

## **THE ROLE OF STAKEHOLDERS IN DEVELOPING AGRICULTURAL EDUCATIONAL TOURISM ATTRACTIONS IN TEGALSUMEDANG VILLAGE, BANDUNG REGENCY**

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### **Abstract**

Tegalwisata Village is one of the villages located in Rancaekek District, Bandung Regency, West Java. This village has topographic and demographic potential that can be developed into tourism, with the development of tourism villages, the right stakeholders are needed so that the village can be developed effectively and efficiently. Agricultural educational tourism itself is explained as educational tourism that focuses on business activities in an organization that manages biological assets and sells and converts related things into agricultural products and other biological assets. This research seeks answers to the problem of stakeholder positions in tourism development. The Pentahelix Stakeholder method is used in identifying stakeholders who play a role in village development. This method reviews each role of stakeholders ranging from government, local entrepreneurs, communities, academics, and the media. This research is a qualitative study taken with observation and interview methods. The main result of this research discusses the position of each stakeholder in the development of tourism villages. This research shows that each stakeholder has performed their roles well. However, the roles recorded have not yet led to the tourism sector. The results of the research show that there needs to be direction to the tourism sector for each stakeholder in Tegalsumedang Village. In addition, human resource development and media stakeholder development to meet the needs of the media role in Tegalsumedang Village.

**Keywords:** Stakeholder, Development, Edutourism, Agriculture

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### **A. INTRODUCTION**

A tourist village is one of the developments of a village that has tourist attractions that adjust to the topography of the village. Tegalsumedang Village itself is a village located in Rancaekek Sub-district, Bandung Regency, West Java, which has a variety of topographies, mainly with rice fields around the village, flat areas, as well as undulating areas around it. Apart from the topography, the majority of the people around Tegalsumedang Village also work as farmers whose main products are rice and vegetables.

The characteristics of agricultural tourism itself are having rice fields managed by the community and utilizing the agricultural business (Hutama & Purnomo, 2016). In addition, agricultural tourism has human resources that are dominant in agriculture. Where agricultural tourism is an alternative destination that provides opportunities for farmers to get additional income in the form of tourism activities and finished products, as well as providing recreational value and maintaining environmental sustainability (Wiranatha et al, 2024; Cheteni & Umejese, 2023).

In the development of a tourist attraction such as a tourist village, the role of stakeholders is needed because the development itself will determine the positions needed in the process of developing and managing a tourist village later. In the development and management of tourist villages, each stakeholder holds their position in accordance with their obligations in the village. The tourist village itself is created primarily for the welfare of the local community of the village by utilizing the unique or authentic potential of the village as an economic growth of its own community (Cahyana & Nugroho, 2019). Good village development and management can produce outputs that can advance the tourist village and prosper the local community who are the main drivers of the tourist village. Stakeholders who are able to provide good

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development and management performance can have a good influence on the social system in the local village community.

With topography and demographics that support the development of educational tourism, which is educational tourism is a tourism program where tourists visit a tourist attraction with the main purpose of gaining experience in the form of direct learning on related tourist attractions (Devi et al, 2018; Sifa, 2011; Rodger, 1998). One of the objects that can be used as educational tourism is agriculture. Agriculture itself is explained as a business activity carried out by an organization that has the aim of managing biological transformation, harvesting biological assets, then selling or converting them into agricultural products or other biological assets (Dewan Standar Akuntansi Keuangan, 2015). Thus, agriculture is included in one of the edu-tourism that uses agriculture as the value of tourism.

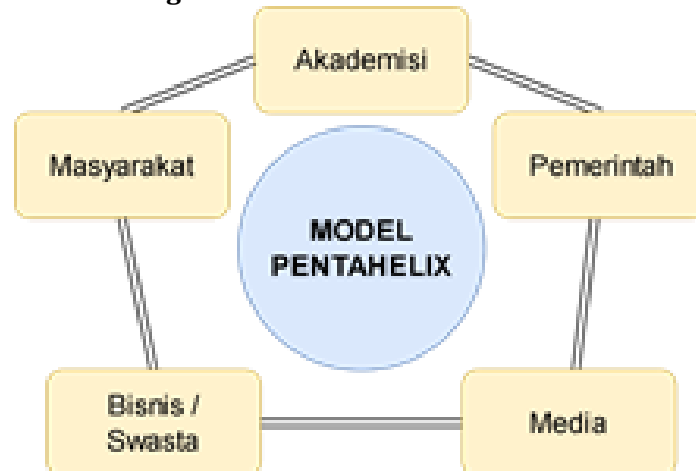
Bandung Regency is currently focusing on the community, where the vision of Bandung Regency in the Regional Medium-Term Development Plan 2021 - 2026 states that the development of Bandung Regency is community development, where four visions are conveyed, namely rising, educative, dynamic, religious, and prosperous (Humas Pemkab Diskominfo, 2023). This is strengthened in the third mission, namely the development of the area based on community participation that upholds creativity in the frame of local wisdom and is environmentally friendly (Pemerintah Kabupaten Bandung, 2021). One of the developments that requires community participation is the development of tourist attractions, one of which is a tourist village. This is one of the solutions to problems regarding development problems experienced by Bandung Regency, one of which is the low quality of human resources (Pemerintah Kabupaten Bandung, 2021).

The question that arises in this research is how a tourist attraction, in this case a tourist village, knows what to do by each stakeholder who will participate in developing and managing the related tourist village? Mainly in the development of agricultural educational tourism attractions.

The concept used is the role of tourism actors which aims to determine the role of policy makers in carrying out their roles in the development of tourist villages. The tourism actors emphasized here are actors who manage each subject or organization. For example, a person who has a higher social status than the community and has its own unique aspects has the responsibility of leading the existing community, and that person has obligations, rights, and duties and roles in developing the village. Just like the community subject, other stakeholders are also represented by someone who leads or has related capabilities (Rakamdani, 2019).

The next reference in this research is the Pentahelix Stakeholder Model, which will later participate in the development of tourist villages. The Pentahelix model itself is a development reference that synergizes between stakeholders to achieve a goal (Vani et al, 2020; Soemaryani, 2016). In creating orchestration and ensuring the quality of activities, facilities, services, experiences, and the value of tourism in order to provide benefits and benefits to society and the environment, a tourism system driver is needed in the form of optimizing the roles of business, government, community, academia, and media publications (Vani et al, 2020; Aribowo, 2019). So that the Pentahelix Stakeholder Model can be described as follows:

Figure 1. Pentahelix Stakeholder Model



Source: Researcher, 2024

The main objective of this research is to determine the duties and obligations of each stakeholder in developing tourist attractions of tourist villages. The development must be based on sustainability, which prioritizes the sustainable principles of ecology, socio-economy, and socio-culture (ILO, 2011). In addition, the development should include Pentahelix Stakeholders as a reference in the development, where each subject has its role, duties, and obligations to optimize the development of related tourist villages and can have an impact not only during the development period but up to the management period of the tourist village.

By referring to the phenomenon described, through the development of villages that have begun to rise in recent times, it is hoped that tourist villages will not only become a name and be able to become a new driver of the tourism sector so that it can prosper not only the local community, but to other stakeholders such as the media, and academics. In terms of benefits, this research is aimed at each stakeholder in the Pentahelix Stakeholder so that it can be used as a reference for the stakeholders involved later to carry out roles that are in accordance with the level of each position in social status.

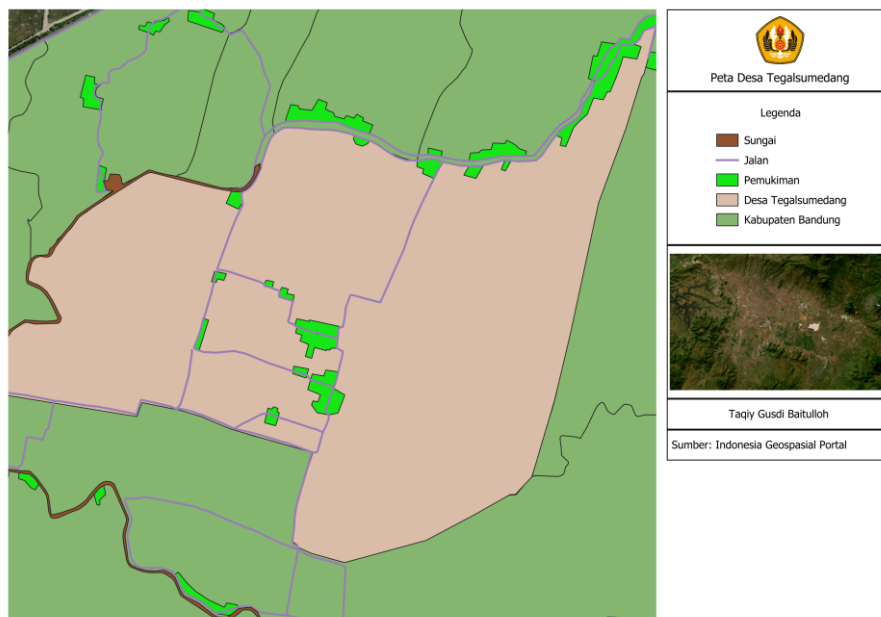
The differences in the position of the research conducted with existing research are described as follows:

The research used as a reference in this study is the Analysis of the Role of Stakeholders of Carangsari Tourism Village, Petang District, Badung Regency by Cahyana & Nugroho, 2019. This research looks at the coordination pattern between stakeholders in the ongoing tourism operations at the tourist attraction. The tourist attraction of Carangsari Tourism Village itself has become a well-known tourist attraction around Badung Regency, Bali Province. This facilitates research, especially regarding the pillars that manage tourist attractions or related tourist villages. All stakeholders in this case the government, local entrepreneurs, and the community have been said to have carried out their respective roles and obligations. There are some suggestions that are conveyed mainly regarding the openness and promotion of related tourist villages, to increase economic turnover with the arrival of non-local policy makers such as the arrival of foreign investors who want to invest in related tourist villages. In addition, there is a need to improve the quality of human resources, one of which is the surrounding community, so that they are better prepared to receive tourists who will not only be local tourists, but also international tourists. And finally, an increase in products is needed so that it can cover a wider scope so that it can attract other tourists to travel to related tourist villages. The similarity between this research and the research used as a reference is in the use of the main method in data collection.

The research used as the next reference is the Pentahelix Model in Developing Tourism Potential in Kota Baru by Vani et al, 2020. This research is almost the same as the previous research reference which focuses on collaboration between stakeholders directly related to the tourism industry. The concept used in this research is the Pentahelix Stakeholder Model which optimizes the roles of business, government, community, academia, and publications in the management and development of tourist attractions, one of which is a related tourist village. This research shows the importance of various elements in the tourism industry in the management and development of a tourist attraction to have its own competition or characteristics. In the research itself, it is conveyed that some roles need further improvement, such as the role of the government which should carry out planning in the development and management of tourist attractions not only in the short term but also in the long term, the role of academics who must collaborate with the government and the surrounding community in reducing and eradicating illegal collection by thugs, The role of business people who are given the task of optimizing existing resources in increasing the visit of local tourists and international tourists, the role of the media that must increase efforts in disseminating related tourist attractions or related tourist villages so as to increase visits by tourists, and the role of the community that needs to work with the community in raising the quality so that the community is ready to accept tourists who come to related tourist villages. In this study, the tupoksi - tupoksi that are carried out are appropriate, but not maximized. The need for improvement from each stakeholder shows that each stakeholder has not maximized in managing and developing related tourist villages. The similarity in this research is in the use of the Pentahelix Stakeholder Model discovered by Arief Yahya, the former Indonesian Minister of Tourism in the 2014-2019 term.

## B. RESEARCH METHOD

Figure 2. Research Map



Source: Researcher, 2024

Form figure 2 this research is located in Tegalsumedang Village, Rancaekek Sub-district, Bandung Regency, West Java, which is a developing village according to data obtained from the Independent Village Index, Tegalsumedang Village is in Developing Village status (Kemendes, 2023). Furthermore, this village has characteristics in its topography, the majority of which are agricultural areas, then in its demography that the majority of people who live in the village are farmers. Some of these characteristics strongly

support the development of agricultural educational tourism attractions, knowing the topographic conditions and demographic conditions that are closely related to agriculture.

**Figure 3.** Tegalsumedang Village



Source: Personal Documentation

**Figure 4.** Tegalsumedang Village



Source: Personal Documentation

The type of data uses qualitative data which is data in the form of words, schemes and images (Sugiyono, 2015), which is carried out to carry out data dissection which is carried out narratively. The data will be formed into a matrix to facilitate data analysis. The matrix will consist of the active aspects taken by related stakeholders, the status of the subjects whose data is taken, the rights of related stakeholders, and the obligations of related stakeholders. The data collection techniques in this research use observation techniques in seeing the reality and phenomena in the field, and interviews conducted with informants who are in relevant stakeholders in this case business, government, community, academics, and media publications (Vani et al, 2020; Aribowo, 2019). The interview itself will be additional

information from the data taken by observation, as well as a verifier of the data taken by observation. Primary data sources themselves are in the form of observations of phenomena that occur at the research site directly, and secondary data itself is used in supporting the main data in strengthening the facts in the field. The analysis technique uses qualitative analysis techniques which process the data obtained in a narrative manner by analyzing the social processes that take place in related tourist villages (Mertova & Webster, 2019). The credibility test method uses triangulation, specifically data source triangulation. Triangulation of data sources is triangulation by checking data from various sources in various ways and times (Wijaya, 2018).

### **C. RESULTS AND ANALYSIS**

Based on the data collected in the field, the result is a matrix of stakeholder roles in Tegalsumedang Village, Rancaekek Sub-district, Bandung Regency. One of the data obtained in the field indicates that Tegalsumedang Village is an agriculture-focused village, where the focus of this village is on the agricultural sector. This village has its own potential with its topological conditions surrounded by rice fields.

#### **Government Role**

The role of the government in Tegalsumedang Village plays a very important role in the development of the village. The government in general has one of its roles as a regulator. The duties of the regulator itself include establishing rules or regulations related to welfare and the environment. This is also supported by other roles such as development roles, service roles, and empowerment roles. Other roles in Tegalsumedang Village are regulated through the RPJMDes and other regulations that can show the conditions in Tegalsumedang Village. Currently, there is still no visible development that will lead to the tourism sector, this is because there are no focused regulations that support development, services and empowerment that lead to tourism, although in 2022 a tourism village program has begun to emerge. The development of existing tourism can indirectly increase regional income with levies from attractions and tourism activities around the village. However, this requires tourism-related regulations that can facilitate local entrepreneurs, communities, and other stakeholders in increasing their role in tourism.

#### **The role of local entrepreneurs**

The role of entrepreneurs is one of the important roles in the tourism sector. Tegalsumedang Village itself currently still relies on local people in opening small and medium-sized businesses. The businesses that are opened by themselves are not focused on the tourism sector. One of the existing medium-sized businesses but not in the tourism sector is Dbess Kreasi Al Fattah Jaya Welding Workshop. Where Dbess Kreasi is a business that is involved in the automotive sector by making accessories such as roofrack, campervan awing, rooftop and many more.



**Figure 5.** Dbess Kreasi of Al Fattah Jaya Welding Workshop



Source: Google Maps

**Figure 6.** Dbess Kreasi of Al Fattah Jaya Welding Workshop



Source: Google Maps

From the data taken, the workshop can absorb a lot of local human resources in running its business, the impact given is quite significant with the opening of employment opportunities for local people. With the absence of local entrepreneurs in the tourism sector, it opens opportunities for local entrepreneurs - other local entrepreneurs to open businesses that focus on the tourism sector in Tegalsumedang Village, this can revive and indirectly participate in developing the village towards a tourist village. Local entrepreneurs can empower the community and have an obligation to adjust to the regulations agreed with the government, in participating in the tourism sector to be developed. Local entrepreneurs can also create businesses that focus on the tourism sector with the support of the community and the government, especially the village government as a regulator at the village level.

### **Community Role**

The community has a role as a participator of activities in the village. This makes the role of the community the most important role in supporting the sustainability of all aspects that each other stakeholder role runs. Participation is one of the actions of the community when a program implemented by other roles reaches the level of active implementation. Until now, the community has only been included in several community empowerment programs such as the PKK which still does not focus on tourism development in Tegalsumedang Village. There needs to be organizations that focus on the development and empowerment of tourism communities as the first step in tourism development in Tegalsumedang Village. The people who are included in the organization and the tourism community development and empowerment program have their own decisions and rights in participating in developing and managing the village tourism sector. This is because the community will be directly related to visitors who will later come for tourism activities in the village, it is also an obligation for the role of the community to provide comfort and security for visitors who come to support existing tourism activities.

### **Academia's role**

The role of academics is one of the most important roles in the development of a village. The number of policies taken by the government; business strategies taken by local

entrepreneurs, how the media is delivered in carrying out media operations, and community activities will not escape the role of academics. Village development from various elements requires the role of academics who help plan and evaluate the development carried out. The role of academics is very important in helping and supporting programs implemented by the government, especially in village progress. Tegalsumedang Village has several academics who can be utilized as village development. However, there are still no academics who focus on the development of tourist villages, especially in determining policies and programs implemented by the government. The role of academics themselves has the right to assess, and provide feedback on programs, activities, or operations carried out by other roles.

### **Role of Media**

Next is the role of the media as a source of information. The media can be the main promoter of the development of a tourist village. The media is a party that helps transparency regarding developments carried out in related tourist villages. This can help other roles to get information precisely and quickly, it can facilitate decision making from each role in the development of a village. The media has the right to get exposure to what is promoted, especially in village development. Indirectly, the media gets long-term benefits such as increasing public trust regarding information about the village, gaining trust as a source of information for the public, and many more. Furthermore, the media itself has the obligation to promote things about the developed village such as information about programs, information about processes, information and other information about the village. Currently, the role of the media in Tegalsumedang Village is still absent, so the development of the village itself cannot be said to be good.

Tegalsumedang Village has several roles that have been fulfilled and roles that have not been fulfilled. There is further explanation in the table below:



Table I. Tegalsumedang Village Pentahelix *Stakeholder* Role Matrix.

Role	<i>Stakeholders</i>				
	Government	Entrepreneur	Community	Academics	Media
Active Aspects	Regulator and Facilitator	Investor	Participator	Evaluator and Dynamizer	Promoter
Subject	Tegal-sumedang Village Government	Local entrepreneurs in Tegal-sumedang Village	Local community Tegal-sumedang Village	Academics from neighboring universities.	Local and national mass media.
Rights	Obtain retribution including tourism retribution for tourism development in the relevant village.	Opening a business in this case a tourism business that is supported by the community and other roles.	Involvement in decision-making and tourism programs as well as opening businesses related to tourism businesses in the region related villages.	Assess, provide <i>feedback</i> , assist the community in activities, programs, operations, and regulations related to village tourism.	Gain <i>exposure</i> to the information conveyed about tourism on the related villages.
Obligations	Make regulations related to the development of existing tourism and facilitate entrepreneurs and communities in Tegal-sumedang Village.	Empowering the community and creating a business, in this case a tourism business that adapts to the conditions and regulations that exist in the relevant village.	Provide security and comfort to support tourism activities in Tegal-sumedang Village.	Provide advice, criticism, and overall assistance related to regulations, empowerment, business, and other matters related to village development.	Promote matters regarding village development including tourism development to the public in an honest and transparent manner.
Field Conditions	The village government	There are already	Despite the focus on agriculture,	There are already	There is no media

<p>t is still not focused on developing the tourism potential in the village.</p>	<p>operational businesses in the village. However, the business is not a business in the tourism sector. Also, there is no readiness in the implementation of tourism businesses in related villages.</p>	<p>there are still people who understand the long-term benefits of tourism. However, the villagers are not ready for the development of tourism in the village.</p>	<p>academics helping with village development. However, academics who focus on tourism are still not available.</p>	<p>willing to cover the tourism development of the village.</p>
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The existing conditions of Tegalsumedang Village explain that there are still no optimum roles in the development of agricultural educational tourism attractions in related villages. In village development, it is explained in Law No. 6 of 2014 about Villages that important roles are needed such as the community in utilizing local wisdom as well as existing natural and social and cultural resources (Kementrian Sekretariat Negara RI, 2014). Because of this, there are some special improvements that support the development towards a tourist village.

Currently, some roles are already running well, although not in the tourism sector. In the role of the village government, regulations have been made that can fulfill the needs of the village such as regulations related to irrigation, and regulations related to roads. These regulations are being implemented well, albeit gradually. For example, in the road repair regulation, some roads have been repaired to meet the needs of the community. However, there are several points that still show poor road quality. It is concluded from the explanation above that the role of the government as a regulator and facilitator in the village can be said to be good. But the role of the government in the development of agricultural educational tourism attractions is still in the lack stage, because there is no action or regulation or facilitating development - development towards tourist attractions in developing the village towards a tourist village.

**Figure 7.** Dbess Kreasi of Al Fattah Jaya Welding Workshop



Source: Personal Documentation

In the role of entrepreneurs themselves, the emergence of small and medium-sized businesses in the village proves that the role of entrepreneurs has begun to develop. For example, the existence of Dbess Kreasi Bengkel Las Al Fattah Jaya opens employment opportunities for people in Tegalsumedang Village. The role of the entrepreneur has not yet reached the tourism sector. This is because tourism in Tegalsumedang Village has not yet developed.

The role of the community is one of the prerequisites for the establishment of a tourist village. Where the role of the community as a participator can be interpreted that activities in village development will not run well without the role of the community in its implementation. Currently, the role of the community as a participator in activities carried out by other roles is already running well. For example, the emergence of the PKK group proves the existence of community activities as a participator in programs provided by other roles. However, the role of the participator itself is currently limited to other sectors such as the health sector and the cleaning sector. Meanwhile, the tourism sector does not yet have a participatory role that can drive tourism in Tegalsumedang Village.

Academics are the main thinkers who become dynamizers in the village. The role of academics can provide advocacy regarding the interests of the community against policies or regulations taken by the government. In the context of community empowerment, academics become someone who is trusted to analyze the reality of the existing situation with intellectual strength based on responsibility and social sensitivity in defending the community. One of the roles of academics is to evaluate regulations taken by the government so that they can adjust to the needs and desires of the community. Academics can roughly represent the community in overseeing and guarding the role of the government. Academics in Tegalsumedang Village currently do not focus on the development of the tourism sector, although they have been involved in decision-making regarding other village regulations. Therefore, the role of academics in Tegalsumedang Village itself has not contributed to the development of the village into a tourist village.

The role of the media in the Pentahelix Stakeholder Model is the main promoter in providing exposure related to something, in this case regarding the development of agricultural educational tourism attractions. The media is the main promoter of the image owned by Tegalsumedang Village. Currently, the role of the media in Tegalsumedang Village has not been developed. This happens because there are no devices or mediums that can be used as a promotion of the image that is owned until human resources are still limited, becoming the main obstacle for the role of the media in developing. It can be concluded that the support of other roles is needed in organizing the role of the media as a means of village information and as a major promoter of tourism.

All stakeholders in Tegalsumedang Village carry out their roles in an integrated manner. The community is directly supported by the government and academics in developing existing agriculture as the main livelihood of most of the existing community. The community also contributes directly with activities such as PKK and community service. The role of local entrepreneurs is also supported and supports the role of the community, government and academics in improving community welfare. Although until now, the role of local entrepreneurs is still not as massive as the role of the community when compared to existing activities and activities.

#### **D. CONCLUSION**

The conclusion that can be drawn in this study is that the role of each in Tegalsumedang Village has been well implemented. Such as the role of the government that has become a regulator and facilitator of existing activities for the role of the community, entrepreneurs, and academics; or the role of the community that continues to be a participator of activities carried out by the role of the government and

the role of entrepreneurs. All available roles have proven their effectiveness and have been integrated between each other in carrying out their respective roles.

Although the role of each has been carried out well. There are no stakeholders who contribute to the development of agricultural educational tourism attractions. Furthermore, there is no role of the media as a promoter of activities or as the main promoter of the image of the village. For further research, there are several studies that can be carried out following the research that has been carried out such as researching integration between stakeholders in a tourism operational system, the impact of implementing a tourism operational system, or innovation and automation of stakeholders in tourism operations.

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