

Disclosure Of Community Welfare: Implications Of Super Premium Tourism Program Implementation

(Studies of the Department of Tourism, Creative Economy and Culture of West Manggarai)

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ABSTRACT

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This study aimed to find out whether public wealth indicated the implementation of Labuan Bajo, the super-premium tourism program, in the Manggarai Barat sub-district. Moreover, the data were both primary in the form of interviews and secondary in the form of documents. The study was descriptive- qualitative with a case-study approach. Furthermore, the informants were the head of the office, the head of the creative cluster, and also making its analysis. As a result, the implementation of the super-premium tourism object affected the Local Owned-source Revenue, improved natural resources, infrastructure, and the disclosure of public wealth. Likewise, the implementation of Labuan Bajo had been well-applied as the public revenue level was inclined, education access was easily obtained, and better quality of public health.

Keywords: Disclosure of Public Wealth, Implication of Super-Premium Tourism, Revenue Level, Education Level, Health Level

1. Introduction

In Law No. 23 of 2024 which contains regional government regulations explaining the duties, functions and authorities of the regional government to regulate and manage their own area is carried out by utilizing the potential of the area. Regional autonomy is the right, obligation and authority of an autonomous region to regulate, manage and manage the interests of society and government affairs within the system of the Unitary State of the Republic of Indonesia. This is explained in chapter 1 paragraph 1 of article 6. Government affairs are contained in article 11 paragraph 1 namely One of them is tourism. Tourism in Indonesia is an object that has the potential to be useful for improving people's welfare. (Risman, Wibhawa and Febriansyah 2016).

Labuan Bajo is a small port city in West Manggarai district, Flores Island, East Nusa Tenggara. According to the Ministry of Tourism and Creative Economy (KEMENPAREKRAF) or the Tourism and Creative Economy Agency (PAREKRAF) one of the new tourism destinations that is currently being built, managed and developed is Labuan Bajo, West Manggarai district, Flores which is located in the province of East Nusa Tenggara. this is based on the order of the president of the Republic of Indonesia. KEMENPAREKRAF has a vision for 2020-2024 including; advanced tourism and creative economy, competitive tourism and creative economy, sustainable tourism and tourism economy and Indonesian creative economy that prioritizes local wisdom. Labuan Bajo with various tours including Komodo Island which is one of the new seven wonders of nature by the new seven wonders foundation (Wahono, 2012).

The development of the tourism sector in the Labuan Bajo region is in line with the increasing number of tourist visits from year to year. Apart from that, the reason for the massive development of Labuan Bajo tourism is also caused by the government's designation of Labuan Bajo as one of ten "New Balis" super premium tourism area (Kemenparekraf 2019). Physical potential, natural conditions in this area ranging from beaches, caves, mountains and forests have natural beauty that is still preserved. The Tourism area in Labuan Bajo has an increasingly clear image, this is in line with the establishment of the Komodo National Park (KNP), which is made one of the world's cultural heritages and is one of the seven natural wonders of the world (world bank 2017.). This was also expressed by the Head of the West Manggarai Regency Tourism Office Agustinus Rinus, in (Kompas.com, 2020) that the number of foreign tourist visits to Labuan Bajo during 2019 was 184,208 people, this number increased compared to 2018 tourists visiting Labuan Bajo as many as 163,807 people, not including domestic tourists.

Super premium tourism itself as explained by the minister of Tourism and Creative economy Wishnutama is tourism that looks more at or tends to the quality of tourists rather than the quantity of tourists. This means that the concept of Super premium tourism emphasizes the income earned from tourists or tourists rather than the number of tourist visits. To meet the standards as a super-premium tourist area itself, the government will improve the quality starting from accommodation, transportation and others which will cause a surge in prices for visiting Labuan Bajo destinations (Ramadhan, 2020).

In its development, the tourism area in Labuan Bajo is considered unable to have a maximum impact on the economy and welfare in the surrounding area. This is revealed from the picture of social welfare that is not so good. The BPS data for West Manggarai Regency (2020) revealed that in 2020 the poverty rate in West Manggarai Regency was still very high, namely 17.71%, it was noted that this figure was revealed to be close to double the national poverty rate of 10.19% in 2020. From these facts it can be concluded that tourism development in the Labuan Bajo area has not produced a significant impact on society. Meanwhile, Tung and Cuong (2020) say that tourism has a role in increasing the welfare of a region and reducing poverty levels. Studies that say that tourism is able to make a maximum contribution to the welfare of society and the economy require aspects of integration (Ministry of PUPR 2018), inclusiveness (Biddulph and Scheyvens 2018) and sustainability (Ardialisa 2012).

The local government has an obligation to improve people's welfare in line with the development of tourism in Labuan Bajo. The Department of Tourism, Creative Economy and Culture of West Manggarai has an important role in expressing people's welfare. disclosure of community welfare is important for the community to become the basis for evaluating government performance. The higher the level of community welfare in an area, the more advanced the mindset of the community (Saraswati et al., 2019).

2. LITERATURE REVIEWS

a. Stewardship Theory

Stewardship Theory is a theory that looks at behavior and premises (Raharjo 2007). Stewardship theory is a theory in management that focuses on the responsibility of managers to maintain, manage, and optimize organizational resources. This theory has a sociological and psychological basis that has been designed whereby executives as stewards have the motivation to act in accordance with the wishes of the principal. Donaldson (1991) explains that this theory is designed for researchers to be able to test situations where executives have a role as servants have the motivation to act in the best way in their principals.

b. Tourism

Usman (2017) states that tourism is one of the development sectors that cannot be separated from development programmed by the government following national development goals. Tourism is an activity that involves politics, actors, the process of implementing policies and socio-culture which interact closely with each other. It will be more obvious if it is seen as a system that has various subsystems where these things are interconnected and influence each other.

c. Government tourism office

Amalia (2017) defines the tourism service as an implementing element of the regional government which has the task of assisting the Regent to carry out the affairs of the Regional Government based on his duties as an assistant and the principle of regional autonomy. in the field of tourism which is under the authority of the region, then the tourism office through its head of service has responsibility to the regent through the intermediary of the regional secretary.

d. Performance

Supardi (2013) argues that performance is an achievement that can show the results of an activity in his work in accordance with his achievements. Fahmi (2013) defines performance as the result of the achievement of a group that is positive or negative in a certain period of time. Sinambela et al (2012) argue that employee performance is the ability of employees to do something with certain expertise.

e. Disclosure Theory

Sudarmadji (2007) simply defines disclosure as expenditure. If it is related to the government's performance in disclosing the welfare of the community, disclosure must provide benefits for those who need it, especially the community.

f. Public welfare

The ultimate goal of tourism development is for the welfare of society. This is related to tourism areas, thus efforts to achieve community welfare in tourism locations need to be prioritized. Prosperity is part of the rights of every Indonesian people. This is stated in the Law of the Republic of Indonesia article 33 paragraph (1), which reads; the economy is structured as a joint venture based on the principle of kinship and paragraph (3) states; earth, water and the natural resources contained therein are controlled by the State and used for the greatest prosperity of the people.

g. Previous Research

Rosminati et al. (2018) stated that the Regional Government's strategy by developing tourism potential in terms of empowerment in West Manggarai district has been implemented and included in the government's strategic plan in West Manggarai district but has not been maximized. Then research from Kodir et al. (2020) in his research entitled the dynamics of access on tourism development in Labuan Bajo Indonesia found obstacles to the domination of access to the tourism economy by several major actors while the community was rarely involved in managing tourism as economic actors.

Herlambang (2015) in his research entitled The Impact of Tourism on the Social and Economic Conditions of Residents Around the Kedung Pedut Waterfall Tourism Site in Kembang Hamlet, Jatimulyo Village, Girimulyo District, Kulonprogo Regency resulted in a change in the language used by 91.53% of the language change in the form of a mixture Indonesian and Javanese. Changes related to manners, manners and association have decreased to be unfavorable with a percentage of 20.34% and changes in people's income increased to 79.66% obtained from the tourism sector.

3. METHODS

This study uses a qualitative descriptive research method with a case study approach, namely a research procedure that uses descriptive data in the form of written or spoken words from people and actors that can be observed. By using a qualitative descriptive research approach, it is expected to be able to analyze and review all the findings that existed at the time the research was carried out.

The object of this study is in the West Manggarai Regency (Labuan Bajo-Flores) East Nusa Tenggara Province. This research was conducted with the aim of revealing the welfare of the people in West Manggarai.

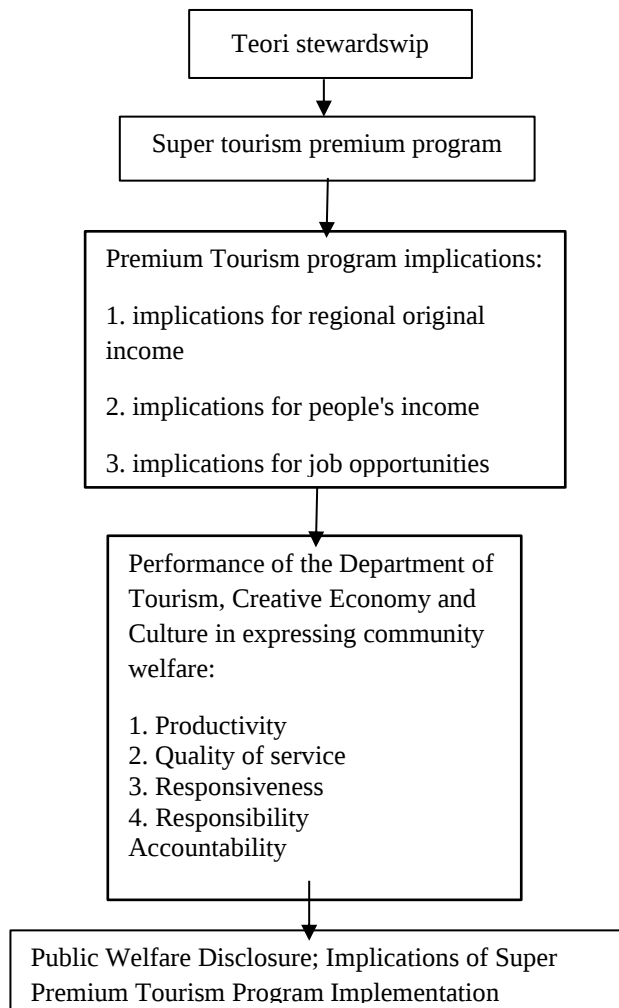


Image 1
conceptual framework

a. Types of Research and Descriptions of Research Objects

This study uses a qualitative descriptive research method with a case study approach, namely a research procedure that uses descriptive data in the form of written or spoken words from people and actors that can be observed. By using a qualitative descriptive research approach, it is expected to be able to analyze and review all the findings that existed at the time the research was carried out.

The object of this study is in the West Manggarai Regency (Labuan Bajo-Flores) East Nusa Tenggara Province. This research was conducted with the aim of revealing the welfare of the people in West Manggarai. implication: a super premium tourism program that is guided by the Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency Number 9 of 2021 article 2 concerning Guidelines for Sustainable Tourism Destinations

b. Data collection technique

In collecting accurate and valid data information, the data collection used is in the form of primary data and secondary data. Primary data referred to here researchers will conduct in-depth interviews, assisted by recording devices and secondary data in the form of documentation about the program. The recording device is used as a cross-check material, during the analysis there is data, information or information that was not recorded by the researcher (interviewer).

1) Data Source

Primary data Primary data is data obtained by researchers directly (first-hand). Researchers get data directly from the object by observing and conducting direct surveys in the field. Primary data can be obtained directly from the results of interviews and observations at the Department of Tourism, Creative Economy and Culture of West Manggarai, business actors and the community. Then secondary data Secondary data obtained from this study are documents that support information about Community Welfare: Implications of Super Premium Tourism in Labuan Bajo.

2) Data collection technique

Data collection techniques are methods used by researchers in collecting research data. Data collection in this study was carried out by technical triangulation. According to Sugiyono (2016: 330) with technical triangulation, it means that researchers use different data collection techniques to obtain data from the same source, while the techniques carried out by researchers include observation, interviews, and documentation.

c. Study Unit

In qualitative descriptive research, it is necessary to explain the unit of study that reveals the things that will be discussed in a study so that it will direct the attention of researchers to something that will be studied as a classification of data collection, as well as provide an overview in accordance with the facts or facts that existed at the time the research was carried out. . Phenomena that occur regarding the performance of the Office of Tourism, Creative Economy and Culture in expressing community welfare: implications of the premium tourism program. Performance focused in this regard starts from the development stages of premium tourism based on the people's economy as seen from productivity, service quality, responsiveness, responsibility and accountability which aims to determine the impact on society through income, employment opportunities and changes in prices related to disclosure public welfare.

d. Data analysis technique

Data analysis is a process of searching and systematically compiling data obtained from observations, interviews, and documentation studies so that it can be easily understood and the findings can be informed to others. data analysis consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, drawing conclusions/verification

4. RESULTS AND DISCUSSION

In order to stabilize the Indonesian economy and realize people's welfare, action from the government is needed, one of which is through the tourism sector. In expressing people's welfare through the tourism sector, the role of the central government, local government and the community is very important. In 2019 the government designated Labuan Bajo as a super premium tour. Labuan Bajo is the capital of West Manggarai Regency. In expressing community welfare: the implications of super premium tourism can be seen from the performance of local governments, including through the performance of the West Manggarai Tourism, Creative Economy and Culture Office.

a. The performance of the Office of Tourism, Culture and Creative Economy of West Manggarai Regency in expressing community welfare

In supporting the super premium tourism program, the West Manggarai Creative Economy and Culture Tourism Office has an important role in expressing the welfare of the people of Labuan Bajo through efforts to develop tourism that is sustainable and responsive to the needs of the local community. Dwiyanto (2006) states that there are several indicators that can be used to measure the performance of the public bureaucracy, including: productivity, service quality, responsiveness, responsibility and accountability.

1). Produktivity

In general, productivity is used to measure input and output. The productivity of the West Manggarai Tourism, Creative Economy and Culture Office in supporting the premium tourism program is by increasing the benefits of the super premium tourism program on the regional economy with the aim of increasing the attractiveness of West Manggarai tourism.

Tabel 1
Productivity

No	Productivity	Target
1	Increasing the benefits of tourism to the regional economy	The increasing attractiveness of West Manggarai tourism
		Increasing the community's economy in the tourism sector
		Increasing the preservation of Regional Culture

Source : Laporan Kinerja Instansi Pemerintah (LKIP) Dinas Pariwisata, Ekonomi Kreatif dan Kebudayaan Kabupaten Manggarai Barat Tahun 2022

It can be concluded that the productivity carried out is good because the productivity carried out has targets including increasing the community's economy in the tourism sector and these targets can support community welfare.

2). Service Quality

In Law number 25 of 2009 concerning public services, it is stated that public services are a series or activities aimed at fulfilling service needs based on statutory regulations for every resident and citizen of goods, services and/administrative services available from public service providers. The Office of Tourism, Creative Economy and Culture of West Manggarai in providing services is good because it is done free of charge with tourism information service products and the completion time is approximately 10 minutes through adjusting the needs of tourists (guests) to obtain information from officers.

3). Responsiveness

In improving people's welfare, it is expected that the bureaucracy can recognize the needs that exist in society through the preparation of the agenda and the main needs of services and develop public services based on the aspirations and needs of the community. Labuan Bajo is a super premium tourism that can be used optimally to boost people's welfare in West Manggarai district. The following is a statement from the Head of the West Manggarai Culture, Creative Economy and Tourism Office regarding the Responsiveness that was carried out by establishing Labuan Bajo as a super premium area.

“We are carrying out the development in stages starting from infrastructure development by the central government then human resources and the final goal is so that the potentials in this area, both natural and cultural potentials, can be optimized. I dare say that it hasn't been utilized optimally because this is a process with the infrastructure already being built and the community being prepared so they can participate and take part in this tourism. So the potential that exists is being developed, optimized, the community is trained and guided so that they take part in tourism”

Therefore, it can be concluded that so far the responsiveness of the West Manggarai Tourism, Creative Economy and Culture office in boosting community welfare regarding the establishment of Labuan Bajo as a

Super Premium tourist area has been carried out well because the tourism office has carried out and compiled a priority agenda that can prosper the people .

4). Responsibility

Responsibilities The implementation of public bureaucratic activities is carried out based on proper administrative principles in accordance with bureaucratic policies. Responsibility related to the development of super premium tourism in boosting community welfare is quite good because the agency carries out activities in accordance with applicable policies in boosting community welfare.

5). Accountability

Accountability for the performance of public organizations is a form of accountability to the public. This can be used to see how much the policies and activities of the West Manggarai Creative Economy and Culture Tourism Office embody the agency's obligation to account for the success or failure of the agency's mission in supporting the super premium tourism program.

In being accountable for the performance of development implementation, it is measurable, there is a measurement standard between what is measured by the measurement variable. The measurement accountability that is measured is activities, programs and targets, the process of which is the extent to which activities, programs and targets are carried out without misdirection with the various stages of planning that have been passed.

it can be concluded that so far the accountability of the West Manggarai Tourism, Creative Economy and Culture office in boosting community welfare regarding the establishment of Labuan Bajo as a Super Premium tourist area has been carried out well because the tourism office has done it transparently.

b. Disclosure of Community Welfare Implications of the Premium Tourism Program

As a public organization, the main task of the West Manggarai Tourism Office is to promote tourism potential in the area in order to increase the number of tourist visits. However, in promoting tourism, the Tourism Office must also pay attention to the welfare of the local community. In general, the performance of the West Manggarai Tourism Office in expressing community welfare can be seen from the following points:

1). Increasing Local Community Income

In an effort to increase the income of local communities, the West Manggarai Tourism Office has the target of Improving the Tourism Sector Community Economy which aims to assist local communities in improving their skills and abilities in developing tourism products and services through programs including creative economic development programs through the utilization and protection of intellectual property rights. and the Tourism Resource Development and Creative Economy Program. Such as 1) Facilitation of funding and financing; with performance indicators the amount of funding and financing for creative economy actors with a target of 1 report, 2) Facilitation of intellectual property; with performance indicators namely the number of documents resulting from the recording of copyrights and related rights, registration of industrial property rights to creative economy actors, and utilization of intellectual property to creative economy actors, and the program has been implemented quite well.

2). Promoting Super Premium Tourism

The aim of promoting tourism is so that more and more tourists come and can improve the welfare of the surrounding community. Planning for the Development of Regency/City Tourism Attractions with Performance Indicators, namely the number of planning documents produced, Development of Regency/City Tourism Destinations with Performance Indicators, namely the Number of Regency/City Tourism Destinations Developed in Accordance with Development Stages (Pilot, Development, Stabilization, Revitalization), implementation of Regional Innovation, namely the development of tourism villages or better known as FASMADEWI (Tourism Village Community Facilitation) in two village locations, namely Loha Village, Kuwus District and Coal Village, Calon District, issuance of business registration certificates; with Performance indicators Number of Issuance of District/City Tourism Business Registration Certificates,

3). Developing Cultural Tourism

In promoting tourism, the West Manggarai Tourism Office is also developing cultural tourism which aims to preserve local culture and introduce it to tourists. In this case, the local community can also play a role in promoting cultural tourism and maintaining its sustainability which has the goal of improving the economy of the tourism sector through cultural development programs, traditional arts development programs and programs for the preservation and management of cultural heritage. with the following activities: cultural development program, Traditional Arts Development Program, c. Cultural Conservation Preservation and Management Program.

In increasing the development of premium tourism and community welfare, of course there are inhibiting factors. The following is a statement from Mr. Tedi as the head of the creative economy sector: a). Building humans is not as young as building buildings because they have the biggest challenges regarding mindsets. The mindset of the people of West Manggarai is 70% farmers and now we are training them from the mindset of traditional farmers towards industries such as crafts, homestays, art galleries and others and everything takes time or process, b). The budget for tourism is still lacking. Especially in the PASMADDEWI program, imagine that there are 94 tourist villages and only two this year to develop tourism villages. even though ideally a minimum of five every year because the budget is not enough. c). Villagers find it difficult to determine tourism objects because they do not find uniqueness because they are used to the region, customs and other things that might be unique and interesting to other people.

It can be concluded that the development of tourism in Labuan Bajo can provide opportunities for the community by creating new jobs such as selling souvenirs, local food, local fabrics and providing local community transportation and homestays. This is in line with the results of Wulandari's research (2018) which states that the development of tourism has succeeded in increasing business opportunities.

4). Public welfare

Based on the results of the interviews in this study, it can be concluded that the performance of local governments in disclosing community welfare: the implications of premium tourism is quite good. The welfare of the people of West Manggarai Regency can be seen from welfare indicators which include:

a. Total Income Equity

Income is related to economic problems, employment, business conditions and other factors that affect the economy. Business and work opportunities are needed in society in order to be able to increase the income generated. The income received by the majority of informants varied according to the type of business and work. Starting from IDR 300.00-500.000/day. With the income they generate, business actors can meet the needs of their families compared to before when they did not have a business. This income can improve their business and family welfare.

b. Education increasingly accessible

Community welfare can be measured by the ability to access education and use this education to carry out activities that bring in the economy for their needs. With education, the quality of human resources is increasingly adequate. The level of ability and knowledge of informants is able to seize opportunities to bring in economic income so that they are able to meet their needs. everyday and able to send their children to a higher level.

c. The quality of health is getting better

An important factor for obtaining education and income is health. According to informants as business actors they can work quietly and comfortably without any pressure. Thus business actors can work with a happy mood and this can generate maximum income so they can afford to buy food that are useful for health and have savings for family health costs.

5. CONCLUSION

1. The development of tourism in Labuan Bajo is growing rapidly making Labuan Bajo tourism super premium and this has an impact on people's welfare. The performance of the West Manggarai Tourism, Creative Economy and Culture Office in expressing community welfare: the implications of premium tourism have been carried out well. The performance of the West Manggarai Tourism, Economic and Creative and Cultural Office in 2022 shows a fairly good level of achievement, although there are still several performance indicators that have not met the targets set. Several perceived obstacles still impede the achievement of these performance targets.
2. Community Welfare in West Manggarai has increased with the existence of programs implemented by the West Manggarai Tourism, Economic and Creative and Cultural Offices. This is evidenced by the increase in income earned by some residents so that they can meet their basic needs, adequate education and health costs. However, the increase in income has not occurred evenly because most of the people's mindsets are still farmers, it is difficult to see opportunities, poor transportation facilities to tourist villages and a lack of budget in maximizing the potential of tourist villages

Suggestion

1. If you look at the inhibiting factors of disclosing community welfare by the government, it can be used as a useful reference for further research where further research can examine more deeply about the existence of complaints given by the community regarding the development of tourist villages.
2. To local governments to pay more attention to transportation access to tourist villages and to optimize the facilities of villages that have tourism potential so that it is easier for tourists to visit tourist villages.
3. To the public to build more awareness to see business opportunities to increase income and to be more aggressive in promoting through social media in order to attract public attention

Acknowledgements

I would like to thank STIESIA Surabaya, as well as my classmates who have provided support, and especially to my supervisors who have guided me so that in the end I have successfully completed this research journal.

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Lead Journal of Economy and Administration (LEJEA)

Volume 1, Issue 4, May 2023

ISSN: 2961-8177

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