

DETERMINANT FACTORS OF VISITORS TO PARHONASAN DAIHONAS AGROTOURISM IN NORTH SUMATERA, INDONESIA

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ABSTRACT

Indonesia as an agricultural country has great potential in developing agrotourism by utilizing the diversity of natural resources and abundant agricultural resources. The development of agrotourism in Indonesia is quite a lot until now and one of them is Parhonasan Daihonas Agrotourism. The purpose of this study was to analyze visitor perceptions of the quality of agrotourism, the determinants of visits, and the economic value obtained by agrotourism. Accidental random sampling was used to select the respondents from the study area in this study with a total of 96 visitors to the Parhonasan Daihonas agrotourism. Multiple regression models and the travel cost method are used to analyze the determinants of visits and the economic value of agrotourism. This study found that visitors had a good perception of the quality of Parhonasan Daihonas agrotourism both from the aspects of tourist attraction, access to agrotourism, services in agrotourism, cleanliness of agrotourism, as well as safety and comfort in agrotourism. Visitors' perception of the quality of agrotourism is one of the determining factors for increasing visits to Parhonasan Daihonas agrotourism. The large consumer surplus value makes Parhonasan Daihonas agrotourism the potential to be developed.

Keywords: Agrotourism, Visitor Perception, Number of Visits, Economic Value, Parhonasan Daihonas

INTRODUCTION

Tourism is one of the most efficient economic branches that successfully compete with other farm branches of production and trade products (Zilinskas and Petravičienė, 2007). According to Navickas and Malakauskaitė (2010), it is one of the most fast growing economic segments that deals with challenges and opportunities in a global competitive market. The tourism sector is Indonesia's mainstay for increasing opportunities for the growth of various economic businesses managed by the community and creating both formal and informal employment opportunities for the community. The 2017 Travel and Tourism Competitiveness Index (CCTI) report places Indonesia's tourism competitiveness index at 42nd place, up eight places from 2015. In addition, Indonesia was also awarded as the top ten best countries to visit in 2019 by Lonely Planet. With the potential for natural, cultural and historical wealth, Indonesia is a country that is very worthy of being visited by tourists.

In Indonesia, the tourism sector, including agrotourism, is growing rapidly and has made an important contribution to the development of rural communities with existing agricultural systems in rural areas (Subowo, 2003). Agrotourism is part of a tourist attraction that utilizes agricultural

businesses as a tourist attraction. The aim is to expand knowledge, recreational experience and business relations in agriculture. Through the development of agrotourism that emphasizes local culture in the use of nature, farmers' income can increase along with efforts to preserve land resources, and maintain local culture and technology (indigenous knowledge) which are generally adapted to the conditions of their natural environment.

North Sumatra is one of the provinces in Indonesia that has potential tourist attractions which are grouped into five categories, consisting of nature, culture, crafts, culinary and recreation. One of the most interesting agrotourism and a leading agrotourism in North Sumatra is Parhonasan Daihonas, which comes from the Batak language which means pineapple plantation. Parhonasan Daihonas is called an agrotourism area because it combines the concept of agriculture with activities related to nature. With a cool rural atmosphere, and the availability of huts and places to relax which are directly adjacent to pineapple plants, this place is visited by local and foreign tourists.

Competition in the world of pineapple agrotourism business requires Parhonasan Daihonas agrotourism to continue to improve the quality of agrotourism by understanding visitor perceptions in order to maintain and increase the

number of visits. Visitor satisfaction with the quality of agrotourism is a very important business challenge, both to maintain the continuity of an existing business. By knowing visitor perceptions, agrotourism owners can find out visitors' responses and wishes for agrotourism and agrotourism business owners can make decisions based on visitor response information and become an input for improving Parhonasan Daihonas agrotourism.

Many factors can affect the number of tourists visiting agrotourism. Damanik (2006) states that agrotourism visits are influenced by socio-economic factors such as age, education level, income, travel costs, distance from residence to agrotourism, employment, vehicles used and quality of agrotourism. In order to increase the number of visits, Parhonasan Daihonas agrotourism is required to be able to provide superior tourist attractions compared to other agrotourism according to the wishes of visitors. Based on this background, this study aims to 1) analyze visitor perceptions of the quality of agrotourism, 2) analyze the determinants of the number of visits to agrotourism, and 3) analyze the economic value obtained by Parhonasan Daihonas agrotourism.

LITERATURE REVIEW

According to Sharpley (1996) "the measurement of demand in rural tourism faces problems due to the lack of an internationally agreed definition and the variations of rural tourism activities and pursuits". A universal definition of rural tourism lacks consensus (de Sousa & Kastenholz, 2015; Pina & Delfa, 2005), although some early research attempted to formulate such a definition (Gilbert, 1989; Greffe, 1994; Lane, 1994). Therefore, a precise definition remains elusive as RT is complex, embraces multifaceted activities, and varies across regions and countries (Hernandez' Maestro et al., 2007; Pina & Delfa, 2005). Moreover, it seems that few studies investigating this aspect exist. Consequently, conceptualising rural tourism remains difficult (Frochot, 2005) and has implications for planning and management (Lane, 1994).

Roberts and Hall (2004) stated that there is no universal agreement on the critical threshold that distinguishes between urban and rural populations. Similarly, Su (2011) argued that rural tourism has many interpretations. The difficulty in defining rural tourism is the cause that the concept lacks a comprehensive body of knowledge and theoretical framework (Opperman, 1996). Nevertheless, efforts to define and conceptualise rural tourism have been made. Gannon (1994) defined rural tourism as "the

range of activities and amenities provided by farmers and rural people to attract tourists to their areas in order to generate extra income for their businesses". The European Communities Commission (1987) has defined rural tourism as "a vast concept covering other services besides accommodation such as events, festivities, outdoor recreation, production and sale of handicrafts and agricultural products". The complex nature of tourism as well as that of rural areas creates much ambiguity as to what constitutes rural tourism.

Similarly, Sharpley and Sharpley (1997) suggested that rural tourism should be defined not only technically in relation to destinations, activities and other tangible characteristics but also conceptually as a state of mind, as the countryside is seen as an abstract concept that attracts people (Halfacree, 1993). These definitions coincide with Lane's (1994) suggestion that rural tourism should be seen in terms of population density, land use and the traditional social structure. Overall, it can be concluded that rural tourism is regarded by researchers as:

- a) Tourism taking place in rural areas
- b) Tourism involving small-scale development
- c) Tourism allowing the interaction with nature and traditional culture
- d) Tourism that is locally controlled and developed for the long-term benefit of the local community
- e) Tourism representing the rural environment, economy, history and location (Lane, 1994).

Studies by Nicola and McKenna (1998) and Komppula (2014), for instance, underlined that rural tourism does not have to be located in rural areas. It could be in urban areas that incorporate rural functions. The different interpretations of rural areas might imply that the scope of rural tourism study could have evolved to reach the urban spectrum, yet still being associated with traditional and rustic characteristics. Rural tourism or "agrotourism," is most attractive due to its potential to diversify rural economies and, therefore, to help slow the rural exodus. It can be an important agent in local development (Kowalczyk, 1994). Tourism development in rural areas not only promotes the rapid development of rural economy but also accelerates the transformation of agricultural structure. Koo et al (2019) analyzed the economic income of villagers in rural tourism destinations through investigation. The study found that the poorer farmers in the village did not become wealthy because of the development of rural

tourism. Only those farmers who participated in work through rural tourism improved their home economic conditions, which resulted in the divergence of the income of the rural population.

METHOD

Description of study area

This research was conducted at Parhonasan Daihonas agrotourism, North Sumatra, Indonesia. This agrotourism is located in Dairi Regency

which is in the Southwest of North Sumatra Province and is the border area with the western province of Aceh (Figure 1). Dairi Regency is located in the Bukit Barisan highlands with an altitude of 400 – 1700 m asl or about 200 m above the surface of Lake Toba, with specific and varied topographical characteristics. Ecologically, Dairi Regency is a buffer for the Lake Toba ecosystem and contributes most of the water input to Lake Toba through its rivers.

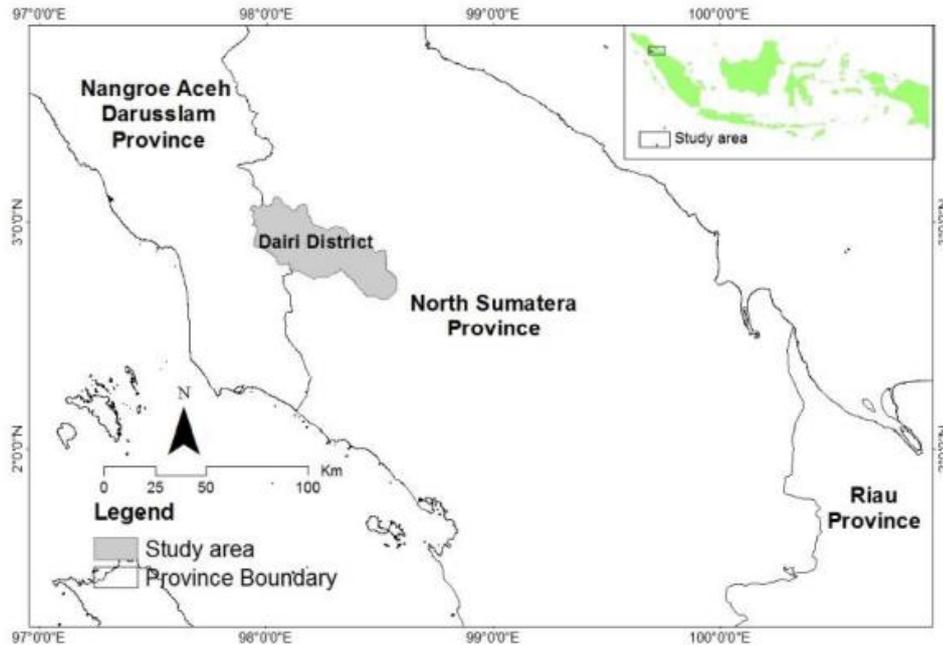


Figure 1. Study area
Source: Thoha et al., 2019.

Sampling and data collection

Accidental random sampling was used to select the respondents from the study area in this study with a total of 96 visitors to the Parhonasan Daihonas agrotourism. To determine the number of respondents used the Margin of Error (MOE) formula with an error tolerance of 10%. Data from this study were collected through a questionnaire survey of visitors at Parhonasan Daihonas agrotourism. The questionnaire was divided into three main parts. The first part collected respondents' demographic information, including their age, gender, education level, job, household size, income, and married status.

The second part collected the travel cost, including the number of visits, the distance from the house to the agrotourism location, the type of vehicle used to go to the agrotourism location, and the purpose of visiting the agrotourism area. The third part of the questionnaire is about

visitor's perceptions of Parhonasan Daihonas Agrotourism, which includes the attractiveness of agrotourism, access to agrotourism, quality of service, cleanliness of agrotourism, as well as safety and comfort at Parhonasan Daihonas agrotourism.

Data analysis

Multiple regression models are used to determine the determinants of the number of agrotourism visits by involving independent variables obtained from previous research, such as age (Budi and Santosa, 2013), level of education (Mateka, et al., 2013), income (Sinclair and Stabler, 1997), travel costs (Lakuhati et al., 2018), distance from residence to tourist attractions (Lakuhati et al., 2018), and visitors' perceptions of agrotourism (Aprilia, 2016). Prior to regression analysis and hypothesis testing, classical assumption tests were performed, namely normality, multicollinearity, heteroscedasticity, and autocorrelation (Greene,

2002). A detailed description of these independent explanatory variables is given in

Table 1, along with their summary statistics.

Table 1. Descriptive statistics of the explanatory variables

Variables	Measurement	Min	Max	Mean	S.D
Age	The number of years from birth	18.00	55.00	27.21	9.61
Years of schooling	Total number of years of formal education	12.00	16.00	13.28	1.32
Income	IDR/month	800,000	9,000,000	2,368,229	1,353,457
Travel cost	Travel cost to agrotourism per visit	30,000	1,200,000	159,291	214,532
Distance	Distance from home to agrotourism (Km)	5.00	120.00	29.95	25.84
Perception	Score	0.00	1.00	0.85	0.35
Number of visits	Number of visits per visitors to agrotourism	2.00	6.00	3.10	1.11

The information obtained from the multiple regression model is used to calculate the economic value of Parhonasan Daihonas agrotourism using consumer surplus calculations. Consumer surplus is the difference between the total satisfaction that consumers enjoy from consuming a certain number of goods or services with the sacrifices that should be incurred to consume that amount of goods or services (Perdana, 2015). In order to find the consumer surplus per individual per year, an integral calculation is used with the upper limit being the highest travel cost for agrotourism visitors and the lower limit being the lowest travel cost for Parhonasan Daihonas agrotourism visitors, with the following formula.

$$SK = \int_{p_0}^{p_1} f(x) dx - (P_e \times X_e)$$

$$= \int_{p_0}^{p_1} a + bP_x(d_x) - (P_e \times X_e) \dots \dots \dots (1)$$

- where:
- SK : Consumer surplus
 - P1 : Highest travel costs
 - P0 : Lowest travel costs
 - f(x)dx : demand function
 - a : constant
 - b : Travel cost coefficient
 - Pe : Average travel cost
 - Xe : Average number of visits

RESULTS AND DISCUSSION

An overview of Parhonasan Daihonas agrotourism

Parhonasan Daihonas Agrotourism is one of the typical fruit culinary attractions in Dairi Regency, North Sumatra, Indonesia (Figure 2). A park that carries agrotourism pineapple. This is one of the locations that many travelers hunt. Not only offering plantations pineapple, the manager also provides various instagenic photo spots that are preferred by the millennial generation. The facilities here are also quite complete, starting from the parking area, bathroom or toilet, resting area, trash can, children's play area, and so on. Visiting hours for this tourist spot are from 08.00 WIB in the morning to 18.00 WIB in the evening. The journey taken to get to the location takes about 41 minutes or takes about 19 kilometers from downtown Sidikalang.

Parhonasan Daihonas agrotourism has an area of 2 hectares which is planted with pineapple plants and several durian and cocoa trees which make this agrotourism location cool. Parhonasan Daihonas is a family-owned business that has quite good tourism potential and will improve the economy if managed properly. This agrotourism also plays a role in maintaining environmental preservation, especially in Dairi Regency. The occurrence of the Covid-19 Pandemic also had an impact on agrotourism which included social impacts such as the cessation of workers, livelihoods and interactions that existed at the Parhonasan Daihonas agrotourism, as well as the economic impacts that emerged, namely in the form of a decrease in the number of visitors and agrotourism income due to Large-Scale Social Restrictions (PSBB).



Figure 2. Parhonasan Daihonas

Perception of visitors to the quality of agrotourism

In natural objects, natural tourist objects are usually the prima donna of visits because exoticism stimulates to create additional activities, recreational and reflective, therapeutic and field, historical and attractive factors. An area is said to have a tourist attraction if it has the characteristics of uniqueness, authenticity, scarcity and fosters enthusiasm and provides

value for visitors (Devola, 2017). Visitors' perceptions of the quality of agrotourism are measured using five indicators consisting of agrotourism attractiveness, access to agrotourism, services in agrotourism, cleanliness of agrotourism, and safety and comfort in agrotourism. The results of visitor perceptions can be seen in Table 2.

Table 2. Visitors' perceptions of the quality of Parhonasan Daihonas agrotourism

Indicators of perception	Good (n = 96)
Agrotourism attractions	74
Access to agrotourism	72
Services at agrotourism	84
Agrotourism cleanliness	77
Agrotourism safety and comfort	91

Source: Field survey, 2021

The results of the study (Table 2) indicate that visitors' perceptions of the attractiveness of agrotourism are important in influencing visitor interest to visit Parhonasan Daihonas agrotourism. The majority of visitors stated that Parhonasan Daihonas agrotourism has its own uniqueness that is not found in other tourist objects such as the existence of a pineapple monument which is used as a visitor's photo and beautiful natural scenery in the form of views of rice fields and trees which make this agrotourism more attractive. Respondents' assessment of the attractiveness of agrotourism is quite good, but visitors expect new innovations from the management of agrotourism (Aprilia,

Most of the visitors also considered that the Parhonasan Daihonas agrotourism had good access (Table 2). The condition of road infrastructure is good and public transportation is widely available, making it easier for visitors to reach Parhonasan Daihonas agrotourism. Easy

access to Parhonasan Daihonas agrotourism can increase visits. Even so, managers must pay attention to accessibility to agrotourism because the road signs to agrotourism have faded so that they are no longer clearly visible. Then the very weak information network in Parhonasan Daihonas agrotourism is one that must be repaired. This means that the accessibility factor has an influence because the development of agrotourism requires attention to visitors who make visits,

Services at Parhonasan Daihonas agrotourism have good ratings from visitors and need to be maintained and improved in order to maintain the quality of agrotourism so that visitors are increasingly interested in making return visits because they have a good impression with good service. With regard to visitor reception procedures, communicative services by directly greeting visitors by greeting visitors politely, friendly and smiling are still lacking by visitors. Agrotourism managers are challenged to

work even more optimally to provide the best service needed by visitors (Rosita, 2016).

Cleanliness, comfort and safety are important indicators in attracting visitor interest and having a good impact on visitors and making visitors feel at home in the agrotourism (Aprilia, 2016). visitors stated that trash bins were not provided near the huts or shelters, even though the agrotourism owner immediately collected the trash left by the visitors after the visitors returned, there were still visitors who littered which made the pineapple garden dirty. The availability of limited trash cans must be considered so that the cleanliness of agrotourism is maintained. Parhonasan Daihonas Agrotourism also has a location that is quite far from residential areas so that it is far from noise. Based on interviews with agrotourism owners, Information was obtained that criminal acts such as theft and robbery had never occurred in agrotourism locations. Likewise with the location of an adequate parking lot so as not to disturb other visitors to park their vehicles. However, the manager of the Parhonasan Daihonas agrotourism needs to arrange the layout of the hut or place to relax so that it looks better and is more well organized. And for vehicle parking, it is hoped that someone will become a parking attendant or security guard to keep the Parhonasan Daihonas agrotourism area safe. the

manager of the Parhonasan Daihonas agrotourism needs to arrange the layout of the hut or place to relax so that it looks better and is more well organized. And for vehicle parking, it is hoped that someone will become a parking attendant or security guard to keep the Parhonasan Daihonas agrotourism area safe. the manager of the Parhonasan Daihonas agrotourism needs to arrange the layout of the hut or place to relax so that it looks better and is more well organized. And for vehicle parking, it is hoped that someone will become a parking attendant or security guard to keep the Parhonasan Daihonas agrotourism area safe.

The determining factor for the number of visits to Parhonasan Daihonas agrotourism

Multiple linear regression models are used to analyze the determinants of the number of visits to Parhonasan Daihonas agrotourism. A multiple linear regression model can be called a good model if it fulfills the classical assumptions consisting of a normality test, multicollinearity test and heteroscedasticity test (Appendix 1). The results of the study (Table 3) show that visitor income and perceptions of the quality of agrotourism have a significant effect on visits to Parhonasan Daihonas.

Table 3. Regression result

Variable	Estimation Coefficient	Standard error (Se)	t-count
Constant	1.297	1.037	1.251
Age	0.007	0.013	0.574
Years of schooling	0.017	0.082	0.211
Income	3.931E-7	0.000	4.227
Travel cost	-6.654E-7	0.000	-1.122
Distance	-0.005	0.004	-1.152
Perception of agrotourism quality	0.823	0.256	3.102
R ² = 0.295			
t table = 1.990			
F count = 7.631			
F table = 2.674			

Source: Primary data, 2021

The income variable partially has a significant effect on the number of visits and has a positive relationship. The positive sign indicates that there is a harmonious relationship between income and the number of visits, meaning that if the income is higher, the number of visits will also be higher and vice versa if income decreases/smaller, the number of visits will also decrease/decrease. High income increases interest in visiting so that the number of visits increases. The power to make purchases on the demand curve is determined by the level of living and the intensity of travel. where in other words the

greater the income of a visitor that can be used. the higher a person's interest in taking a tour according to his wishes. This makes a significant relationship in the relationship between the amount of income and the number of tourist visits. where changes in the amount of income will cause changes in tourist visits (Akrom, 2014).

The perception of visitors is an important thing for tourism activities. because it is related to visitor loyalty. This is evident from the results of the study (Table 3) it was found that the t-count value was 3,102 compared to the t-table of 1,990

at the 95% confidence level. obtained t count value > t table value (3.102 > 1.990). Thus Ho is rejected and Ha is accepted. it means that the variable of visitor perception on the quality of agrotourism partially is not significantly different from the number of visits. One's perception arises because of sensation. Sensation is the activity of feeling or causing a joyful emotional state. This means that the better the visitor's perception of the quality of agrotourism which in this case includes. agrotourism attraction. better access to agrotourism. the better the service in agrotourism. cleanliness is also good and the safer and more comfortable Parhonasan Daihonas agrotourism will make positive visitor perceptions of the interest in repeating agrotourism visits (Hasan, 2010).

The economic value of Parhonasan Daihonas agrotourism

The consumer surplus value is obtained through the integral of the demand function minus the average travel cost multiplied by the average number of visits. Integral has an upper limit that is the highest travel costs and a lower limit that is the lowest travel costs. The demand function is obtained from the multiple linear regression coefficient values, namely constant coefficients and travel costs. The highest travel costs incurred by visitors is IDR 1,000,000 and the lowest travel costs incurred by visitors is IDR 30,000. Meanwhile, the average cost incurred by agrotourism visitors is IDR 157,208 with an average number of visits of 3,093 times per year. the consumer surplus is as follows:

$$SK = \int_{30000}^{1000000} 1.297 - 0.000006654Px (dx) - 157.208 \times 3.093$$

From this function it is known that the demand function has a negative slope. This means that the higher the value of travel costs, the lower the number of Parhonasan Daihonas agrotourism visits. This is caused because if the total travel costs incurred are large then the desire or interest of visitors will be a little which causes a small number of visits.

The request function is $1.297 - 0.000006654Px(dx)$. From the results of the integral calculation, an economic value of IDR 2,387,130/year is obtained. If the economic value is divided by the number of visitors to the Parhonasan Daihonas agrotourism, it is Rp.

8,039/person/visit. This can be interpreted as the value given by the community, especially visitors to Parhonasan Daihonas agrotourism to maintain agrotourism as a tourist spot. The large economic value also gives an understanding that tourist attractions in the Parhonasan Daihonas agrotourism still have an attraction for visitors from within and outside the region. This value can be increased by improving agrotourism, especially picking pineapples and relaxing places which are the main tourist destinations in Parhonasan Daihonas agrotourism.

Based on the calculation of the economic value, it proves that the existence of Daihonas agrotourism has a consumer surplus value per individual per one visit. This shows that the benefits derived from the services of the beauty of natural tourism are still far above the average expenditure of visitors. Parhonasan Daihonas agrotourism provides greater service benefits offered to visitors and also the costs they have to incur in order to enjoy Parhonasan Daihonas agrotourism.

Table 4 shows that the consumer surplus is 80 percent of the total economic value of Parhonasan Daihonas agrotourism. While the travel costs that should be sacrificed visitors that is equal to 20 percent. This means that the benefits felt by visitors to Parhonasan Daihonas agrotourism are greater than the costs that should be sacrificed. If the consumer surplus value is compared to the value that consumers should have sacrificed. it is concluded that visitors get direct and indirect benefits through the provision of goods and services needed for tourism activities. The benefits of environmental services are greater than the costs that should be incurred. The costs incurred by individuals in visiting a tourist location reflect the lower limit of a person's willingness to come to a tourist location (Zulpikar, et al.,

The value of consumer surplus. it means that Parhonasan Daihonas agrotourism has the potential to be developed. In addition, Parhonasan Daihonas agrotourism is able to include visitors from areas near and far. This is in accordance with the explanation of Zulfikar, et al. (2017) who explained that tourism is an economic sector that is able to make a significant contribution to the economic growth of a region and the labor market. and create job opportunities both directly and indirectly.

Table 4. Economic Value. Consumer Surplus and Actual Travel Expenses

Indicators	IDR/year	IDR/visit	IDR/person/visit
Economic value	2,387,130	771,784	8039
Actual travel costs	486,244	157,208	1637
Consumer surplus	1,599,062	516,993	5,385

Source: Primary data, 2021

CONCLUSIONS

Parhonasan Daihonas Agrotourism is one of the leading tours in North Sumatra Province. Indonesia is developing the pineapple commodity in its tourism concept. The quality of this agrotourism has a good assessment, especially on tourist attractiveness, access to agrotourism, agrotourism services, cleanliness of agrotourism and security and comfort which can increase the interest and interest of visitors to come back to Parhonasan Daihonas agrotourism. Visitor income and visitor perceptions of the quality of agrotourism have a significant effect on the number of visitor visits. Calculation of the economic value of agrotourism using the travel cost method. the economic value of Parhonasan Daihonas agrotourism was obtained, which was IDR 8,039/person/visit. The percentage of consumer surplus with actual travel costs in aggregate results in an 80% surplus value greater than the costs that should have been incurred. The Parhonasan Daihonas agrotourism manager is expected to be able to maintain and improve the quality of agrotourism by improving and repairing existing facilities, especially on communication networks in agrotourism locations which are still weak. road access improvements. improve service quality and cleanliness.

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