (x;y)

$$\frac{S}{2} - \frac{W}{2} \quad ; \quad \frac{O}{2} - \frac{T}{2}$$

$$\frac{3,6}{2} - \frac{1,1}{2} \quad ; \quad \frac{2,15}{2} - \frac{0,8}{2}$$

$$1,25 \quad ; \quad 1,35$$

$$(1,25;1,35)$$

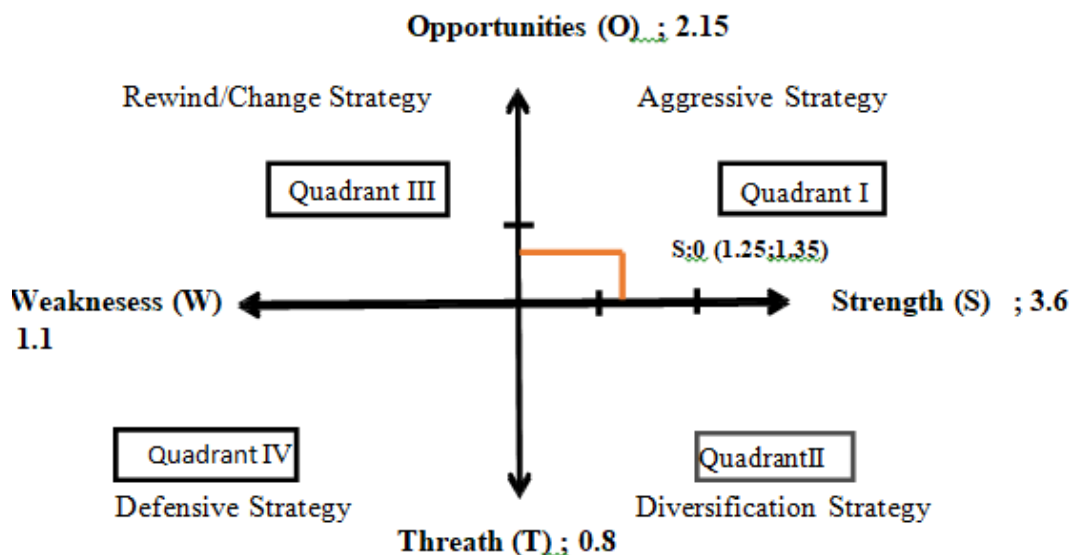


Figure 7. Quadrant SWOT Analysis

Source: Primary data, processed in 2021

Analysis of the quantitative model uses the basis of the sum of the scores on each factor that exists in each of the S-O, W-O, S-T and W-T strategies. The tool used to formulate alternative organizational strategies is the SWOT matrix. The total value of internal and external factors can be described in the SWOT analysis diagram and the SWOT matrix combination formula. The formulation of alternative strategies is an alternative that is used for companies that run business in the future. The following is a table of quantitative models of strategy formulation.

Table. 2 Quantitative Strategy Combination Planning Matrix

IFAS EFAS	Strength	Weaknes
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Opportunities	S-O strategy: using strength to take advantage of opportunities = 5.75	W-O strategy: minimize weaknesses by taking advantage of opportunities = 3.25
Threat	ST strategy: using strength to overcome threats = 4.4	W-T strategy: minimize weaknesses and avoid threats = 1.9

Source: Primary data, processed in 2021

Discussion

From table 2 above, it can be seen that the best combination strategy and can be a priority for the East Sumba Regency Government in developing the synergy of the tourism sector and the creative economy in improving the welfare of the people of East Sumba is the S-O strategy and the S-T strategy with a value of 5.75 and 4.4.

Table 3 SWOT Matrix Strategy Combinations

(Strength) - (Opportunity)	(Strength) - (Threat)
1) Making promotions about tourism through social media and collaborating with e-commerce transportation such as traveloka to be able to provide attractive promos for traveling to East Sumba 2) Provide training on creative economic efforts for the community around the tourist attraction location 3) Build facilities and infrastructure to support tourist activities at tourist sites, for example making photo spots for tourists to capture their journey 4) Provide capital assistance as a form of stimulus for communities around tourism locations so that they can be creative to open creative economy-based businesses	1) Creating dance studios so that they can be empowered to welcome tourists who come to tourist objects so that they can provide advantages over other tourist attractions on the island of Sumba 2) Ensure the availability of fuel so as not to encourage an increase in transportation prices 3) Provide training and socialization for the community to maintain the cleanliness and beauty of tourist objects.

Based on observations made by researchers in the field regarding the development of the tourism sector and the creative economy, it has several roles in society, namely:

a. For Society.

The role of the tourism sector and the creative economy for the people of East Sumba Regency can encourage increased income, job creation, funding while promoting social awareness, cultural diversity, and human development. Another approach to the role of creativity is that creativity is seen as a measuring tool for social processes. Data creativity increases economic values such as income, employment opportunities, and welfare, which in turn can reduce social problems such as poverty, unemployment, low education, health and other social instability problems. Creative economy can create prosperity because it can create job opportunities or reduce unemployment, increase income, create equity, reduce poverty, reduce inequality and encourage renewal and

utilize local raw materials. The increase in people's income can be seen from the increase in the community's economy after the development of several tourist attraction locations such as Pariwayang Traditional Village, Londalima Beach, because in its management the Tanjung Bira tourism party involves the community as creative economic actors and parking managers.

b. For Government

Potential tourism objects in East Sumba Regency are developed and utilized optimally. For this reason, concrete and operational policy steps are needed, in order to achieve stable management of 102 tourism objects. The development of tourism objects requires synergistic cooperation, between tourism actors such as tourism object managers, both government and private, as well as the tourism office and the UMKM and Cooperative offices in order to encourage the creation and creativity of the community for the development of the creative economy around the location of the tourist attraction so that elements of the community, local government, traditional leaders, religious leaders and academics are actively involved in development in their area through development planning and implementation of regulations to the evaluation and monitoring stage of tourist object management activities and creative efforts. So that the 102 tourism objects in East Sumba Regency can provide original income for the region so that the maximum PAD can be used optimally for the welfare of the community.

CONCLUSION

The best combination strategy that can become a priority for the East Sumba Regency Government in developing the synergy of the tourism sector and the creative economy in improving the welfare of the East Sumba people is the S-O strategy and the S-T strategy with a score of 5.75 and 4.4. The role of the tourism sector and the creative economy for the people of East Sumba Regency can encourage increased income, job creation, funding while promoting social awareness, cultural diversity, and human development.

Data creativity increases economic values such as income, employment opportunities, and welfare, which in turn can reduce social problems such as poverty, unemployment, low education, health and other problems of social instability. The tourism sector is seen as an economic driver because it provides a multiplier effect, one of which is the development of creative businesses (creative economy) around the location of tourist objects. Creative economy can create prosperity because it can create job opportunities or reduce unemployment, increase income, create equity, reduce poverty, reduce inequality and encourage renewal and utilize local raw materials. Therefore, the tourism sector and the creative economy need to work together to increase the income of the surrounding community and the PAD of the East Sumba Regency government.

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