



Implementation Study of Regenerative Tourism and 6A's Concept in Desa Wisata Kreatif Terong Belitung Regency for Sustainable Tourism

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Abstract. The tourism sector in Indonesia currently has a major influence on the economy and community welfare. One of the innovative tourism development concepts is regenerative tourism which focuses on environmental restoration and local community involvement. Terong Creative Tourism Village is a village that tries to apply this concept. The village has succeeded in utilizing the potential of nature and local resources through educational tourism, which involves the local community as managers of the tourism village. The data collection method is primary data through observation and interviews, and secondary data through literature review. The analysis method used is descriptive qualitative. The results of this study indicate that Terong Village has succeeded in developing educational tourism that utilizes natural resources and culture and supports the local economy through MSME products. Support from various parties also promotes village products at the national and international levels. Terong Creative Tourism Village is seen as being able to apply the concept of Regenerative Tourism through several of its achievements in managing tourism villages. This can maintain the sustainability of tourism.

Keywords: Regenerative Tourism, Sustainable Tourism, Terong Village.

1 Introduction

The tourism sector is currently up-and-coming in Indonesia because it significantly influences the country's economy. Its development can stimulate infrastructure development, create job opportunities for the community, increase regional income, and stimulate growth in other sectors [1]. Seeing this potential, the tourism sector needs to be prioritized or focused on its development, namely by implementing sustainable tourism development.

Based on the Regulation of the Minister of Tourism Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, it is stated that Sustainable Tourism is tourism that takes into account the economic, social, and environmental impacts at present and in the future, meets the needs of visitors, industry, the environment, and the local community and can be applied to all forms of tourism activities in all types of

tourist destinations, including mass tourism and various other types of tourism activities. In its implementation, there are 4 (four) principles in sustainable tourism development, namely participation from local communities and government, stakeholder involvement, training, and promotion [2].

Many tourism development concepts are currently being implemented in tourism in Indonesia. One innovative approach to sustainable tourism development is the concept of regenerative tourism. Regenerative Tourism and Sustainable Tourism are two inter-related concepts. Both concepts have the same goal, which is to develop sustainable tourism. However, there are differences underlying these two concepts. Sustainable Tourism aims to reduce the negative impacts of tourism on the economy, culture, and environment, and ensure that tourism sustainability can be implemented in the long term [3]. Regenerative Tourism aims to focus on involving local communities, carrying out restoration, regeneration, and environmental improvement so that biodiversity and culture can be repaired or restored [4]. Regenerative Tourism emphasizes providing a positive impact on tourism by encouraging local community involvement and restoring the environment so that better tourist destinations can be created. The regenerative tourism approach invites tourists and tourism industry players so that they can become agents of change that support natural regeneration and social welfare. The tourism world also recognizes the concept of 5A's, namely Attraction (natural, cultural, and man-made), Accessibility (easiness of access to tourist locations, including transportation infrastructure), Amenities (supporting facilities such as accommodation, restaurants, and other public facilities), Activities (various activities that can be done by tourists at tourist locations), and Accommodation (places to stay). The 5A's concept can also support the development of the Regenerative Tourism concept which focuses on improving and restoring the environment and improving the welfare of local communities. For example, the concept of Attraction and Activities brings up local culture through the active role of the community, and these activities can be done or tried by tourists.

Tourism village is an alternative concept of tourism that emphasizes tourism development based on the active participation of local communities, where local communities become an integral part in planning, developing, and managing tourist destinations [5]. Terong Creative Tourism Village is one of the villages that is administratively located in Sijuk District, Belitung Regency. Terong Creative Tourism Village received the name Creative Tourism Village from the Ministry of Tourism and Creative Economy. The village received the top 75 award in 2023 at the ADWI or Indonesian Tourism Village Award. Terong Creative Tourism Village has the potential of natural resources that are a wealth for the village. The community tries to utilize the existing natural resources to be used as a Tourism Village. The utilization of the wealth of natural resources is intended so that the community can care more about the potential of the village, improve community welfare through economic growth obtained from tourism activities, and advance Terong Village into a more civilized village. Terong Creative Tourism Village has several tourist destinations that are tourist attractions. The location that became this tourist village used to come from the reclamation of a former tin mine. The reclamation was carried out by the local community to create a sustainable tourist

destination and improve it from its initial condition which was previously a former tin mining area.

This Tourism Village is focused on Educational Tourism Village. This is intended to preserve the environment, and culture, and involve the active role of the community. Tourists can visit and enjoy several available tour packages, namely the bedulang dining tour package, the educational tour package to learn to cook typical Belitung menus, the hiking tour package, the educational tour package to plant mangrove seedlings, the educational tour package to learn to paint caping, and the educational tour package to plant vegetables [6]. Tourists also don't need to worry, because the Terong Creative Tourism Village has homestays that use houses owned by residents. In addition to the many tour packages and the availability of homestays, this tourist village has several tourist destinations such as the Aik Rusa Berehun tourist destination, the Tebalu Simpor Laki tourist destination, the Terong Belitung Agrotourism Village destination, and the mangrove and beach tourist destinations. The development of this tourist village is certainly inseparable from the support of the availability of facilities that can support the needs of the local community and visiting tourists.

To assess the condition of the Terong Creative Tourism Village, a reference for tourism village development is needed through comparisons with other tourism villages in Indonesia. Based on research conducted by Emron Adison and Titing Kartika, Alamendah Village, located in Bandung Regency, was designated as a tourism village through the Bandung Regent's Decree No. 556.42/kep.71-DISBUDPAR/2011 on February 2, 2011. Alamendah Village has been classified as an advanced tourism village by the Indonesian Ministry of Tourism and Creative Economy, offering natural, religious, and agro-tourism attractions [7].

In their study, the researchers analyzed the potential of Alamendah Tourism Village using a regenerative approach, emphasizing that tourism village management should provide long-term benefits across economic, social, and cultural aspects. However, challenges remain in developing Alamendah Tourism Village, such as a lack of comprehensive understanding among the community regarding their roles and functions in optimally managing the village.

Considering the tourism potential of Alamendah Village, Terong Creative Tourism Village offers a wider variety of tourism products. In addition to adopting a regenerative approach, Terong Creative Tourism Village implements education-based tourism programs that leverage the village's local resources. The managing community of Terong Creative Tourism Village also collaborates and integrates efforts with various stakeholders, making this a significant advantage in developing sustainable tourism.

This Tourism Village, which is focused on the educational tourism program, continues to run independently. However, the sustainability of this tourism must continue. To maintain the sustainability of Terong Creative Tourism Village, the concept of regenerative tourism can be implemented as an innovation in sustainable tourism development, as can the 5A's concept, which can support the creation of regenerative tourism

2 Methods

The research method used is descriptive qualitative. Descriptive qualitative research describes or explains something specifically and in-depth and focuses on detailed analysis, emphasizing detailed analysis and utilizing descriptive data processing [8]. The data used in this research is primary data, where interviews and field observations are the data collection techniques employed. The samples in this study consist of individuals associated with the Terong Creative Tourism Village, including the tourism village managers, the Head of Terong Village, the Head of Sijuk Subdistrict, representatives from the Tourism Office of Belitung Regency, as well as MSME actors in the Creative Tourism Village of Terong.

These interviews were conducted to strengthen the findings from the field. This research also includes secondary data sourced from related scientific articles and legal regulations. Once the interview and field observation data were obtained, an in-depth analysis was conducted, incorporating primary and secondary data that support each other. The analysis results were then concluded and linked to the theories previously outlined, ensuring a stronger connection between the analysis findings and the theoretical framework.

3 Results and Discussion

Tourism villages are one of the tourism potentials in Indonesia that have world-class quality [9]. Therefore, this potential must continue to be developed. Terong Creative Tourism Village, located in Aik Rusa Berehun, Sijuk District, Belitung Regency, has this potential.

Terong Creative Tourism Village is said to have world-class tourism quality. This is because Terong Creative Tourism Village utilizes the potential of its natural resource wealth which has a multiplier effect on the economy, where its people can run creative forms of economic business. The interesting thing is that the formation of this Tourism Village was initiated by the community, not from outside the village or the local government.

Previously, the village had a former tin mine. The community, which is active in a community organization called the Community Awareness Group “Anter Berkarya”, then moved and invited the local community to manage the former tin mining area into area that has a function. Of course, the area must be an area that can be used together by the community. The community decided to carry out reclamation independently, with a reclamation process for 3 years from 2013 to 2016 to become a tourist destination. Not only utilizing the former tin mining area, the local community realized that there was still natural potential that they could utilize to be used as a tourist destination. Terong Creative Tourism Village has a mangrove forest area, hills, and beaches. Then, several tourist spots were made into 1 tourist destination area which was then referred to as Terong Creative Tourism Village and focused on education-based tourism.

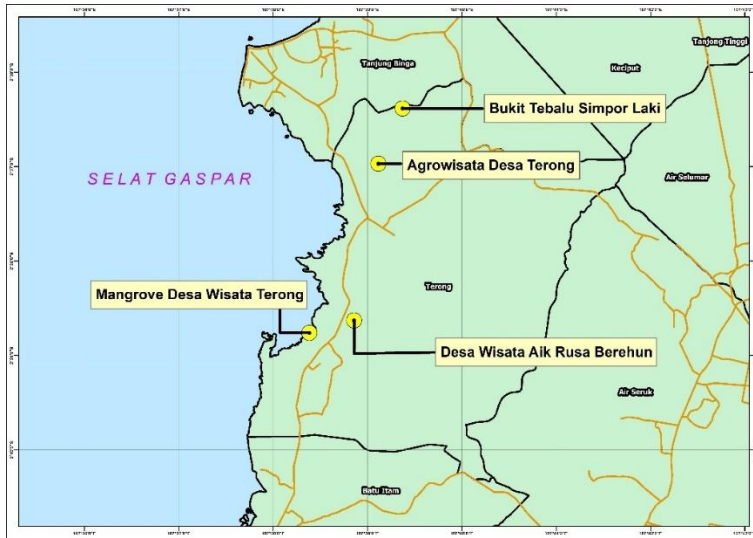


Fig 1. Distribution of Tourist Destinations in the Terong Creative Tourism Village

Educational tourism or educational tourism is a form of tourism that combines tourism activities with things related to education or has educational value with the aim of deepening understanding of education [10]. Educational-based tourism can provide tourists with experience and understanding of the history, culture, and natural beauty of an area, as well as increase awareness of the importance of protecting and preserving the environment and culture. Educational tourism in the Terong Creative Tourism Village is centered in the Aik Rusa Berehun Tourism Village, which is a former tin mining area that has been reclaimed. The educational tourism products in the Terong Creative Tourism Village are focused on environmental and cultural conservation.

3.1 Tourism Products in Terong Creative Tourism Village

Environmental conservation is packaged in the form of educational tourism. Four types of educational tourism products focus on environmental conservation.

Environmental Conservation Tourism Products. There are 4 types of environmental conservation tourism products that tourists can choose to visit, namely planting mangrove seedlings, exploring mangrove forest areas, hiking tours, and picking vegetables for agrotourism.

Mangrove seedling planting tourism products. This tourism is a form of utilization of the mangrove forest area which has an area of 205 ha. The mangrove forest area has the potential for preserving mangrove forests as well as tourism potential. The utilization of the mangrove forest area as a preservation packaged in this form of tourism has obtained a management permit from the Ministry of Environment and Forestry of the

Republic of Indonesia Number: SK.3197/Menlhk-PSKL/PKPS/PSL.0/5/2017 which provides a strong legal basis for the community to be able to legally manage the mangrove forest area with the concept of Community Forestry.



Fig 2. Mangrove Seed Planting Tour

Mangrove forest area exploration tourism products The Creative Tourism Village Manager of Terong tries to apply the principles of ecotourism to a tourism village where recreational elements applied in a sustainable environment become an important collaboration by prioritizing the sustainability of the earth's sustainability. The river surrounded by mangrove forests adds to the beauty of the scenery. In addition, the dense mangrove forest is the most ideal habitat for the breeding of marine biota such as shrimp, fish, and crabs which are a source of livelihood and livelihood for villagers. Then, the Creative Tourism Village Manager took the initiative to utilize the existence of rivers, seas, and mangrove forests in the Creative Tourism Village of Terong into a new tourism package to attract tourist visits. In addition to preserving the environment, this utilization can also provide sustainable economic benefits and become an educational medium for everyone.

The form of this tourism product is that tourists can explore the mangrove forest area, rivers, and seas using boats provided by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. In addition, tourists can enjoy traditional Belitung cuisine and can swim and bathe in the clear sea, around the mangrove forest area. This tour package also pays attention to the safety and security of tourists. The Terong Creative Tourism Village management provides life jackets, experienced local tour guides, and first aid kits.

Hiking tourism products that introduce biodiversity. This tour package is a tour that introduces the richness of flora and fauna in the Terong Creative Tourism Village. This hiking activity is carried out on Bukit Tebalu Simpor Laki with an altitude of 165 meters above sea level. The location of this hill is not too far from the meeting point in the Aik Rusa Berehun Tourism Village, so it can facilitate tourists who want to go hiking. The travel time from the meeting point to the hiking parking lot is approximately 15

minutes by motorbike. Access to the slopes of Bukit Tebalu can currently only be passed by motorbikes. For tourists who use cars or travel, they can park their vehicles at the meeting point location.

Tourists can enjoy the view of the Terong Creative Tourism Village from the top of the hill and enjoy the sunrise or sunset. To the west, tourists can see the view of the open sea with rows of islands. And to the east, tourists can enjoy the dense tropical forest that is soothing to the eye. Tourists can reach the top of Bukit Tebalu in around 20-30 minutes. The facilities provided by the Terong Creative Tourism Village Manager to tourists who take this package are motorbike rental, lighting, local Javanese guides, photo and short video services, traditional cakes, and drinks according to the request or wishes of tourists.



Fig 3. Hiking Tourism Product

Agrotourism products of Terong Creative Tourism Village. This tour package utilizes community plantation land that is managed independently and in groups. Activities that can be done by tourists are picking vegetables, cooking vegetables that they pick themselves, and eating casually at the agro hut. The existence of this agrotourism provides a change in the mindset or good way of thinking of the agrotourism package managers. Because it is known that the managers of this agrotourism are predominantly mothers, who are shy and a little introverted.

The area of this community plantation is approximately 7 hectares. In addition to mothers, those who are young people who are still in school also help manage this plantation. This is a form of utilizing their free time after school. With the initiation of this agrotourism, the Belitung Regency Agriculture Service then provides guidance to those who help manage the plantation by providing insight and knowledge about safe and sustainable agriculture.



Fig 4. Agrotourism Product

Cultural Conservation Tourism Products

Cultural conservation tourism products in Terong Creative Tourism Village are packaged in the form of educational tourism to learn traditional Belitung dances, learn to recite pantun, learn gambus music, learn to cook bedulang food menus, learn to make various traditional Belitung cakes. Terong Creative Tourism Village also has routine activities every year, namely the Terong Creative Tourism Village Cultural Eco Festival which was first held in 2018. A series of activities also present several competitions. The implementation of this activity is a form of reflection on local wisdom and the unique culture of Terong Village and Belitung. In addition, the holding of this festival is a forum to enrich experiences in tourism and preservation of local culture.

This festival presents related stakeholders and tourism actors from other tourist villages in Belitung Regency and Bangka Island. Stakeholders who also support the implementation of this activity are the Terong Village Government, the Terong Creative Tourism Village Institution, and the Anter Berkarya Pokdarwis Institution, as well as the Bangka Belitung Islands Provincial Government through the Tourism, Culture, Youth and Sports Office. This festival features art performances such as dance. Some of the dances that have been performed at the Terong Creative Tourism Village Cultural Echo Festival are the Ngarau Bepacar dance by the SMP 4 Tanjungpandan Dance Studio and the Serumpun Sebalai dance by the Terong Village woman. And the Dendang Kipas dance by the Pelita Budaya Studio.

The competitions held at this festival can also form close communication and interaction between the Terong Village community and tourism actors from outside the region. Through the Terong Creative Tourism Village Cultural Echo Festival, the community can have the opportunity to share their traditions, arts, and cultural heritage with the wider community. This festival is a positive cultural exchange medium where the village community can share their knowledge about traditions, arts, music, and cultural

dances. This activity also provides tourists with an experience to feel the beauty and authentic village life.



Fig 5. Terong Creative Tourism Village Cultural Echo Festival

3.2 Economic Creative of Terong Creative Tourism Village

A creative economy is a form of effort to find sustainable development through creativity, where the major role of the creative economy is the utilization of non-renewable and unlimited resource reserves, namely ideas, talents, and creativity [7]. Generally, each region has product potential that can be raised and developed. The uniqueness or distinctiveness of the local product is the core of the creative economy.

In managing the Terong Creative Tourism Village, the community has experienced changes, both in mindset and behavior. The community began to see the importance of utilizing the wealth of available natural resources that can grow the economy. The progress or development of a tourist village is usually marked by the emergence of innovations originating from the creativity of its villagers. Terong Creative Tourism Village has UMKM products based on local village materials. The emergence of these UMKM products is a form of demand from tourists visiting Terong Creative Tourism Village. They started asking about the need for souvenirs or gifts that could be taken home. This encourages the community and becomes a motivation for villagers to pioneer UMKM businesses so that they can create UMKM products by utilizing local original materials.

In 2019, Terong Creative Tourism Village succeeded in creating the first UMKM product with the name of its production house, namely Rumah Kreasi Ayuk (RKA). The products produced at this First MSME Production House include Kerik sticks which are crackers made from a type of small shellfish obtained from the coast of Terong Village, squid crackers made from local squid and purchased from local fishermen, fish skin crackers made from fish skin from separating fresh fish meat with various flavors, and mustard greens sticks which are the latest MSME products. Mustard Stick uses mustard greens which are the result of agro-tourism plantations in Terong Creative Tourism Village. The MSME product Rumah Kreasi Ayuk (RKA) then got

the opportunity to promote its products and was able to participate in MSME exhibitions at the regional and national levels. Its products have also reached the international level at the G20 event.

In 2020 during the new normal period of the Covid-19 Pandemic, the Aquatro Food production house emerged with the product it offered, namely Belitung's typical yellow spiced catfish. The development of this business started from obstacles and problems, where at that time many restaurants were closed, so consumers could not buy fresh catfish. The impact resulted in the accumulation of catfish living in the ponds, and this caused production costs to increase. Catfish were not sold, but feed had to be given, and there was no money turnover. This made the community innovate to produce catfish with Belitung's special seasoning and the result was that many people were enthusiastic about this product, because it was considered practical to cook. This product also has a PIRT and halal certificate from BPOM MUI in 2021 which was facilitated by PLN CSR through PLN Peduli.

In 2024, the Aquatro Food production house produced the latest product, namely Belitung Premium Pepper Powder in collaboration with local farmers in Terong Village to provide added value and sell value to the pepper harvest. In addition, this collaboration is a form of maintaining and maintaining the enthusiasm of residents in managing pepper plantations whose existence is currently very threatened due to the increasing expansion of oil palm plantations. Belitung Premium Pepper Powder product was included by BCA through the Bakti BCA program to be promoted at the MSME Fest product exhibition at Kota Kasablanka Mall BSD. This product was also included in the Red and White Pagelaran (Pasar Kangen) at Prambanan Temple Yogyakarta. The community in Terong Village has succeeded in seeing the potential and problems in the village into something that has a selling value and appeal to the wider community.



Fig 6. MSME Products for the Community of the Terong Creative Tourism Village

3.3 Supporting Facilities of Terong Creative Tourism Village

To develop a tourism village, infrastructure is the main thing that is usually a challenge in developing a tourism village. Often found the unavailability of facilities that can be used by tourists properly. This is inseparable from the need of Terong Creative Tourism

Village for supporting facilities, which can be used by both tourists and the community itself. There is a tourism product approach called 5A's Concept.

Attraction. A village will attract the attention of the wider community if there is an attraction. One of the things that is an attraction and is an attraction in Terong Creative Tourism Village is the Terong Creative Tourism Village Cultural Echo Festival. This festival is an annual routine activity held by Terong Creative Tourism Village, with a series of events consisting of cultural performances and dance arts by the local community as well as internal and external competitions in Terong Village.

Accessibility. The road conditions to get to Terong Creative Tourism Village are classified as very good. Tourists who want to come to this village can use motorbikes, cars, and buse.

Amenities. Amenities are supporting facilities that can be used by tourists to facilitate their needs or to carry out tourism activities. Based on field observations, the available facilities are very adequate and in good condition. Some of the available facilities are more than 3 huts, a prayer room, toilets, a Sari Serai canteen, julong-julong floating houses, and mak Pangong vapor which is used for cooking together. In addition, Terong Creative Tourism Village has an MSME stall, where people can market their MSME products at the stall.

Accommodation. Accommodation is a supporting facility for tourists in the form of a place to spend the night somewhere. Terong Creative Tourism Village has a facility called a homestay. There are 6 homestays available and the distance is not far from the center of Terong Creative Tourism Village. The concept of the accommodation offered is a homestay with a sense of family, where tourists can have more interactive relationships. This is because the homestay provided is in the resident's own home.

Activities. Activities are things that tourists can do when they visit a tourist destination. Activities that tourists can do are packaged by Terong Creative Tourism Village in the form of tour packages. Some of these tour packages include the Bedulang dining tour package, the educational tour package for learning to cook typical Belitung dishes, the hiking tour package, the educational tour package for learning to paint caping, and the educational tour package for planting vegetables (agrotourism).



Fig 7. 5A Terong Creative Tourism Village

4 Conclusion

Terong Creative Tourism Village in Belitung Regency is one of the successful examples of the development of a Tourism Village that focuses on environmental conservation and local culture. This village utilizes natural resources and former tin mining areas as tourist attractions, by integrating educational tourism that teaches environmental conservation and cultural heritage. This initiative is in line with the concept of regenerative tourism and sustainable tourism, where tourism not only contributes to the local economy but also improves and preserves the local ecosystem and culture. The process of developing a tourism village that involves Penta helix stakeholders and prioritizes local community involvement has succeeded in making Terong Creative Tourism Village an independent village that can grow the village's economy and the community. This achievement undoubtedly supports the concept of sustainable and regenerative development. Sustainable tourism development emphasizes environmental conservation, while regenerative tourism development prioritizes community involvement in tourism development, including efforts to preserve the environment. With this approach, Terong Creative Tourism Village is not only a sustainable tourist destination but is also able to inspire social, cultural, and environmental regeneration in its area, so that Terong Creative Tourism Village can become one of the Tourism Villages that maintains tourism sustainability by implementing the concept of regenerative tourism that emphasizes environmental sustainability and community participation in the development of the tourism village.

The limitation in conducting this research is that the author was unable to interact directly with the community involved in the management due to the time constraints of the study. Recommendations to enhance the development of Terong Creative Tourism Village include improving the implementation of regular education and training for the village tourism managers involving the local community, strengthening collaboration with various investment parties to optimize tourists' ease of access to Terong Creative Tourism Village aggressively marketing MSME products through the use of digital tools, and expanding regenerative-based tourism packages.

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