

Tourism Development in Jembong Sub-Village, Ambengan Village

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Abstract— This research aimed at mapping the tourism potency and formulating pilot tourism objects to be developed in the area of Jembong Waterfall, Ambengan Village. The data was collected by using non-test technique utilizing document study and analysis, observation, questionnaire and interview. The result of this research showed that: *Firstly*, Jembong Sub-village, Ambengan Village had a main excellence in the forms of natural beauty and a waterfall tourism object which was sufficiently famous and had developed (existing) as a sport-ecotourism. Tourism support included handcrafts and arts from banana midrib and dry leaves, along with the developed arts in Ambengan Village included *rindik*, *angklung*, *bondres*, *baleganur*, and *gong*. *Secondly*, the prospective pilot objects to be developed were: selfie & groupie, waterfall rappelling (wet rappelling, canyoning), camping ground, camping, experiential learning, outdoor activities, auto terrain vehicle, supported with Balinese art attractions, culinary, homestay, handicraft/art shop.

Keywords—tourism potency; Jembong waterfall; Ambengan village; sportecotourism.

I. INTRODUCTION

The Act of the Republic of Indonesia Number 22 of 1999 concerning Local Government stipulates that development is to be more focused in rural areas, thereby social change would occur where urban people feel excited to go to rural areas for recreation. Meanwhile, the Act of the Republic of Indonesia Number 10 of 2009 concerning Tourism states that tourism is an integral part of national development which is carried out systematically, in a planned, integrated manner, sustainably and responsibly while still protecting the religious and cultural values existing in the society, the environmental sustainability and quality, as well as the national interests. Therefore, rural areas are the main targets for tourism development which should be of concern to various stakeholders. Among these targets are the development of sport-based tourism and environmental conservation (sport ecotourism), such as in Ambengan Village, Sukasada Sub-District, Buleleng Regency.

Ambengan Village is a village that is situated upon a green hill in Sukasada Sub-District, with the majority of its residents work as farmers. This village has a topographical landscape in the form of hill, valley, waterfall, river, forest and rice fields, which are very exotic and thus very potential as tourism destinations. Since 2011 Ambengan Village had

become one of tourism villages in Bali, due to its several tourism potencies, among others were waterfall, a river with fairly swift contours and stream, trekking route, hill walking route, natural pool, forest and rice fields with terracing system which were very beautifully and interestingly structured. In addition to its natural tourism as its main excellence, Ambengan Village had fairly various tourism objects namely handcrafts and arts [1]. The handcrafts included the processing of banana midrib and dry leaves into various art products such as photo album, photo frame, menu cover, book cover and stop map. Meanwhile, the developed arts in Ambengan Village included *rindik*, *angklung*, *bondres*, *baleganjur*, and *gong*.

The three types of tourism were managed by a council, namely “Banten Sari” Tourism Awareness Board of Ambengan Village as well as Banten Sari Tourism Awareness Boards in each of the sub-village in Ambengan Village as the Regional Coordinators, namely: Gunung Sari Regional Coordinator, Jembong Gunung Sari Regional Coordinator, and Pebantenan Gunung Sari Regional Coordinator. The three Regional Coordinators were under the coordination of “Banten Sari” Tourism Awareness Board of Ambengan Village. Notwithstanding that Ambengan Village had various tourism potencies and the Tourism Awareness Board, Ambengan Village had not met the expected development. The number of visitors in the past 5 years (2012-2016) saw fluctuation and had the proportion of just under 5% of the total tourists in Buleleng Regency, both foreign tourists and domestic tourists [2].

Since 2017 until January 1st, 2019 there had been the tendency of a significantly increasing number of tourists in Jembong Waterfall tourism object. The number of tourist visitors on weekends and national public holidays experienced a significant increase of up to more than 500 visitors. It peaked on the new year’s holiday on January 1st, 2019 with the total number of tourists reaching the figure of 1,100 visitors and on the 1 Syawal 1440 H Eid Al-Fitr holiday with an overflowing number of visitors from May 5th until 16th 2019 [3]. Banten Sari Tourism Awareness Board of Jembong Regional Coordinator has been able to manage the tourism attractions including the waterfall along with the tibuhan, selfie spot, natural swimming pool, trekking, and flying fox. The swimming pool, selfie spot, and trekking have been operating since May 1st, 2017, meanwhile the flying fox

has been operating from November 4th, 2018.

Along with the increase of attention, number of tourists, positive responses and the demand to increase the number of tourist attractions especially in Jembong sub-village, Ambengan Village, then a mapping and pilot model of the development of a new tourism attraction is necessary to carry out immediately, which can be used as a basis for a pilot project and would be able to synergize with the Tourism Awareness Board, both inside and outside of the area of Ambengan Village, Sukasada Sub-District, Buleleng Regency, so that the productivity of the ecotourism in Bali can be increased. In other words, the difference of characters of each natural tourism attraction would be enriched with different supporting tourism attractions. Eventually with the uniqueness of each natural tourist attraction, along with the disparity of the supporting tourism attractions, a more integrated tourism could be triggered which would be more potential to be developed as a highly interesting waterfall tourism safari that would bring multiplier effect for the welfare improvement of the people of Ambengan Village.

II. THEORETICAL REVIEW

A. Tourism

When talking about tourism, several terms about tourism include tour, tourism, tourist, tourism object, and so on. The word *wisata* (tour) originated from ancient Java which now had enriched the vocabulary treasury of the Indonesian language [7]. According to reference [4], *wisata* (tour) is a verb which means: (a) travel together, (b) picnic. Pari means all, everything, thus, *Pariwisata* (tourism) may be defined as all things about traveling together [4]. Tourist means any person carrying out tour, or traveling [7]. Tourism object includes any place, location, or any object which becomes an attraction to be visited, studied or viewed by tourists [7]. Meanwhile, any matter of tour is termed tourism [7].

To obtain a mutual framework and definition, then it would be more precise if we refer to the Act of the Republic of Indonesia Number 10 of 2009 concerning Tourism. Several more comprehensive terms about tourism are quoted, as follows. Tour is a traveling activity, temporary in nature, and carried out voluntarily to enjoy tourism objects and attractions. Tourist is any person carrying out tourism activity. Tourism is anything related to tour, including tourism object and attraction business as well as any business related to such sector. Tourism is any matter related to the carrying out of tourism. A tourism business is any activity aiming at organizing tourism service, providing or enterprise tourism object and attraction, the business of means of tourism and other business-related to such sectors. Tourism objects and attractions are any objects, which are the target for touring. Tourism area is an area with a certain spatial area, constructed or made available to fulfill tourism needs.

Based on the above explanation, tourism in this research is referred to a tour carried out temporarily from one place to another, which has a tourism object and attraction for enjoyment as a recreation or entertainment for physical and spiritual satisfaction. Meanwhile, tourist refers to any person

carrying out traveling from his/her residence by not staying at the place of visit, or only temporarily staying at the place of visit.

B. Tourism Potency

According to [6], the potency in tourism may be defined as an asset owned by a certain tourist destination and empowered for financial purposes, including the attention on the protection and conservation of the cultural aspects. Tourism potency is anything existing in a certain region, which is developed into a tourism objects [6]. Such potency may be categorized into two, namely cultural potency and natural potency [6]. The first refers to the potency that grows and develops in the society such as local custom, livelihood, and arts, while the latter refers to any potency existing in the society in the form of physical potency and natural geography. Meanwhile, reference [5] distinguished two types of tourism potency, namely: physical potency and non-physical potency. Physical potency is any potency of the natural resources existing in rural areas such as soil, water, agricultural land, livestock, climatic weather, and so forth. Meanwhile, the non-physical potency is any potency of the rural people and their norms. Other non-physical potencies include village institution, village apparatus, local custom and culture [5]. According to reference [6] and [12], tourism potency is anything developed into a tourism object and attraction. This research refers to tourism potency as anything owned by a tourism destination which may be developed as an attraction of a tourism object.

The Act Number 10 of 2009 concerning Tourism, Chapter I article 4.6 states that tourism object and tourism attraction are: 1) Any tourism object and attraction created by the Almighty God, in the form of natural conditions, as well as flora and fauna, 2) Any man-made tourism object and attraction in the form of museum, historical heritage, agro-tourism, water tourism, natural adventure tourism, recreational garden, and entertainment area.

Tourism object and attraction is a formation or interrelated activity and facility, which may attract tourists or visitors interest to visit a certain region or place. The government stipulates that the construction of tourism object and attraction is carried out by enterprise, managing and creating new objects as tourism objects and attractions by considering: (a) The capability to encourage an improvement in terms of social, economic and socio-cultural development; (b) religious and customary values as well as the existing views and values in the society; (c) The sustainability of culture and environment quality; and (d) the sustainability of the tourism business itself.

Based on the above explanation, then a nature-based and sport-based tourism potency (sport ecotourism) was a congenial, conformable and harmonious blend among the tourism potency sourced from the richness of natural treasure and recreational sport which was the result of the creativity and culture of the society. Nevertheless, one fundamental matter which should be taken into account is that the concept of mapping and development of such sport ecotourism potency should be in accordance with the culture and wisdom

of the local people, as well as maintaining the conservation of the surrounding nature.

III. METHOD

This study used development research design. The application of the study includes three steps, namely: a) *Preliminary Research*, b) *Prototyping*, dan c) *Assesment* [13]. The study was conducted in Jembong Waterfall area, located in Jembong sub-village, Ambengan Village, Sukasada district, Buleleng regency.

The data of the study were collected with non-test technique through document analysis related with profile: a) the foundation of Ambengan village and Jembong subvillage, b) geographic condition and topographic that supports the potential *sportecotourism* in Jembong society community. However in the observation and interview that have been conducted structurally in addition to investigation to identify new tourism objects that can be prospectively developed in the Jembong Waterfal area.

IV. RESULT OF THE STUDY

c) The Basic Profile and Geographic Condition of Ambengan Village

Ambengan is one of the villages in Sukasada district, Buleleng regency. Geographically, Ambengan village has a topographic with a height of 200-400 meters above sea level and a slope of 0-10% which consists of villages, rice fields, plantation, hills, the valley with an exotic landscape view. The area of Ambengan village is 552,54 hectares which consists of rice fields, plantation, yards, etc. The area of the rice fields is 161 hectares, the plantation ground is about 367 hectares, the yard is about 0.75 hectares, 0.12 for the general facilities, and the 500 hectares of national ground.

Ambengan village is a subtropical area with a 2.500 - 3.000 rainfall millimeter every year, from October to April, Ambengan village has rainy season and in Mei through October would be the dry with a temperature range from 240 to 290 C.

The northern borderline of Ambengan village is bordered with the village of Sukasada, in the eastern part bordered with the village of Padang Bulia, in the southern part of the village bordered with the forest of the government and in the western part of the village is bordered with the village of Sambangan.

There are four sub-villages of Ambengan Village, those are sub-village of Ambengan, Bukit Balu, Jembong, and Pebantenan. The total number of the villagers of Ambengan village in April 2016 was the total number of the head of the family of Ambengan village was 1.211 and the total number of the whole villagers of Ambengan subdistrict is 4.093 lives with the following details in the table.

TABLE I. LIST OF AMBENGAN VILLAGERS

No	Sub-village	Number of Villagers		
		Men	Women	Total
1	Ambengan	684	740	1.424
2	Bukit Balu	416	470	886
3	Jembong	346	341	687
4	Pebantenan	536	560	1.096
Total		1.982	2.111	4.093

The governance of Ambengan village is led by a village chief and a secretary including other village staff. When the study was conducted, the village chief was I Gede Suberata, while I Putu Darma Sujendra acted as the village secretary and every sub-village is led by a sub-village chief. Those sub-village chiefs are Gusti Ngurah Ketut Widiasa as the chief of Ambengan sub-village, Gede Sadia as the chief of Bukit Balu sub-village, the chief of Jembong sub-village, Ni Putu Seken Ardani, S.Sos. as the chief of the Pebantenan sub-village. There is also an educational background of Ambengan villagers as listed in the following table.

TABLE II. LIST OF EDUCATIONAL BACKGROUND OF AMBENGAN VILLAGERS

No	Eductaion	Total (people)
1	Elementary/equivalent	352
2	Junior High/equivalent	1.151
3	Senior High/ equivalent	671
4	Diploma	221
5	Young Bachelor	0
6	Bachelor	22
7	Magister	11
8	Doctorate	0

In general, most of Ambengan villagers' jobs are basically farmers and trader, whether trading in the village of Ambengan or out of the village.

TABLE III. LIST OF OCCUPATION OF AMBENGAN VILLAGERS

No	Jobs	Total (people)
1	Farmer	1.070
2	Trader	1.170
3	Entrepreneur	178
4	Government employee	20
5	Soldier	8
6	Police	9
7	Regional Assembly	2

B. Tourism Potential Map in Jembong Subvillage

The reasons to determine the Tourism Awareness Group Banten Sari, Regional Coordinator of Jembong, Ambengan village as the research location because: 1) the Tourism Awareness Group Banten Sari is one out of three Tourism Awareness Groups located in Ambengan village, Sukasada district, Buleleng regency, Bali province. 2) it has a total membership of 30 people that is unified enough and has a strong will to go forward. 3) there have been efforts to develop the public pool with the water directly flowed from the waterfall and the trekking area in the waterfall area. 4) It has an active leader and supported with the members Tourism Awareness Group, and also 5) The staff of the Tourism Awareness Group Banten Sari are open to be consulted through phone as well as direct consultation in addition to every development purpose to develop the Jembong Waterfall area. 6) The willingness to keep developing the service and the tourism ride into more varied and attractive and the realization of every each of the member to develop the skills in the tourism field, also 7) the utilization of the tourism ride in Jembong Waterfall Ambengan village as the location for a field trip and even as a laboratory field for Undiksha (Post-graduate Sport Education Study Program, FOK, FBS, FE, and FIP Undiksha), Private University and schools in the area of Buleleng regency, business, like the State Electricity Company, national or private banking, Indomart, Alfamart, organization or community based on hobbies, etc. With all the realities about the development and management of the tourism in the sub-village of Jembong, therefore, based on the requirement of the fulfillment of the tourism ride keeps increasing, therefore, it is needed a concrete step in a form of potential mapping and the development of a new tourism ride, especially in the area of Jembong Waterfalls.

C. Jembong Waterfall

Jembong Waterfall is a single tiered waterfall that is in the Jembong sub-village. The main waterfall has the flow of the water falling widely through rocky vertical cliffs with a natural texture and uneven with a height of 20 meters and the second waterfall with a height of 3 meters. The source of the water is from Lake Tamblingan. The fall of the water of Jembong Waterfall has been going for years, which enables to form of a 30-meter square and depth of 0.80-meter "tibuhan" or plunge pool, which has been utilized for tourism, agriculture, and the source of clean water for the villagers. The water of Jembong Waterfall flows swiftly into the downstream forming a two-meter river flow area that has been shaped with concrete walls with a depth of 0.35 during summer.

The single tier waterfall with a wide falling water with its plunge pool, the swift river flow and the crystal looking water have been utilized for tourism, in the form of selfie spot and bathing spot; for agriculture; and as the source of drinking water for the villagers, especially for the village of (Ambengan, Nagasepeha, Padangbulia, Lumbanan, Sangket, Sukasada, Liligundi, and the village of Banjar Tegal)

Compared with the other six waterfalls in Ambengan, Jembong Waterfall shows the most significant development of

the tourists' visit. It makes sense since it is officially opened for public in 2013, it is more attractive with the existence of the additional accommodation like toilet, changing room, stall, access-able track, and concrete stairs that representative enough, as well as the parking spot which is the closest parking spot to the waterfall compare to the rest.

The persistence of Tourism Awareness Group Banten Sari, Regional Coordinator of Jembong with intensive direction and motivation from lecturers team of Sports and Health Faculty of Ganeshia University, with Dr. Wahjoedi, M.Pd. as the team leader. Therefore, in 2017, there have been built a beautiful pool rides containing two pools, for kids and a pool for adult respectively. Furthermore, it has been progressive enough through hard work and lots of efforts and willingness to go forward together, therefore, the Tourism Awareness Group Banten Sari Regional Coordinator of Jembong proposed a cooperation letter to Human Resource Development Foundation Oase Bina Cendikia through SIGMA Adventure & Recreation Operators (SIGMARO) to develop Jembong Waterfall tourism object continuously and with mutual profiting.

The first step of the cooperation successfully developed a Flying Fox ride that has been tested since June – October 2018. Through that experiment, it is succeeded to set a path and permanent staff with a standard operation procedure. Therefore, from November 4, 2018, it has been officially operating successfully and attracted many tourists, both foreign and domestic tourists. The development of Jembong Waterfall will always be conducted in addition to put tourism in the front based on sport and nature preservation (sportecotourism) that also be a project pilot for development of other waterfall objects, whether in Buleleng regency or even in the province of Bali, and in Indonesia. The ongoing development of the new rides in Jembong Waterfall are such as trekking, selfie-groupie, pre wedding, swing, outbound training, camping, river tubing and river boarding.

With the beauty of the natural scenery and various integrated tourism rides, Jembong Waterfall is a potential tourism ride to be visited and to always be developed into a sport ecotourism tourism object continuously. Furthermore, to get to the waterfall is very much easy compared to the other six waterfalls. It is enough to use a private vehicle or transportation (motorbike or car) through paved roads and continued through concrete roads for 600 meters at the edge of the river flow area until the parking lot. Any vehicles can go all the way to the parking lot and then continue to walk for 300 meters through a concrete road or a concrete stair with a meter width through the waterfall.

Along the way to reach the village of Ambengan to the concrete road, tourists are welcomed by the friendliness of the community. Along the winding roads there are variety of beautiful landscapes in the form of rice fields, hills, valleys, rivers, productive forests until the sea at the northern tip of Bali island, as well as the cool hilly air that is made tourists feel at home. Supported by a 400 meters square of parking area which can accommodate 12 cars and 200 motorbikes, supporting parking lots in residents' home yards, tourist

signage, road markers, health centers/health clinics, village midwives, clean food stalls would certainly be an interesting alternative to visit. The distance between Jembong Waterfall and Jembong sub-village meeting hall is 600 meters, the Health Center is 2,400 meters, and the Office of the Village Head is 2,500 meters, the main road Singaraja-Denpasar is 3,000 meters. The source of the funds for the ongoing management and development of Jembong Waterfall is from ADD, tourist contributions, contributions of Tourism Awareness Group members, profit sharing from business partners, and generous contributions from the community.

D. Tourism Prospective Development in Jembong Waterfall Area

The results of the mapping of tourism potential found that the tourism potential of Ambengan Village included natural, handicraft, and art tourism. Nature tourism includes natural landscape panorama of hills, waterfalls, and natural swimming pools (tibuhan), and artificial swimming pools. Crafts include the processing of banana fronds and dried leaves into various art products such as photo albums, photo frames, menu covers, book covers, and stop maps. While the arts that developed in the village of Ambengan include rindik, angklung, bondres, baleganjur, and gongs.

Based on the results of a more in-depth analysis of all the tourism potentials mentioned above, the main potential of tourism potential to be developed in the Jembong Waterfall area, Ambengan Village is a natural tourism potential, both of those that have been operated (existing) or even the pilot projects. As it is known, in 2019, existed attractions in the Jembong Waterfall area include 8 rides, namely: waterfalls, tibuhan, natural water swimming pools, flying fox, swing, hammocks, trekking and river tubing. The proper or prospective pilot programs to be developed are selfies & groupies, waterfall rappelling (wet rappelling, canyoning), camping ground, camping, experiential learning-EL, outdoor activities (team building, leadership training, outbound), lower rope games, children playground, rope games, fishing pool, auto terrain vehicle (ATV), supported by art performances (rindik, angklung, bondres, baleganjur, and gongs), culinary, homestay, handicraft/art shop. As a unified effort to optimize the main potential of natural tourism in the Jembong Waterfall Area, in addition to continuing to improve the Jembong Waterfall's elegance, it is also worth considering the following weaknesses, opportunities, and obstacles.

a. Weakness

The main weakness of Ambengan village tourism are: 1) The access of the road from the Singaraja-Denpasar main road to the small Ambengan village, can only be passed by public vehicles maximum bus $\frac{3}{4}$, hilly topography (winding road uphill and down which is quite sharp in some parts). The same thing happened to the concrete road access into each of the waterfalls which are narrow and only able to be passed by four-wheeled vehicles (cars) alternately. Of the seven new waterfalls Jembong Waterfall which is connected with access to the concrete road to the location of the waterfall, 2) Not having the tools and the funds or assets for

public transportation, camping ground, lodging or hotel, and restaurant, 3) The organizational wheels of Tourism Awareness Group Banten Sari Ambengan and Tourism Awareness Group villages in each Regional Coordinator or sub-villages are still constrained by various factors so that it is not optimal yet.

b. Opportunity

By looking at the strengths and weaknesses of Jembong Waterfall, the more sustainable opportunity to be developed is very open and promising as the strength of Ambengan village as a tourism village. The consideration of the development is by considering the principles: 1) The development of waterfalls is by taking into account the main characteristics of each waterfall and the carrying capacity of the environment to prioritize the important aspects of protecting the environment, 2) The seven attractions of the waterfalls should be formatted uniquely according to the special characteristics of each, each waterfall is accompanied by different supporting tourist rides. In this way it will be able to spur the diversity of tourist objects and rides in Ambengan Village, the occurrence of positive competition and non-lethal death between tourist objects and rides as well as between Tourism Awareness Group in each Regional Coordinator in Ambengan Village environment, 3) As a leading tourist destination in Buleleng Regency, it has to develop the potential craft and art as unified offerings of Ambengan Village, Sukasada District, Buleleng Regency.

c. Threat

The main obstacle in developing the tourism of Jembong Waterfall is the access road (concrete road) which is too narrow and can only be passed by 4-wheel vehicles alternately or in one direction, limited parking space and could not accommodate tourist vehicles during the peak of the visit (Saturday, Sunday, and National Holidays), Unavailable tools or modes of public transportation, camping ground, lodging, hotels, restaurants, the power of the Tourism Awareness Group Banten Sari, Regional Coordinator Jembong is constrained by various factors so it could not be optimized.

V. CONCLUSION

First, the sub-village of Jembong, Ambengan Village has the main advantage in the form of natural beauty and waterfall tourism objects that are quite well known and have developed as sportecotourism with 8 tourist rides namely: waterfalls, tibuhan, natural water swimming pools, flying fox, swing, hammocks, trekking and river tubing. The whole tour, enriched with supported tourism in the form of crafts including crafts and art. Crafts include processing banana fronds and dried leaves into various art products such as photo albums, photo frames, menu covers, book covers and stofmaps. While the arts that developed in the village of Ambengan include *rindik, angklung, bondres, baleganjur, and gongs*.

Second, prospective stub objects to be developed are selfies & groupies, waterfall rappelling (wet rappelling, canyoning), camping ground, camping, experiential learning-EL, outdoor activities (team building, leadership training, outbound), lower rope games, children play ground, height rope game, fishing pool, Auto Terrain Vehicle (ATV), supported by art performances (rindik, angklung, bondres, baleganjur, and gongs), culinary, homestay, handicraft / art shop.

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