



The Development Guidelines for Tourism in The Musi River Palembang With The Concept of Highlight Attraction

Esxi Martia Gusma^{1*}, Yuni Julianti¹, Fetty Asmaniati², Myrza Rahmanita²

¹Politeknik Pariwisata Palembang, Indonesia
²Trisakti Institute of Tourism, Jakarta, Indonesia

esximartiagusma@gmail.com
yunijulianti98@gmail.com
fettyasmaniati@iptrisakti.ac.id
myrzarahmanita@iptrisakti.ac.id

*Corresponding author: esximartiagusma@gmail.com

Abstract: This research aims to find guidelines for developing highlight attractions in river tourism areas as a development direction for the Musi River tourism area in Palembang. The study focuses on the elements of the product (attractions, amenities, and accessibility) with a review of the following aspects: (1) level of uniqueness, (2) level of development, and (3) attraction elements. The analysis is conducted using methods based on the aspects of (1) memory, (2) locus, and (3) individuality towards attractions in the three river tourism areas. The research methodology employed is deductive rationalistic through field observations and literature reviews. The results of the research indicate that the determining factors for highlight attractions in river tourism areas are: (1) the level of uniqueness, including unique attractions and diverse points of interest; (2) the level of development, including the market scale, accessibility network, completeness of facilities and infrastructure, and the number of tourist visits. The main factor determining the success of an attraction becoming a highlight attraction is the presence of regularly occurring activities. Based on these findings, guidelines for developing highlight attractions in the Musi River tourism area can be derived.

Keywords: River Tourism, Tourism Development, Tourist Visits, Product Tourism, Development Guidelines.

1. Introduction

In addition to having thousands of island chains spread across the entire archipelago, Indonesia is also blessed with the distribution of thousands of rivers on almost every island. It is not surprising that many major cities in Indonesia are divided by fairly large river flows, and they even cut through the large islands of Indonesia. Examples include the Kapuas and Mahakam rivers on Kalimantan Island, the Batanghari and Musi rivers on Sumatera Island, and the Ciliwung, Brantas, and Bengawan Solo rivers on Java Island.

The development of rivers as a tourism facility is still limited to activities such as whitewater rafting, canoeing, fishing, and the like. However, the potential for tourism by exploring rivers through river cruises has not been seriously explored. In developed countries, rivers are a major attraction in the tourism industry and have high commercial value. In fact, in several Asian countries such as Thailand, Cambodia, China, and Laos, rivers have become flagship tourism products. In the context of developing rivers as tourist destinations, Indonesia acknowledges that we are lagging behind compared to some ASEAN countries with similar potential. However, Indonesia has large rivers that can be navigated deep into the interior. Enjoying the natural beauty, culture, and the lives of people along the river is an attraction for tourists. Even rivers located in the interior of Kalimantan, West Papua, and Papua, which are still pristine and relatively untouched, have their own appeal for tourists (Arida, 2017).

River tourism has developed significantly worldwide. Many countries have embraced river tourism as a theme to attract tourists to their destinations. For example, in the Southeast Asian region, one emerging river tourism destination is the Chao Phraya River in Bangkok, Thailand. "River tourism in this country focuses on a cultural approach. Thailand offers activities such as cruising the river while experiencing its historical side. The riverbanks are illuminated, allowing tourists to still see the historic buildings along the river at night" (Kompas.com, December 4, 2016). One of the river tourism destinations being developed in Indonesia is located in the city of Banjarmasin. The tourism being developed in this area is known as river cruising (Kompas.com, June 17, 2014). River cruising utilizes modified river boats that navigate the Martapura River, Barito River, and other smaller rivers. Tourists are treated to the sight of residential settlements with various local cultural features, such as floating houses, floating shops, floating industries, and more. The uniqueness of the Chao Phraya River in Bangkok or the rivers in Banjarmasin is not far different from the Musi River in Palembang. The Musi River has been an iconic symbol of Palembang since ancient times.

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M. Rahmanita et al. (eds.), *4th International Conference on Tourism, Gastronomy, and Tourist Destination (TGDC 2023)*, Advances in Economics, Business and Management Research 266,

https://doi.org/10.2991/978-94-6463-296-5_51

As the capital of South Sumatra Province, Palembang is a center of government, trade, education, and culture that dates back to the era of the Srivijaya Kingdom and the Sultanate of Palembang Darussalam up to the present day. Since hosting the 16th National Games (PON XVI-2004), Palembang has continuously organized international-scale events. In 2018, Palembang hosted the Asian Games. The province of South Sumatra, particularly the city of Palembang, has a strong connection with the Musi River. This river, stretching 750 kilometers, is the second longest river on the island of Sumatra. In Palembang itself, the Musi River divides the city into two parts: Seberang Ilir in the north and Seberang Ulu in the south. The river serves as the estuary for eight major tributaries: The Komering River, Rawas River, Batanghari Leko River, Lakitan River, Kelingi River, Semangus River, Lematang River, and Ogan River (Rencana Tata Ruang dan Pembangunan Wilayah Kota Palembang, 2022).

The Musi River has long been an icon and symbol of the city. It remains an alternative means of transportation for the local community. As the oldest city in Indonesia, Palembang and the Musi River are the center of life for its people. Even today, you can still see rows of houses along the Musi River, floating houses, and boats passing through the river corridor. This signifies Palembang as a river city or a water-front city. During the Dutch colonial era, Palembang was a city built on marshland with hundreds of tributaries flowing into the Musi River. Until now, the city of Palembang has undergone a long metamorphosis. The dynamics of its history, the lives of its residents, and the transformation of Palembang's character from a water-based city where the river was the center of all activities into a land-based city. The conversion of marshland and tributaries into solid ground has taken place in various parts of the city. The expanse of marshes has been transformed into shopping buildings, offices, residential complexes, and roads. The identity of Palembang as a river city has gradually eroded. Therefore, the Palembang city government launched the Visit Musi program in 2008. The government seeks to restore Palembang's identity as a river city to make it worthy of being visited by tourists (Inderawati et al., 2022)

Therefore, it is necessary to conduct research to determine the tourism appeal of the Musi River in Palembang and the appropriate development to restore the river city identity of Palembang. Therefore, the researcher has chosen the title: "The Development Guidelines for Tourism in the Musi River Palembang with the Concept of Highlight Attraction." In this research, several issues being discussed include the complexity of development, stakeholder engagement, environmental and social impacts, and appropriate development strategies. The complexity of development is related to various aspects that need to be considered in tourism development in the Musi River Palembang, such as attractions, infrastructure, marketing, and community participation (Pradana et al., 2019).

It is important for the researchers to pay attention to and address these issues. This can be achieved through a comprehensive approach, effective coordination with stakeholders, proper management of environmental and social impacts, and formulation of appropriate development strategies. By doing so, the resulting tourism development guidelines can serve as an effective and successful reference in rebuilding Palembang's identity as a river city.

Some potential gaps that could be explored in this study are the lack of comprehensive guidelines for tourism development, limited focus on stakeholder engagement and participation, and insufficient consideration of environmental and social impacts. By addressing these potential gaps, the research could provide valuable insights and recommendations for developing tourism in the Musi River Palembang, ultimately contributing to revitalizing its identity as a river city. In this study, the researcher focused specifically on the Musi River as the icon of Palembang city and the development of Palembang as a river tourism destination. Other aspects not mentioned above will not be discussed in this research (Fandeli, 2017).

Tourism is a journey that is repeatedly undertaken from one place to another. Furthermore, tourism is a temporary journey organized from one place to another with the intention not to work or seek a living in the visited place but solely to enjoy the journey for leisure, recreation, or to fulfill various desires (Yoeti, 2013). In conclusion, tourism is a journey undertaken by an individual or a group of people from one place to another for a temporary period with a specific purpose, which is to enjoy leisure or seek pleasure.

According to Utama (2016), tourist attraction refers to everything that attracts tourists to visit a specific area. On the other hand, according to Utama (2016), tourist attraction encompasses anything that is appealing and holds value to be visited and seen. Generally, tourist attractions can be divided into two groups: natural attractions and man-made attractions. According to Utama (2016), tourist attractions are everything in a place that possesses uniqueness, beauty, convenience, and tangible value in the diversity of natural and man-made wealth, attracting visitors and holding value to be visited and seen by tourists.

Ideally, tourism development as an industry should be based on four fundamental principles, as proposed by Ulya & Futaqi (2022). These principles are as follows: (1) Ecological sustainability:

Tourism development should ensure the preservation and protection of natural resources that serve as tourism attractions, such as marine environments, forests, beaches, lakes, and rivers. (2) Social and cultural sustainability: Tourism development should enhance the role of local communities in managing their way of life by preserving their cultural values and practices, which serve as their identity. (3) Economic sustainability: Tourism development should create employment opportunities for all stakeholders to engage in economic activities through a healthy and competitive economic system. (4) Improving and enhancing the quality of life of local communities by providing them with opportunities to participate in tourism development. These principles form the foundation for the ideal development of tourism, aiming to ensure the sustainability of the environment, society, culture, and the well-being of the local communities involved.

According to Nainggolan & Kampana (2015), strategy is the activity of seeking alignment between internal strengths and external forces (opportunities and threats) of a market. Chandler, as cited in Rangkuti (2016), states that tourism development strategy encompasses the long-term goals of a particular area and the utilization and allocation of all essential resources to achieve those goals. A good understanding of the concept of strategy and related concepts is crucial for the success of formulating a strategy. The following are key concepts related to strategy: a. Distinctive Competence: Actions taken by a tourism attraction to perform activities better than its competitors; b. Competitive Advantage: Specific activities developed by a tourism attraction to gain an advantage over its competitors. These concepts are essential in developing a successful tourism development strategy by enabling attractions to excel in their performance and gain a competitive edge.

Maritime or coastal tourism is often associated with water-based activities, especially in lakes, rivers, beaches, bays, or the sea, such as fishing, sailing, diving with photography, surfing competitions, rowing races, exploring underwater marine parks with beautiful views, and various water recreational activities conducted in maritime regions or countries. This type of tourism is also known as aquatic tourism or "wisata tirta" in Indonesian context. Based on this definition, river cruise tourism falls under aquatic tourism as it involves the use of modified river boats or vessels for exploring rivers (Pradana et al., 2019). Maritime tourism refers to a type of tourism that utilizes natural resources while not neglecting other potential tourism attractions in a destination. Muttaqqin et al., (2013) reported that maritime tourism can be defined as a form of tourism dominated by water and marine areas. It involves activities that allow people to appreciate the beauty and uniqueness of these water regions. Maritime tourism can also be understood as an endeavor to utilize water areas as tourist destinations and spend time at beaches and oceans. Furthermore, maritime tourism aims to increase awareness of the importance of preserving natural ecosystems, particularly in water areas.

According to Muttaqqin et al. (2013), the development of maritime tourism has great potential to boost the economy. Maritime tourism directly impacts the local communities around water regions, as they can generate additional income by providing services and products to tourists. Furthermore, the overall economic sector will move towards positive growth due to the rapid circulation of money and services in the area. The tourism sector will also significantly increase local revenue, contributing to regional income growth. Maritime tourism also plays a role in environmental conservation. Through conservation facilities, every tourist can better understand various aspects of the marine world. This is expected to enhance awareness of preserving the natural environment. Additionally, maritime tourism serves as an educational tool. Nothing is better than learning directly by observing and getting to know the subject being studied. Through marine recreational activities, every tourist can acquire extensive knowledge about various aspects related to water tourism.

According to the Federation of Nature and National Parks, as cited by Arida (2017), sustainable tourism refers to all forms of development, management, and tourism activities that consider the integrity of the environment. Sustainable tourism focuses on involving local communities in various tourism activities and ensuring they share the benefits fairly, both in terms of social and cultural aspects, as well as economic benefits. It aims to create direct and indirect employment opportunities. Sustainable tourism is an integral part of the tourism industry, which is currently growing with increasing accommodation capacity, population, and investment in tourism. The goal is to ensure that these developments do not have negative impacts on the environment and other aspects in the future.

2. Methodology

In this study, data collection methods used include field observations, interviews, and document analysis. Field observations were conducted to directly observe the tourism conditions in the Musi River and its surroundings, including existing tourist attractions, supporting infrastructure, and tourist

activities. Interviews were conducted with relevant parties, such as tourism managers, local communities, and tourists, to obtain in-depth information about the development and potential of tourism in the Musi River Area.

Document analysis was carried out by collecting and analyzing secondary data, such as previous research reports, tourism development planning documents, and related publications. Through qualitative research using a case study approach, this study aims to provide a comprehensive overview of the tourism potential in the Musi River and how to develop tourist attractions in the area. The data obtained were analyzed descriptively by identifying patterns, themes, and factors that influence tourism development in the Musi River. The results of this study are expected to provide recommendations and contributions to the development of tourism in Palembang city, particularly in utilizing the tourism potential of the Musi River.

Primary data refers to data collected firsthand from the research location and documentation. The data collection is done through direct observation, which is a method or action conducted on-site in the development area by observing the conditions directly. The obtained data is then stored as a reference for creating a report on the existing conditions of the development area. Literature review is used to gather data about the research domain, in this case, the Sungai Musi area in Palembang City. The collected data will determine the scope of the research and prove useful in justifying the ability to identify the research area.

Data collection activities aim to gather rich data and support data sources and information for analysis. Secondary data collection activities will include the following: Literature review: Utilizing studies from books and electronic media, as well as relevant theories related to the development strategy of the tourism potential of Sungai Musi as a tourist destination. Observational study: Studying the existing potentials in the Sungai Musi area. Description: Classifying and evaluating data based on previous theories. The collected data will include the potential natural beauty and the types of natural resources that are the highlights in the Sungai Musi area. In this research, the researcher collected data to obtain information regarding the development of natural tourism areas as tourist destinations in Palembang City, with the research location being the Sungai Musi area. The collected data were analyzed using the components of natural tourism development to determine their suitability. The components of natural tourism development are Creating tourist attractions based on natural characteristics, creating comfortable and appealing adventure experience access, and strengthening vegetation characteristics.

3. Results and Discussion

The Musi River area provides a high potential for development. The Musi River Tourism Area has experienced significant growth due to development activities within the region, making it one of the leading tourist destinations in Palembang city. The Musi River Tourism Area has potential to support its development, such as its rich cultural heritage and natural environment, which hold deeper values that can be explored from the previous local culture, thus adding to the wealth of unique local cultural attractions.

Table 1. Tourist attractions in the Sungai Musi Area.

Object	Location	Type of Tourism
Kuto Besak Fortress	The Edge of The Musi River	Historical Tourism
Ampera bridge	Across The Musi River	Historical Tourism
Museum Sultan Mahmud Baddarudin II	The Edge of The River Musi	Cultural Tourism
Kampong Arab	The Edge of The River Musi	Cultural Tourism
Kemaro Island	The Middle of The Musi River	Religious Tourism
Raft House Seberang Ulu	The Edge of The Musi River	River Tourism
Market 16 Ilir	The Edge of The Musi River	Shopping Tourism
Monument Monpera	The Edge of The Musi River	Historical Tourism
Great Mosque	The Edge of The Musi River	Religious Tourism
Kampong Kapitan	The Edge of The Musi River	Cultural Tourism
Riverside Resto	The Edge of The Musi River	River Tourism
Floating Resto	The Edge of The Musi River	River Tourism

Source: Government tourism office of Palembang (2019).

The Kuto Besak Fortress is actually the fourth palace in the Sultanate of Palembang, during the reign of Sultan Mahmud Badaruddin I (1724 - 1758). The palace was known as Keraton Kuto Batu. Based on the author's observations, the area around Plaza Benteng Kuto Besak has become an open entertainment venue that showcases the charm of the Musi River and historical buildings. When viewed from the Seberang Ulu area or the Ampera Bridge, one can see a vast courtyard with a backdrop of palm trees in the Kuto Besak Fortress grounds and the water tower in the Palembang City Mayor's Office. During the evening, the yellow-colored lights from the row of garden lamps on the river's surface create an attractive sight for tourists.



Fig 1. Kuto besak fortress.
Source: Palembang.go.id (2023).

According to the author's observations, the Ampera Bridge is an abbreviation of Jembatan Amanat Penderitaan Rakyat (Bridge of the People's Suffering). It serves as the iconic landmark of Palembang city, located in the heart of the city. This bridge connects the Seberang Ilir and Seberang Ulu areas, which are separated by the Musi River. Its beauty is particularly evident at night. The Ampera Bridge in Palembang is adorned with decorative lights, which are a unique attraction for tourists. The decorative lights surrounding the bridge can change colors during the night.



Fig 2. Ampera Bridge.
Source: Palembang.go.id (2023).

This museum is located on the banks of the Musi River near the Kuto Besak Fortress and the Ampera Bridge. It consists of two floors with colonial architecture and a distinctive Palembang-style pyramid-shaped roof. The museum houses ancient sculptures, including Ganesha, Amarawati, and Udha from the era of Sriwijaya, as well as various traditional artifacts from the Sultanate of Palembang. There are also sketches that depict the struggle of the Palembang people in their efforts to resist the Dutch colonialists.



Fig 3. Museum Sultan Mahmud Baddarudin II.
Source: Palembang.go.id (2023).

Kampung Arab Al-Munawar, located in the 13 Ilir area of Palembang, is a historical tourist destination currently being developed. It can be reached by land or water. About eight houses in the village are over two centuries old. One of the unique features of the village is its residents, who have Arab facial features such as tall stature, prominent nose, dark skin, and pointed chin. In this village, the residents are willing to prepare food for tourists. One of the traditional eating customs in Palembang is

called "*mungghahan*" where eight people sit around the food served. The typical menu includes *nasi minyak* (oily rice), *gulai kambing* (lamb curry), *kari ayam* (chicken curry), *selado* (gado-gado), *acar kedondong*, and the food is eaten using hands. Another unique place is Pulau Kemaro, a small island located in the middle of the Musi River. "*Kemaro*" in the Palembang language means "dry season." According to the people of Palembang, the name was given because the island never gets flooded. Even during high tides and when the volume of the Musi River rises, Pulau Kemaro remains above the water and can be seen from a distance.

The Rakit House has a unique shape resembling a raft built above the water along the riverbanks. The roof of the Rakit House is called "*atap kajang*" and is made of dried nipah palm leaves. The walls are made of wood with dense fibers, and the foundation is made of bamboo that is old enough to ensure its durability. Pasar 16 Ilir is located in the 16 Ilir area of Palembang, next to the Musi River. This place is nicknamed the "Tanah Abang" of *empek-empek*, a popular local snack. Pasar 16 Ilir is not only a tourist destination but also a center for various textile needs. It holds historical value for the local community. In the mid-19th century, the riverbank area of the Musi River started to develop. Traders from the upstream areas would bring agricultural products such as fruits, vegetables, and other goods using "*perahu kajang*," a type of wooden boat with a small house at the back for resting.

MONPERA stands for Monumen Perjuangan Rakyat, which is a commemorative monument built by the people of Palembang to remember the historical events of their struggle against the colonizers. MONPERA is 17 meters tall, with eight floors and 45 levels, symbolizing Indonesia's independence. It features three ascending concrete structures, with three lanes built on each, totaling nine lanes representing the "Batanghari Sembilan," which refers to the nine tributaries that flow into the Musi River. According to Nawiyanto et al. (2016) in the book "Kesultanan Palembang Darussalam," the Great Mosque of Palembang was built by Sultan Mahmud Badaruddin Jaya Wikrama bin Sultan Muhammad Mansyur Jaya Ing Laga, also known as Sultan Mahmud Badaruddin I, who reigned from 1724 to 1750. Kampung Kapitan has long been an area of historical significance in Palembang. It is where the first Chinese settlers established themselves during the colonial period. Today, this area located along the Musi River has become one of the tourist attractions. During the 2018 festival of Cap Go Meh in Kampung Kapitan Palembang, 23 performances were showcased, including lion dances, acoustic music, traditional puppet shows, wushu and kung fu demonstrations, photo booths, dance performances, Chinese becak (rickshaw) attractions, Dul Muluk, Wayang Palembang, and various other creative performances.

Riverside Resto is a popular dining venue in Palembang, frequented by tourists visiting the city. It is located on the banks of the Musi River, not far from the Ampera Bridge. The restaurant is housed in a decommissioned ship that has been converted into a two-story dining establishment. The menu at Riverside Resto offers a variety of dishes ranging from traditional Palembang cuisine to Chinese and European dishes. In addition to enjoying the food, visitors can also enjoy the view of the Musi River and the Ampera Bridge. The socio-cultural impact of these initiatives includes establishing community organizations in the tourism sector, such as groups or associations that support tourist attractions, including vendors, tour guides, and more. This helps in the development and advancement of the Musi River Tourism Area in Palembang.

Creating Tourist Attractions Based on Natural Characteristics Involves Developing Attractions That Highlight and Utilize the Natural Features of a Destination

The Musi River area has created tourist attractions based on its unique characteristics, including historical, cultural, religious, shopping, and river-based tourism. To support these attractions, the government and local communities organize annual events to complement the tourist destinations. Additionally, efforts are made to improve and enhance facilities and accessibility to support the tourism area. According to Peter Mason (Poerwanto, 2004), to support Middleton's theory of the components of a tourism product, the components of a tourism product are still based on three main elements: attraction, tourism facilities (amenities), and accessibility. The characteristics of the old settlements with waterfront architecture and the natural swamp environment retain their rural characteristics, including fields and agro-tourism plantations. These features serve as unique attractions in the Musi River area.

Creating Access to Comfortable and Exciting Adventure Experiences

In the Sungai Musi area, various tourist attractions attract visitors who come to Sungai Musi. It is not just about enjoying the natural beauty of the river and the Ampera Bridge. Tourists can also enjoy other attractions such as historical sites, shopping, cultural experiences, etc. According to Aprianto (2015), the interconnectedness of tourist attractions and the accessibility of the tourism area can contribute to

the overall harmony of the destination. Comfort can be achieved by organizing and separating circulation routes for vehicles, pedestrians, and water transportation used by visitors. Creating a well-designed travel route pattern that ensures comfort by placing attractive facilities and providing clear signage in the area can attract visitors to move around and explore the various attractions. This approach aims to provide convenience for tourists in carrying out their activities and enhance their overall experience.

To strengthen the characteristics of vegetation in the Sungai Musi area

This area is a densely populated residential area, next to which there are traditional market activities and very busy ship activities. The existence of vegetation in this tourist area has rows of palm trees in certain areas so that their existence is still there very minimal. The existence of vegetation is needed in the area to support tourism activities. The vegetation used has a function that can be adapted to the needs of each space, namely as a barrier, shade, identity reinforcement, aesthetics, and pollutant absorbent.

4. Conclusion

The Musi River area provides great opportunity to develop as a tourist attraction. Tourism at the Musi River area experienced quite rapid development. At the moment, the destination is included in the leading tourist destinations owned by the City of Palembang. The Musi River Tourism Area has supported potential development such as cultural existence and its natural environment, which possesses values that can be further explored from the previous local culture, thus adding richness to the unique local cultural objects and attractions.

The development of the potential in the Sungai Musi tourism area involves several development measures, including creating tourist attractions based on natural characteristics, establishing comfortable and appealing adventure experiences, and strengthening vegetation characteristics. However, the application of these development measures in the tourism area may not always be appropriate. In implementing the step of creating tourist attractions based on the natural characteristics of the area, the Sungai Musi tourism area has utilized the existing potentials within the area. Furthermore, in establishing comfortable and appealing adventure experiences, this area has already applied measures to provide comfortable and exciting adventure experiences for visitors, as seen in the supporting tourist attractions within the area.

Musi River not only showcases the natural attractions but there are also various other tourist attractions to support the area. While the Musi River area had challenges in improving its vegetation characteristics during the last stage of implementation due to a lack of vegetation, it still fits the criterion to be recognized as a tourist attraction in Palembang.

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