

Community-Based Tourism in the Development of Curug Leuwi Hejo, Bogor

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ABSTRACT

Community participation is an important aspect in supporting the development of a tourist destination. Community participation can create sustainable tourism development, improve environmental sustainability, local economic growth, and community welfare. This research aims to understand the role of the community in efforts to develop tourist destinations in Curug Leuwi Hejo. This research uses qualitative methods, with descriptive qualitative analysis and SWOC analysis. Data collection was carried out by direct observation and interviews with managers and local communities. The results showed that community participation in the development of Curug Leuwi Hejo tourism is carried out through various forms of participation such as open meetings, environmental maintenance, training, responsibility, and local businesses. Community empowerment through awareness raising, job opening, and local craft development are also the main objectives in the concept of community-based tourism. Cultural preservation, such as through the maintenance of cultural heritage and the building of local cultural identity, is also an important aspect in the development of such tourist destinations. However, there are weaknesses and challenges that need to be addressed, such as limited community participation, limited nearby economic opportunities, lack of understanding of environmental impacts, lack of integration of local wisdom, and lack of government support for local initiatives. Appropriate strategies to take advantage of opportunities and overcome challenges, such as increasing community awareness, expanding ecotourism programs, strengthening the promotion of local wisdom and culture, strengthening partnerships with the government, and optimizing digital marketing.

Keywords: *Community-Based Tourism, Community Participation, Nature Tourism, SWOC Analysis, Tourist Destination Development*

1. INTRODUCTION

Indonesia's tourism sector will be one of the government's main focuses in the next few years [1]. This is driven by the world of tourism from various fields in Indonesia which continues to experience development and improvement from time to time, and can be seen from tourists visiting tourist destinations in Indonesia, which are famous for their natural beauty, uniqueness of a tourist destination and diversity [2].

Nature tourism is one type of tourism that is very large in the territory of Indonesia because of its infinite beauty and natural wealth and the number of enthusiasts from various tours also has a high number [3]. The increase in natural tourism activities makes changes in people's lifestyles and the increasing facilities and infrastructure so that they can reach places wherever tourist sites are located [4]. Community participation in maintaining and preserving natural tourism is very important to maintain the ecosystem and environmental sustainability. With their participation in participating in conservation programs, waste management, as well as education about cleanliness and environmental awareness, the existence of natural tourism can continue to be maintained and passed on to future generations [5].

Community participation is simply defined by community participation in an activity both at the stages of preparation, planning, design, implementation and monitoring and evaluation [6]. Community participation can be divided into several levels according to the depth of involvement.

Indirect community involvement or participation in development is very necessary, even an important factor [7].

Perum Perhutani Kesatuan Pemangkuan Hutan (KPH) Bogor is one of the management units in the Regional Division of West Java and Banten. Perhutani as a business entity that conducts productive businesses in the field of forest entrepreneurs today [8]. Curug Leuwi Hejo is one of the tourist areas located in Cibadak Village, Sukamakmur District, Bogor Regency which has a tourist area of 14 Ha managed by the LMDH Wana Sejahtera Forest Village Community Institute and LMDH Badak Lestari. Leuwi Hejo Waterfall was designated as a tourist area on December 20, 2019, with Letter / SK 737 / KPTS7 / DIVRE JANTEN / PERHUTANI / 2019 dated December 20, 2019 Regarding the Designation of Tourist Sites [9].

Curug Leuwi Hejo became the attention of researchers to go to the field and see firsthand how the participation of the surrounding community in supporting the development of Curug Leuwi Hejo tourism. The previous literature that became the reference for this study was entitled "The Role of Village Heads as Motivators of Development in Villages" by [10] conducted in Sukamakmur Village, the results of research on the level of community participation in Sukamakmur Village some are very concerned about village development, not all but some communities. Therefore, researchers are interested in conducting research on the level of community participation in the development of tourist destinations, especially in Curug Leuwi Hejo tourist destinations.

Based on the explanation above, the formulation of the problem of this study is how the participation of local communities in supporting the development of Curug Leuwi Hejo. The purpose of this study is to examine the level of community participation in the development of Curug Leuwi Hejo tourism, providing guidance on the importance of community participation in supporting the development of tourist destinations, especially the community around Curug Leuwi Hejo destinations.

2. LITERATURE REVIEW

2.1 *Natural Tourism Destinations*

The tourism industry is one industry that has links with other sectors, because tourism is said to be a combination of phenomena and reciprocal relationships, namely interactions with tourists, business suppliers, government and tourist destinations and the people of tourist areas [11]. The tourism industry includes everything, such as tourist destinations or destinations, accommodation, restaurants, transportation, and so on.

This study examines a destination or tourist destination, based on Law No. 10 of 2009 concerning Tourism, a destination or tourist destination is a geographical area located in one or more administrative areas, in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that complement the formation of tourism [12].

According to Yoeti in the book "Tourism Planning and Development" (2008), natural tourism destinations are areas or geographical areas that become tourist travel destinations, which elements in it have Beautiful and attractive natural scenery, as well as the original living environment [13]. A natural tourism destination must offer natural resources, accessibility that makes it easier for tourists, good facilities, and tourist attractions offered [14].

2.2 *Community Based Tourism*

Community Based Tourism (CBT) or community-based tourism is a tourism development concept that places the community as the main actor through community empowerment in various tourism activities. The concept of CBT is used by designers, tourism development activists, agencies, and the like by mobilizing communities to actively participate in tourism development. The goal to be achieved is the socio-economic empowerment of the community and putting more value in tourism, especially to tourists [15].

CBT aims to improve the quality of life of the community, ensure the preservation of the environment and natural resources, maintain unique character and culture, promote cross-cultural learning, respect cultural differences and dignity as human beings, and share benefits fairly among community members [16].

The development of a tourist destination also depends on the role of the local community. The CBT concept emphasizes the active participation of the community in all steps of tourism development, including planning, management, and evaluation [17]. Here are the principles of the CBT concept: [18] :

a. Community Participation

Emphasizing the importance of local community involvement and participation in planning, managing, and benefiting from tourism activities. This approach can ensure that income and economic opportunities are evenly distributed among local communities.

b. Community Empowerment

Empowering local communities by educating them about the skills, knowledge, and capacities needed to be active in the tourism industry. This empowerment consists of training, local business development, and participation in decision making.

c. Cultural Preservation

Promoting the preservation of cultural heritage, tourism development is aimed at not harming cultural values, but providing positive things to protect and preserve the culture.

3. METHODS

The research was conducted at Curug Leuwi Hejo, Cibadak, Sukamakmur District, Bogor Regency, West Java, in December 2023. The method used in this study is qualitative. Qualitative research is research that provides a written picture of the research. Qualitative research is a research method that describes objects, phenomena, and social conditions from data and events in the field in the form of text, words, and images [19]. Data collection was carried out by direct observation and interviews with the management of Curug Leuwi Hejo and the surrounding community. The analysis technique in this study is qualitative descriptive, which is a grouping of data that has been obtained, then interpreted and gives meaning to each aspect and its relationship [20].

4. RESULTS AND DISCUSSION

4.1 Curug Leuwi Hejo Profile

Curug Leuwi Hejo is one of the tourist areas located in Cibadak Village, Sukamakmur District, Bogor Regency. Curug with an area of 14 Ha was first opened to the public in 2014. Currently, the destination is owned by Perhutani KPH Bogor and LMDH Wana Sejahtera and LMDH Badak Lestari. Named Leuwi Hejo because it has its own meaning, Leuwi in Sundanese means relungan or pond, while hejo means green.



Figure 1. Leuwi Hejo Waterfall

Source: *Observation*, 2023

Still close to Curug Leuwi Hejo, it turns out that around the area there are four other waterfalls, namely Curug Leuwi Liek, Curug Leuwi Ciung, Curug Leuwi Cepet and Curug Baliung. The distance between one waterfall and another only takes about 5-15 minutes with a tracking trip. Curug Leuwi Hejo is often referred to as Bogor's Green Canyon, because it has a varied depth ranging from 2-10 meters, with clear waterfalls, beautiful atmosphere, natural coolness, and very beautiful scenery.

Curug Leuwi Hejo operational hours are 08.00 to 17.00 WIB and open every day. Tickets to enter Curug Lewi Hejo are very affordable, only by spending Rp 15,000 visitors can enjoy the beauty of Leuwi Hejo. However, if visitors want to enjoy the natural beauty of other waterfalls, it is enough to spend around Rp 10,000 / waterfall.

4.2 Community-Based Tourism in Curug Leuwi Hejo

Community participation in tourism development is one of the important factors in building a sustainable tourism sector. The community around the tourist destination and also part of the landowner, has the potential to become a tourist business owner. With community participation, a tourist destination can be closer to local culture and culture, ensure environmental sustainability, and help reduce poverty. By developing community-based tourism, it can improve welfare and build a sustainable economy [21].

After conducting observations and interviews with the manager and the community around Curug Leuwi Hejo tourist destinations, here are some forms of community participation in supporting the development of Curug Leuwi Hejo tourist destinations:

a) Open Meetings and Conciliations

Local communities participate in open meetings and consultations with the management of Curug Leuwi Hejo, such as listening to the views of the manager, providing input, and participating in decision making in determining development planning in Curug Leuwi Hejo tourist destinations.

b) Nature and Cultural Preservation

Local communities are involved in environmental conservation, cultural heritage preservation, and environmental education. Destination managers also provide programs, such as environmental hygiene training, traditional cooking classes, and environmental education programs.

c) Training

Local communities participate in environmental hygiene training, traditional cooking classes, and environmental education programs, with the aim of raising their awareness and involvement.

d) Certain Responsibilities

The community is divided into groups and given responsibility in terms of the management or development of a particular destination.

e) Effort

Local people open small businesses around tourist destinations, such as selling food and drinks, providing accommodation, transportation such as motorcycle taxis, and selling souvenirs. From this, the manager of Curug Leuwi Hejo also provides employment opportunities for the surrounding community.

Community participation in the development of Curug Leuwi Hejo tourism is important to create a memorable tourism experience. Local people are not only consumers, but also producers of tourist experiences. By actively engaging in the management and preservation of the surrounding nature, they create deep added value for visitors. The tourism experience at Curug Leuwi Hejo creates flow conditions for visitors through active involvement in nature conservation efforts and tourism infrastructure development. Society not only creates beautiful nature but also provides a social and cultural dimension that enriches the visitor experience. A community-based approach is foundational, with economic empowerment through the development of local crafts, accommodation services, and community involvement in environmental management. The initiative has a positive impact on social and economic sustainability, with communities participating in building and maintaining local cultural identity. Strong cooperation between the government, management, and the community is the key to success in achieving sustainable development goals in Curug Leuwi Hejo. The presence of tourists also has a significant impact on the local community and improves the economy of the local community. However, from this, there are challenges that must be accepted, such as conflicts of interest, cultural changes, and coordination needed to pay attention to some problems. The following is a discussion of the principles of CBT in Curug Leuwi Hejo:

1. Community Participation

Community participation in tourism development is one of the important factors in building a sustainable tourism sector. Local communities in Curug Leuwi Hejo participate in various forms, such as:

a) Open Meetings and Consultations

Local communities listen to the views of managers, provide input, and participate in decision-making in development planning.

b) Nature and Cultural Preservation

The community is involved in environmental maintenance activities, cultural heritage preservation, and environmental education.

c) Training

The community participates in environmental hygiene training, traditional cooking classes, and environmental education programs.

d) Responsibility

The community is given responsibility in the management or construction of a particular destination.

e) Effort

People open small businesses such as selling food and beverages, providing accommodation, transportation, and souvenirs.

2. Community Empowerment

Community empowerment is one of the main objectives in the concept of community-based tourism. This includes:

a) Increased Awareness and Engagement

Through training and educational programs, communities are empowered to raise their awareness and involvement in tourism development.

b) Job Openings

The management of Curug Leuwi Hejo provides employment opportunities for the surrounding community, allowing them to develop their own businesses.

c) Local Handicraft Development

Communities are empowered to develop and sell local handicraft products, boosting the local economy.

3. Cultural Preservation

Cultural preservation is an important aspect in the concept of community-based tourism. This includes:

a) Cultural Heritage Preservation

Local communities play a role in the preservation of cultural heritage, such as through traditional cooking training and environmental education.

b) Giving Social and Cultural Dimensions

Society creates added value for visitors by providing a social and cultural dimension that enriches the visitor experience.

c) Building and Maintaining Local Cultural Identity

The community participates in building and maintaining local cultural identity, so that the tourist experience in Curug Leuwi Hejo becomes richer and more unique.

So, the concept of CBT emphasizes the importance of participation, empowerment, and cultural preservation in sustainable tourism development. It creates flow conditions for visitors, provides deep added value to the tourist experience, and enhances social and economic sustainability.

4.3 SWOC Analysis

SWOC analysis is an analysis of the organizational situation by identifying strength and weakness factors, as well as opportunities and challenges [22]. The term SWOC is often used as SWOT. The word "threat" is considered to have a frightening meaning in the context of organizations. Meanwhile, the word "Challenge" which means challenge is considered more appropriate, because challenges are basically something that must be faced and overcome. Therefore, in this study researchers prefer to use the word "Challenge" rather than "Threat"

With SWOC analysis, the development of a tourist destination can be done better and provide benefits for the local community, such as building a fairly wide range of jobs, strengthening national unity and unity, and increasing the ease of obtaining tourism services [23]. The following is SWOC's analysis of the level of participation of the surrounding community in supporting the development of Curug Leuwi Hejo tourist destinations.

Table 1. SWOC Analysis

SWOC	Strength	Weakness
	1. Active involvement of local communities	1. There are still some people who do not participate

	<ol style="list-style-type: none"> 2. Improving welfare through tourism 3. Environmental awareness and sustainability 4. Maintenance and promotion of local wisdom 5. Cooperation with the government in development 	<ol style="list-style-type: none"> 2. Limited economic opportunities around 3. Lack of understanding of environmental impacts 4. Lack of integration of local wisdom in development 5. Lack of government support for local initiatives
<p>Opportunity</p> <ol style="list-style-type: none"> 1. Opportunities to increase local community participation 2. Local business development opportunities 3. Opportunities to promote ecotourism 4. Opportunities increase cultural appeal 5. Opportunities for policy support 	<p>S-O Strategy</p> <ol style="list-style-type: none"> 1. Raising public awareness through environmental education programs, harnessing the potential to increase participation in nature conservation 2. Expanding ecotourism programs by involving local businesses, creating economic opportunities and promoting sustainability 3. Strengthening the promotion of local wisdom and culture as the main attraction, increasing community involvement in cultural preservation 4. Strengthen partnerships with governments to support local initiatives and obtain necessary policy support 5. Optimizing digital marketing to reach more environmentally conscious travellers, increase visits and sustainability awareness 	<p>W-O Strategy</p> <ol style="list-style-type: none"> 1. Organizing training and educational programs to increase community participation and expand local economic opportunities 2. Creating inclusive local economic development programs to overcome limited economic opportunities around 3. Launched an environmental awareness campaign involving the public and visitors to support nature conservation 4. Strengthening the integration of local wisdom in tourism development, through forums and consultations involving local cultural figures 5. Increase advocacy to get government support in sustainable tourism development
<p>Challenge</p> <ol style="list-style-type: none"> 1. Uncertainty of government support 2. Tourism market instability 3. Potential environmental damage due to massive visits 4. The threat of loss of cultural authenticity 5. Potential for adverse regulatory changes 	<p>S-C Strategy</p> <ol style="list-style-type: none"> 1. Strengthening collaboration between communities and destination managers to resolve conflicts of interest 2. Improve sustainable tourism management to address potential environmental damage 3. Develop partnership programs between destination managers and local communities to increase engagement and economic benefits 4. Improve cultural preservation programs through community participation in cultural heritage preservation 5. Build strong relationships with local governments to gain more solid support 	<p>W-C Strategy</p> <ol style="list-style-type: none"> 1. Overcoming barriers that hinder public participation through education and information 2. Encourage investment in environmentally friendly infrastructure development to support tourism growth 3. Increase understanding of environmental impacts through effective education and communication programs 4. Support local economic diversification initiatives to address limited economic opportunities around 5. Building strong relationships with local governments to address support uncertainty

CONCLUSION

Community participation in the development of Curug Leuwi Hejo tourism is a very important factor to create a memorable and sustainable tourism experience. Through various forms

of participation such as open meetings, environmental stewardship, training, responsibility, and local enterprises, local communities become not only consumers but also producers of the tourist experience. Community empowerment through awareness-raising, job creation, and development of local handicrafts is also a major goal in the concept of community-based tourism. Cultural preservation, such as through the maintenance of cultural heritage and the construction of local cultural identity, is also an important aspect in the development of these tourist destinations. However, there are several weaknesses and challenges that need to be addressed, such as limited community participation, limited economic opportunities around, lack of understanding of environmental impacts, lack of integration of local wisdom, and lack of government support for local initiatives. Therefore, appropriate strategies are needed to seize opportunities and overcome challenges, such as increasing public awareness, expanding ecotourism programs, strengthening the promotion of local wisdom and culture, strengthening partnerships with the government, and optimizing digital marketing. By implementing the right strategy, it is expected to create a memorable tourism experience, improve the welfare of local communities, strengthen environmental and cultural preservation, and support sustainable development in Curug Leuwi Hejo. Here are some suggestions from researchers:

1. Advice for Curug Leuwi Hejo managers
 - a) Building good and mutually beneficial relationships with local communities
 - b) Conducting education and environmental awareness programs for visitors and local communities
 - c) Consider the use of environmentally friendly technologies, efficient waste management, and the use of renewable energy to reduce the environmental footprint of destination operations
 - d) Strengthen the promotion of ecotourism that emphasizes natural beauty, environmental conservation, and local community participation
 - e) Working with local governments can help in obtaining policy support, more effective management of the environment, and infrastructure development that supports sustainable tourism
2. Advice for future researchers
 - a) Conduct further research on the social and economic impact of community participation in the development of Curug Leuwi Hejo tourism
 - b) Research about visitors' experiences and their perceptions of Curug Leuwi Hejo
 - c) Research more about the dynamics of the relationship between destination managers, local governments, and local communities

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