

STRATEGY FOR DEVELOPING THE BATURITI WATERFALL TOURISM OBJECT IN CATUR KARYA VILLAGE, BALINGGI DISTRICT, PARIGI MOUTONG DISTRICT

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Abstract

Tourism is not only related to economic aspects, but also environmental, political, and socio-cultural aspects. The existence of Baturiti Waterfall has its attraction for visitors, it has clear water and is equipped with several showers that come from water sources. This research was carried out for two months, from September to November 2023. This research aimed to determine the Strategy for the Development of the Baturiti Waterfall Tourism Attraction in Catur Karya Village, Balinggi District, Parigi Moutong Regency. This research uses a survey method through interviews. Carrying out research and data collection uses observation techniques which are carried out by going directly to the field to find out the situation and conditions of the tourist attraction area. Interviews were conducted directly with the community using purposive sampling techniques (intentionally). The total number of respondents was 20 people, 3 community leaders, 15 tourists, and 2 tourism managers. The data analysis used is SWOT analysis (Strength, Weakness, Opportunity, and Threat). SWOT is a structured planning method for evaluating the four elements of an organization, project, or business venture. The value of the X axis is ($1.61 - 1.82 = (-0.21)$) and the value of the Y axis is ($1.77 - 1.27 = 0.5$). So the strategy that must be applied in this situation is to support the Turn-around Strategy, namely taking advantage of all existing opportunities by carrying out active promotions through online media, improving accessibility and improving tourist attraction facilities/infrastructure, and exploring local culture so that it can be displayed as an attraction. routine.

Keywords: Tourism; Baturiti; SWOT

1. INTRODUCTION

Indonesia is a country that has abundant natural resource potential in the form of biodiversity and historical or cultural heritage. Abundant natural resources can increase economic growth. Natural resources can be managed properly by the utilization of these natural resources. One effort to optimally utilize natural resources is to develop tourism with the concept of ecotourism. Ecotourism is a tourism sector that has the potential to support the national economy. Ecotourism can also be used by local governments to increase their regional income. The existence of this sector, apart from being able to absorb workers, can also be a good source of foreign exchange earnings and is also able to encourage development in investment (Yuningsih, 2005).

The definition of tourism has been regulated in the Tourism Law, both old and new. In the new Tourism Law, namely Law Number 10 of 2009 Article 1 paragraph (3), it is explained that tourism is a variety of tourist activities that are supported by facilities and services provided by the community, entrepreneurs, government, and regional governments. Meanwhile, in Law Number 9 of 1990 concerning Tourism, Article 1 paragraph (3), the definition of tourism is activities that aim to organize tourism service businesses, provide or operate objects and attractions, as well as tourism facility businesses and other businesses in this field (Andriwiguna, 2022).

Tourism is everything related to tourism, including the exploitation of tourist attraction objects and related businesses in this field (Fandeli, 1995). Tourism is also an activity that involves many sectors and institutions. Apart from that, tourism is not only related to economic aspects but also environmental,

political, and socio-cultural aspects. UNWTO (United Nations World Tourism Organization) (1980), explains that tourism is related to social and economic life, especially playing a major role in economic activities. a country. Berkahati (2015), also stated that tourism is basically multidimensional, including physical, political, socio-cultural, and economic environmental dimensions.

Economic development activities often modify existing natural resources and change their structure, including the tourism sector. It cannot be denied that the functioning of the tourism industry is very dependent on available resources. Resources related to tourism development generally consist of natural resources, cultural resources, and special interest resources. Tourism has an important role in expanding and equalizing business opportunities and opening up employment opportunities, encouraging regional development, increasing national income in order to improve the welfare and prosperity of the people and fostering a sense of love for the homeland,³ enriching national culture and establishing its development in strengthening national identity. (Damanik and Weber, 2006).

It is hoped that tourism development in Indonesia will not cause boredom for tourists so that they can compete with other tourist destination regions and countries. One of the tourism potentials in Central Sulawesi is Baturiti Waterfall tourism. The existence of Baturiti Waterfall has its own attraction for visitors, it has clear water and is equipped with several showers that come from water sources that can be used for bathing or just enjoying the beauty of the waterfall.

Baturiti waterfall itself is a waterfall approximately seven meters high, adding to the natural feel of the place. Downstream of this waterfall, there is a pool 6-7 meters deep so visitors can enjoy the sensation of the cold water while swimming. This tour also has a lot to offer Photo spots include a yellow iron bridge, a water fountain from a statue that resembles a lion, and so on (Suta, 2021).

Currently, only two-wheeled vehicles can reach the parking location of the tourist spot, while four-wheeled vehicles have to park far from the tourist spot and walk more or less 1 00 meters to get to the tourist spot (Suta, 2021). So research on the Baturiti Waterfall Tourism Object Development Strategy in Catur Karya Village, Balinggi District, Regency Parigi Mautong is a very important thing to do.

Based on pre-research conducted on Mr. Nyoman Sregeg, who is one of the managers of the Baturiti Waterfall tourist attraction, the SWOT analysis can be seen as follows:

1. Strengths

- a. The atmosphere of the tourist attraction provides comfort
- b. Cleanliness and environmental sustainability
- c. Beautiful panorama and,
- d. The entrance ticket price is relatively cheap

2. Weakness

- a. Many roads leading to tourist locations are still damaged
- b. Tourism marketing is not yet optimal and,
- c. There are no accompanying attractions

3. Opportunities

- a. The development of technology makes it easier to do this promotion
- b. There is assistance from the local government for the development of tourist villages
- c. There is support from the community

4. Threats

- a. The development of other tourist attractions increases competition
- b. There is the threat of natural disasters such as floods and fallen trees
- c. The decline in the carrying capacity of the environment is due to the large number of tourists who do not pay attention to cleanliness and environmental sustainability.

Therefore, a strategy is needed as a form of effort to create and preserve tourist areas, especially the Baturiti waterfall, so that they can be more competitive in attracting tourists. Based on this description, the author is very interested in conducting research with the title "Strategy for the Development of the

Baturiti Waterfall Tourist Attraction in Catur Karya Village, Balinggi District, Parigi Moutong Labupaten".

2. LITERATURE REVIEW

2.1 Nature Tourism

Tourism (*tourist resort*) is an area or place where, because of its attractions, the situation in terms of traffic and tourism facilities, this place or area is an object of tourist visit (Pendit, 2002). According to Oka (1996), natural tourism can be grouped into two groups, namely passive and active natural tourism. Passive natural tourism activities are relaxing activities that do not require a lot of energy and are carried out by older tourists. Meanwhile, active natural tourism activities are activities that require a lot of energy, full of challenges and culture. Active tourism is mostly carried out by nature lovers, consisting of young people aged 22-45 years and teenagers aged between 12-21 years. Natural tourist attractions that are far away can only be enjoyed in a rather difficult way and require a lot of time and energy, such as natural tourism, cave tracing, *and* jungle trekking, and can be done by people in groups of teenagers and youth.

ex-situ biodiversity, namely arboretums, grand forest parks (TAHURA), city forests, botanical gardens, and zoos. Nature tourism in English is called *a tour*, which is etymologically derived from the word *Torah* (Hebrew) which means study. In general, people use the word tourism as recreation, tourism is a journey, but not all trips can be called tourism (Suyitno, 2001).

According to Karyono (2008), a tourist attraction is any object that can attract tourists to visit it. For example, natural conditions, historical buildings, culture, and modern recreation centers. Tourist objects can also be interpreted as a manifestation of human creation, way of life, arts, and culture, and natural conditions that have an attraction for tourists to visit. Natural resources that can be used as a tourist attraction consist of:

1. Natural beauty includes: national parks, wild animals, natural plants and
2. animals, natural uses, other attractions of nature (sunny, cool climate and
3. hot, natural hot springs that are not found anywhere else).
4. 2. Rich cultural heritage such as arts and cultural attractions (dances, ceremonies
5. customs) and historical heritage.
6. 3. Man-made such as festivals or sports matches, amusement parks
7. and recreation parks, zoos and animal worlds, cinemas, and stages
8. drama, as well as a typical food center.

2.2 Waterfall Tourism

A waterfall is a formation of water flow that falls from a certain height because that is the path of the water. A waterfall is a river or other body of water that falls from a rocky cliff into a waterfall below. The movement of falling water follows the natural law of water, namely flowing from high places to lower places.

Lobeck (1981), states that waterfalls and rapids are criteria and measures for young rivers. This form is divided into two types: The first is the form of a waterfall that has been eroded by the river and shows that the river has not yet shown a terraced concave, and the second is the form that occurs due to interference or external forces in the process of river formation. In general, waterfalls have a variety of

types, shapes, and appearances that vary in each region. (Marjohan, 2008), classifies waterfalls based on their physical appearance, namely as follows:

- 1) A cascade is a small-scale waterfall that is commonly used to describe part of a waterfall.
- 2) Cataract is a waterfall that has a height of more than 30 meters and has a strong water flow.
- 3) A chute is a waterfall that is narrow and has great power, generally located between two large rocks or on a cliff wall and the width of the waterfall wall is narrow, namely less than 2 meters.
- 4) 4Slide (glide) is a waterfall that is formed because the river flows along the slope of the cliff wall surface, with a cliff slope of less than 70 degrees.
- 5) Hanging ledge falls, a type of waterfall where the water jets protrude from the cliff of the waterfall/the water does not touch the walls of the waterfall.
- 6) 6) This type of parallel is formed from two waterfalls located next to each other.
- 7) Waterfall, which is a part of a river that falls vertically to a place and is generally more than two meters wide. This type of waterfall is a general type that is not included in the previous waterfall category.

2.3 Waterfall Development Strategy

The word strategy comes from the Greek word "*Strategia*" which means the art of a commander used in war. The use of the term strategy is very widespread both in the field of education and in other fields of science to achieve victory or certain goals. So strategy can be defined as a series of long-term designs or plans implemented in all business and organizational processes to face competition and achieve company goals and vision (Ritonga, 2020). Salusu and Young (2015), offer a simpler definition, namely: "Strategy is the art of using the skills and resources of an organization to achieve its goals through effective relationships with the environment in the most favorable conditions."

According to Glueck and Jauch (Sedarmayanti, 2014: 2): "strategy is a unified, broad and integrated plan that links the company's strategic advantages with environmental challenges, designed to ensure the main goals of the company can be achieved through proper implementation by the organization". Strategy is very important for the development of an organization/company in order to achieve goals, both short-term and long-term goals. Analysis in strategy development is based on the dimensions of the strategy used, namely Goals, Policies, and Programs (Mintzberg, Lampel, Quinn, Ghoshal: 2003). Therefore, strategy development is a systematic tactical step in achieving organizational goals. This strategy uses SWOT analysis to consider all the potential that arises and see all the possibilities that exist.

3. RESEARCH METHODS

SWOT (Strength, Weakness, Opportunity, and Threat) analysis is an analysis technique developed at Stanford in the 1970s and has become a tool for preparing strategic planning in an organization. SWOT is a structured planning method for evaluating the four elements of an organization, project, or business venture. SWOT analysis is carried out to maintain, build, and utilize organizational strengths, improve and stop organizational weaknesses, prioritize and optimize opportunities, and fight and minimize threats faced by the organization (Riyanto et al., 2021). The data that has been collected is then analyzed using SWOT analysis which is an inventory and evaluation of internal and external factors consisting of strengths and weaknesses as well as external factors consisting of opportunities and threats.

Table 1. SWOT Strategy Matrix

EXTERNAL	INTERNAL	OPPORTUNITIES	THREAT
		<i>Opportunities</i>	<i>Threat</i>
STRENGTH	<i>Strength</i>	SO	ST
WEAKNESS	<i>Weakness</i>	WO	W.T

Information :

S = *Strength* is an internal condition that supports an organization to achieve the desired objectives.

W = *Weakness* is an internal condition that prevents an organization from achieving the desired objectives.

O = *Opportunities* are external conditions that support an organization to achieve its objectives.

T = *Treat* is an external condition that prevents an organization from achieving its objectives.

SWOT stands for *Strength, Weakness, Opportunities* and *Treat*, or in Indonesian it is called strengths, weaknesses, opportunities, and threats.

1. Strength is a positive thing that comes from within
2. Weakness is a negative thing that is internal
3. Opportunities are positive things that are external
4. Threats are negative things that come from outside/external in nature.

When planning something, for example, a personal plan or an organizational plan, SWOT analysis is often used to consider all the potential that arises and see all the possibilities that exist. In this way, planning will be effective and structured. Following are the steps to carry out data analysis using SWOT:

- 1) Determine internal factors (strengths and weaknesses) and external factors (opportunities and threats) in column 1
- 2) Determine the level of importance or urgency on a scale of 1 (not important) to 5 (very important) in column 2
- 3) The results of calculating the level of importance or urgency become the determining weight for each internal and external factor, namely by dividing the importance/urgency value of each factor by the number of significant/important levels in column 3, starting from 1.0 (very important) to 0.0 (not important)
- 4) Calculate the rating in column 4 for each factor on a scale of 4 (*outstanding*) to 1 (*poor*) based on the influence of the factor on the condition of the tourist attraction
- 5) Calculate the score in column 5, namely by multiplying the weight in column 3 with the rating in column 4
- 6) The total weighting score (in column 5), to obtain the total weighting score.

4. RESULTS AND DISCUSSION

- Respondent Characteristics

There were 20 respondents taken in this research, namely, tourist attraction managers, the public, and tourists. Of all the respondents who have been interviewed, of course, they have different characteristics in terms of gender, age, domicile or origin, and role. Below we will discuss the conditions of each respondent's characteristics.

- Gender

Respondents were categorized based on gender in this study, divided into men and women. The following is a table of respondent characteristics based on gender.

Table 4. Characteristics of Respondents According to Gender

No.	Gender	Type of Respondent (person)	Percentage (%)
1.	Man	8	40%
2.	Woman	12	60%
Amount	20	100%	

Based on the table above, it can be seen that the majority of respondents from this study were female with a percentage of 60%, and conversely, 40% of respondents were male. In this research, gender has a significant and positive effect on the tendency to travel. This is in accordance with research by

Hasanah (2019) which states that the gender that tends to want to make tourist visits is 61% women compared to men.

- Age

Respondents were categorized based on age in this study, divided into ages 17 – 27 years, 28 – 38 years, 39 – 49 years, and > 50 years. The following is a table of respondent characteristics based on age.

Table 5. Characteristics of Respondents Based on Age.

No.	Respondent Age (Years)	Number of Respondents (People)	Percentage (%)
1.	17 - 27	8	40%
2.	28 - 38	3	15%
3.	39 – 49	4	20%
4.	>50	5	25%
Amount	20	100%	

Based on the table above, it can be seen that the respondents from this study were 8 people aged 17 - 27 years with a percentage of 40%, 3 people aged 28 - 38 years with a percentage of 15%, 39 - 49 years old with a percentage of 4 people with a percentage of 20%. and 5 people aged over 50 years with a percentage of 25%. This is in accordance with research conducted by Giantinus (2018) which states that age has a significant positive influence on the desire to travel. Age is one of the reasons that influences decision-making when visiting the desired tourist destination.

- Domicile

Respondents were categorized based on domicile in this study, divided into 4 domiciles, namely Balinggi Jati Village, Suli Village, Sausu Village, and Catur Karya Village.

Table 6. Characteristics of Respondents Based on Domicile

No.	Domicile	Number of Respondents (People)	Percentage (%)
1.	Balinggi Teak	7	35%
2.	Suli	3	15%
3.	Sausu	6	30%
4.	Chess Works	4	20%
Amount	20	100%	

Based on the table above, it can be concluded that respondents who live in Balinggi Jati Village dominate visits to tourist attractions, namely 35 %. apart from Balinggi Jati village, tourists from various villages also visit the Baturiti waterfall tourist attraction, including Suli Village at 15%, Sausu Village at 30%, and Catur Karya Village at 20%. The majority of consumers who visit this tourist attraction come from Balinggi Jati Village.

- Role

Respondents who were categorized based on role in this research were divided into 3 roles including community leaders, tourists, and tourism managers. The following is a table of respondent characteristics based on role.

Table 7. Characteristics of Respondents Based on Role

No.	Role	Number of Respondents (people)	Percentage (%)
1.	Public figure	3	15%
2.	Traveler	15	75%
3.	Tourism Manager	2	10%
Amount	20	100%	

Based on the table above, it can be concluded that tourist respondents dominate, namely 15 people with a percentage of 75%, then 2 tourism managers with a percentage of 10%, and 3 community leaders with a percentage of 15%. The role is a concept about what visitors and tourism managers can do. From the results of the research carried out, the following are the results of data analysis from internal and external factors which can be seen in the table below.

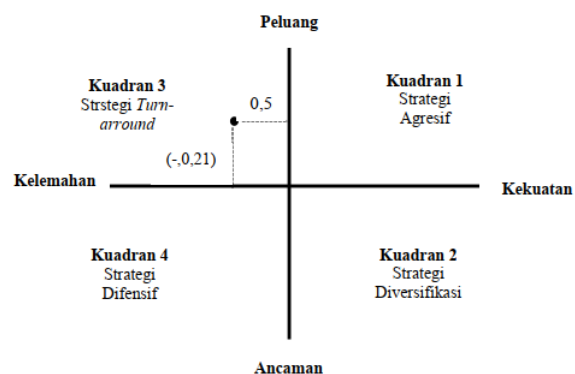
Table 8. Internal Factor Calculation (IFAS)

IFAS	WEIGHT	RATINGS	SCORE	
STRENGTH				
S1	The atmosphere of the tourist attraction provides comfort	0.11	3	0.33
S2	Cleanliness and environmental sustainability	0.09	3	0.27
S3	Visitors can enjoy the beautiful panorama	0.09	3	0.27
S4	Relatively cheap costs	0.11	4	0.44
S5	Clear water flow	0.10	3	0.3
WEAKNESS				
W1	Many of the roads leading to the location are still damaged	0.11	4	0.44
W2	Tourism marketing is not yet optimal	0.09	3	0.27
W3	Lack of facilities and infrastructure to support tourist attractions	0.09	4	0.36
W4	Lack of professional staff in managing tourist attractions	0.09	3	0.27
W5	There are no accompanying attractions	0.12	4	0.48
Total	1,00	3.43		

Table 9. Calculation of External Factors (EFAS)

EFAS	WEIGHT	RATINGS	SCORE	
OPPORTUNITY				
O1	The development of technology makes it easier to carry out promotions	0.18	4	0.72
O2	There is assistance from the local government for the development of tourist villages	0.17	3	0.51
O3	There is momentum for the Galungan and Kuningan holidays to display an artistic attraction	0.18	3	0.54
THREAT				
T1	The development of other tourist attractions increases competition	0.18	3	0.54
T2	There is the threat of natural disasters such as floods and fallen trees	0.14	3	0.43
T3	The decreasing carrying capacity of the environment is due to the large number of tourists who pay less attention to cleanliness and environmental sustainability	0.15	2	0.3
Total	1.00	3.03		

So the value of the "X" axis is $(1.61 - 1.82 = (-0.21))$ and the value of the "Y" axis is $(1.77 - 1.27 = 0.5)$. The location of the points can be seen in the SWOT diagram below :



Based on the IFAS and EFAS quadrants, the development of the Baturiti waterfall tourist attraction is in quadrant III. The strategy that must be applied in this situation is to support the *Turnaround Strategy*, namely taking advantage of all existing opportunities to minimize existing weaknesses. Although the Baturiti waterfall tourist attraction has some quite big strengths and threats too.

Table 10. SWOT Matrix

FACTOR	Strength (<i>Strength – S</i>)	Weakness (<i>Weakness – W</i>)
IPHASEFAS	1. The atmosphere of the tourist attraction provides comfort 2. Clear water flow 3. Cleanliness and environmental sustainability 4. Visitors can enjoy the beautiful panorama 5. Relatively cheap cost	1. Tourism marketing is less than optimal 2. The road to the location is still damaged 3. Lack of professional staff in managing tourist attractions 4. Lack of supporting facilities and infrastructure 5. There are no supporting attractions
Opportunities (O)	SO STRATEGY	WO STRATEGY
1. The development of technology makes it easier to carry out promotions 2. There is assistance from the local government for the development of tourist villages 3. There is support from the community for the development of tourist attractions	1. Carry out active promotions through online media. Maintain and control environmental sustainability 3. Make the best use of the advantages and uniqueness of waterfalls and arrange facilities that can support tourist attractions so that they attract the attention of visitors and increase the number of visitors	1. Expand promotion of the beauty of waterfall tourism 2. Improving accessibility and improving facilities and infrastructure for waterfall tourism objects 3. Exploring local culture so that it can be featured as a regular attraction
Threats (Threats – T)	STRATEGY ST	WT STRATEGY
1. Development of other tourist attractions which increases competition. There is the threat of natural disasters such as floods and fallen trees 3. The decline in environmental support data is due to the large number of tourists who do not pay attention to cleanliness and environmental sustainability	1. There needs to be awareness of all parties in maintaining and preserving the environment. Adding photo spots that can strengthen tourist attraction.	1. Providing warning boards or instructions regarding environmental protection to avoid natural disasters 2. Improve and continue to improve the development of good facilities and infrastructure to increase comfort and cleanliness at tourist attractions 3. Showing attractions or serving typical culinary delights that are different from other places

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From various analyses of strategy formulations resulting from calculations of IFAS and EFAS ratings and weights, SWOT quadrants, and SWOT matrices that researchers have carried out above, the result is that the strategy used to develop the Baturiti waterfall tourist attraction is a turn-around strategy. Therefore, a strategy is needed that takes advantage of existing opportunities to minimize the weaknesses of tourist attractions. The turn-around strategy can be explained below:

1. Carry out active promotions through online media

Tourism promotion is very important to increase visitors and introduce the tourism potential that exists in Catur Karya Village. Tourism promotion can be done using social media, this is to expand your network and carry out promotions, but you can also use a *website* or *blog* to make it easier for tourists to find information about tourist attractions before visiting them. Based on this explanation, this strategy is expected to be able to overcome several weaknesses in the SWOT matrix, including less-than-optimal tourism marketing. Apart from that, this strategy takes advantage of several opportunities, including the development of technology, making it easier to carry out promotions.

2. Improvement of accessibility and improvement of tourist attraction facilities and infrastructure

Improving accessibility at tourist attractions will have a positive impact on the development of tourist attractions, especially roads leading to tourist attraction locations. Improved facilities that can support the tourist attraction of Baturiti waterfall. Tourist attraction-supporting facilities are facilities that can support security, comfort, and safety for visiting tourists. Supporting facilities need to be well maintained and maintained. The potential of the Baturiti Waterfall tourist attraction never runs out, for this reason, it is necessary to carry out nature conservation activities to protect the environment. The construction of facilities must be based on *eco-design*, namely the construction of tourist attraction facilities with a concept using existing basic materials. The provision of tourist attraction facilities must consider the elements of visitor comfort and safety. This strategy is expected to be able to overcome several weaknesses in the SWOT matrix, including many damaged roads to the location and a lack of facilities and infrastructure. Apart from that, this strategy takes advantage of several opportunities, including assistance from the regional government to develop tourist villages.

3. Explore local culture so that it can be displayed as a regular attraction

Exploring local culture so that it can be displayed as a regular attraction and creating playgrounds so that visitors feel comfortable. Local culture is one of the attractions for tourists to visit tourist attractions. Therefore, local cultural performances must be carried out regularly as a way to attract tourists. Various forms of performances and/or viewing of works and works of art, customs/traditions, and unique and interesting religious ceremonies are the target or purpose of tourist visits to obtain added value or profit. This strategy is expected to overcome several weaknesses in the SWOT matrix, including the absence of supporting attractions. Apart from that, this strategy can take advantage of several opportunities, including getting support from the community for developing waterfall tourist attractions.

5. CONCLUSION

Based on the results of the research and discussion, the following conclusions can be drawn. The results of the internal factor calculation (IFAS), namely, having a clear water flow, beautiful panoramas, and relatively cheap entrance ticket prices are one of the strengths of this tour. The weaknesses (*weaknesses*) of this tourism are that many roads to tourist locations are damaged, there is a lack of supporting facilities and infrastructure, and less than optimal tourism marketing. Meanwhile, the results of external calculations (EFAS), namely, the development of technology making it easier to carry out promotions, assistance from the regional government for the development of tourist villages, and support from the local community are opportunities (*Opportunities*). The threats that this tourism has are the threat of natural disasters such as floods and fallen trees and the development of other tourist attractions which increase competition. Based on the results of the SWOT calculation, the development strategy that can be carried out is more directed towards promotion through social media and activities that can help in developing the tourist attraction of Baturiti Waterfall with the hope that as this tourist attraction develops, the economy and welfare of the local community will also develop and experience enhancement.

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