

Policy Strategy Development Tourism South Cianjur in Cianjur Regency, West Java

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Abstract—Tourism has grown spectacularly as a mainstay sector of various countries in gaining foreign exchange and economic growth, including Indonesia. Likewise for one of the regions in Indonesia, namely Cianjur Regency which has many attractive tourist destinations and become tourist attractions such as Cipanas. Tourism in Cianjur Regency is not only North Cianjur but also in South Cianjur has very potential tourism potential. But unfortunately the management is not optimal so that its potential has not been explored. Therefore, this study will examine the extent of Cianjur Regency tourism policy in developing South Cianjur tourism. This study uses descriptive analysis method to explore the objects studied with the type of data used by data through direct interviews and documentation. The results of the study show that the policies that have been implemented have not been able to improve the performance of the tourism sector optimally. Some indicators that have not been optimal include infrastructure development, tourism promotion and commitment in policy implementation.

Keywords—policy strategy; tourism development and local government

I. INTRODUCTION

The tourism sector is now a mainstay of many countries in their efforts to attract foreign exchange and encourage economic growth including the Indonesian government. Because in the 2017 National GDP the tourism sector ranks second after oil and gas. Therefore, the tourism sector is a very important sector in promoting economic growth and is a way to reduce unemployment and increase employment and public welfare because it is more labor intensive.

It is undeniable that the tourism sector is a preeminent field in increasing income from foreign exchange, especially for regions that have this tourism potential so that besides being able to increase Original Local Government Revenue, it can also increase the income of the surrounding community. Tourist attraction. Thus, it is not excessive if tourism becomes important which needs to be continuously developed by both the government itself and by working with private parties (investors), both domestic and foreign. Because tourism itself for most people itself has become a lifestyle and need.

Tourism development is needed to encourage equal opportunities for businesses and benefits and be able to face the challenges of changing local, national and global life (President

of the Republic of Indonesia 2009) [1]. The role of the tourism secretariat plays an important role in the development process of a region and provides input for increase Original Local Government Revenue for local governments to benefit their communities. Besides that tourism also has an important role in increasing employment opportunities and can strengthen national unity [2].

Cianjur Regency has many interesting tourism potential to be visited by tourists, both natural and artificial tourism. Especially the northern region of Cianjur Regency has been in great demand by foreign tourists, one of its attractions, namely the landscape in the form of stretches of plantations and mountains surrounding the northern part of Cianjur Regency and fresh and cold air and infrastructure for tourist sites are relatively good. In addition, distance also affects the number of tourists who prefer to visit these tourist sites, especially from around the Jakarta, Bogor, Depok and Bekasi. However, tourism in Cianjur Regency is not only North Cianjur which has good tourist attraction but South Cianjur also has tourism potential that is as good as tourism objects in the North Cianjur area, such as Jayanti Beach, Cidaun Beach which has beautiful beaches. Lewis Lake, Cikondang waterfall and other tourist destinations in South Cianjur. The number of tourist attractions in Cianjur Regency requires good attention from the local government, the community and stakeholders. But due to various factors, the management of tourist attractions is not yet optimal. One of the less optimal factors in developing tourism in Cianjur Regency is the support of facilities and infrastructure and is still constrained by infrastructure problems in supporting tourism activities.

The incomplete pattern of tourism area management has a negative effect on tourist attraction [3]. Where the development of tourism activities is still focused on the northern Cianjur area and that is only the development of the infrastructure aspect, by developing existing potential, such as the Cibodas Botanical Garden, Citampur Waterfall, Jangari Reservoir, Gunung Gede Tracking, and the City of Flowers. While the development of tourism activities has not been seen as an effort to create new tourism objects, such as by developing coastal tourism potential in the South Cianjur region and the local culture of Cianjur Regency in general which can be used as an attraction for tourism in Cianjur Regency such as traditional ceremonies or unique activities.

The potential of cultural tourism that continues to be developed by the Cianjur Regional Government is the site of Mount Padang Cianjur, Jayanti Beach, Sereg Beach and or Apra Sindangbarang Beach, Argabinta located in the South Cianjur area that has been visited by tourists. The beaches in South Cianjur do not seem to be comparable to beaches such as Palabuhanratu in Sukabumi Regency which have become attractive beach destinations or Pangandaran Beach in Pangandaran Regency which is already popular. However, the attraction possessed by Cianjur Regency, especially southern Cianjur, if managed properly is no less interesting. It's just that the structuring concept is still not done optimally and comprehensively.

The effort to develop tourism in the South Cianjur region is indeed still finding various obstacles such as problems of facilities and infrastructure, human resources, promotion and especially the problem of access to infrastructure if accessed from the Jakarta and Bandung regions. This resulted in the region not being visited by tourists too much compared to the popular North Cianjur area. In the planning of the Cianjur Tengah district administration, Jayanti Beach, Sereg, Cidaun, the Regional Government continues to prepare policy measures and encourage various stakeholders to cooperate with each other even by inviting investors.

It appears that the diversity of tourist attractions in Cianjur Regency varies in nature, mountains and beaches, various culinary and cultural attractions and unique traditions that are quite varied. Thus, the potential of tourism in Cianjur Regency has a strong enough attraction for tourist visits, both domestic and foreign tourists, as seen around the growing Cipanas. Even with that potential, the development of the tourism sector can be one of the important sources of regional income for the Cianjur Regency Government which is quite significant and can even encourage the improvement of the community's economy.

In this case, this study will examine the policies of the Regional Government regarding the development of tourism in the Cianjur Regency region, especially South Cianjur, which needs special attention by the government in developing tourism in Cianjur Regency.

II. METHOD

Based on the problems and research objectives to be achieved, this study uses a discrete analysis method which aims to get an overview of the analysis of local government policies in the development of tourism in Cianjur Regency. While the research approach used in this study is a qualitative approach.

The type of data used is primary and secondary data. Primary data is obtained through direct interviews with related parties as key informants to officials of the Tourism Office, local tourism actors and tourists, while secondary data is data obtained indirectly from the object of research, namely through documents, archives, research journals, related books for research problems.

The subjects in this study were the parties involved in the development of tourism in Cianjur Regency, namely the

Cianjur Regency Culture and Tourism Office, practitioners, tourists, and tourism academics in Cianjur Regency.

While the object of research in this study are matters relating to tourism in Cianjur Regency, namely the area in South Cianjur

Data collection techniques carried out in this study were through: first, the survey carried out direct observations to the area that was the location of the study. Second, through interviews with parties related to research. Third, the study of documentation, namely the author collects the necessary data from documents / archives relating to the problem to be discussed.

Because data in qualitative research is empirical data (in the form of field observations to research objects), data collection also moves from the empirical field to obtaining data and theory. Data analysis and interpretation techniques in this study used Multiple Levels Analysis [4].

III. RESULT AND DISCUSSION

As stated by Kodyat that tourism is an incidental trip from one place to another, carried out both by individuals and groups [5]. Where it is done as an effort to seek harmony and happiness of life related to the environment. In different languages, Wahab in interpreting tourism as one type of new industry that is able to generate economic growth and open employment and increase income, and can stimulate other productivity sectors. As a complex and potential sector, tourism also encourages the development of traditional arts, crafts and souvenirs, lodging / hotels, and means of transportation.

In a study conducted Putra and Asmara, it was said that tourism development is an achievement made by the Regional Government, given that there are many benefits and benefits that can be obtained by the tourism sector, such as being able to open employment opportunities, increase people's income and develop art and tradition [6]. And the development of local handicrafts so that they can be marketed to tourists, contributing to the increase of local revenue. Like the example of Saung Angklung Udjo in Bandung or traditional art in Ubud Bali.

Therefore it is rather impossible to attempt to develop tourism without the support of these things. It is still the responsibility of the regional government how to strive whether by attracting investors, increasing the capacity of human resources with various training and training, and what is equally important is the political will of regional governments in various forms of policies that are supportive and conducive.

In the development of tourism it cannot be denied the importance of aspects of the market, with regard to aspects of nature, objects and tourist attractions both natural and cultural by paying attention to conservation aspects and based on market aspects [7]. Therefore, tourism development requires regional, provincial and national planning that is prepared based on the applicable legal basis and the development of actual issues.

In connection with that, efforts to develop regional tourism are based on existing regulations in the area by involving community participation and expectations as a form of realization of a new paradigm that is more involved and community participation. So that it is expected that the tourism development planning process involving national thinking and planning and community thinking will result in a more integrated understanding plan.

Thus, it can be said that the direction of national planning for tourism development is to produce conservation area development arrangements. Conservation of this area is only used in aesthetic aspects, knowledge (education and research) about ecosystems and biodiversity, utilization of pathways for tracking and adventure. Ecological relations must be built with mutual symbiosis between humans and nature, because when we protect nature, we will look after us. In this connection, the tourism strategy is not only an exploitation tool for economic interests but must be built and recognized as an effort to preserve or preserve nature.

Whereas in the opinion, tourism development seen from the aspect of policy in the development of tourism can create an expansion of employment and reduce unemployment [8]. It cannot be denied that the development of natural tourism requires not a small amount of investment, especially to build its infrastructure. Some people argue that the development of natural tourism in the form of ecotourism has not succeeded in playing an important role as a tool for nature conservation and encouraging economic growth. One reason is none other than the classic problem, namely the difficulty of getting investment funds for tourism activities. In the millennium, terminology needs to be built and linked to various stakeholders.

There are various definitions of tourism policy as stated by tourism experts. For example Goeldner and Ritchie define tourism policies as rules, guidelines, directives, and development targets and strategies that provide a framework for individual and collective decision making that directly influences tourism development in the long and short term [9]. Meanwhile, Biederman et al. argues that the principle of tourism policy is to ensure that countries and regions benefit maximally from the social and economic contributions provided by tourism [10]. He also mentioned that the ultimate goal of tourism policy is basically the progress of the country and the lives of its citizens.

This is inseparable from the basic principles of the policy itself which is intended to find answers and solutions for various communities where one of the best in this field is how to optimize the tourism potential for the interests and welfare of the community.

Of course as a policy, tourism is a product policy of processes that are very complicated and related to each other in various aspects and across sectors. The level of complexity associated with various interrelated aspects at the local, regional, national and global levels. It is at this point that policy becomes very strategic and important in developing tourism, because without policy support, tourism development will be difficult. The reason for the nature itself which is against monopolistic and transitional can also be an instrument for change and engineering. Therefore, all parties are needed and

participation is needed because tourism is not a multi-sector sector but inter-sectoral. Engage in reciprocal relations between complex sectors and management developed by Brawnwel in [11].

Thus, government participation in sector development can be done by practicing several policy instruments to support and provide incentives to develop sustainable tourism, as well as in the form of land conservation design, protect local culture, access to areas that are vulnerable to damaging, educating caring and environmentally friendly tourists, saving energy sources and the vulnerable, reducing and providing incentives for infrastructure development that are also useful for hosts such as transportation systems, protecting against urban spaces and national parks, such as in Bandung for Tangkuban Area boats or in Sukabumi it is being developed like the geo park national park Ciletuh.

Policy instruments will greatly determine their effectiveness when compared with the complete and complete research results. Likewise, policy choices must be based on a foundation of good morality and political will. The current problem regarding the planning of technical and commercial fields even though this is a political and policy problem relating to all components existing within the framework of increasing tourism [11]. Therefore, policy makers are very important in determining the direction of tourism policy that will be taken for the development of tourism developed.

Thus, it must be understood that tourism cannot exist and run optimally without strong support from the government as stated by Elliot and Veal in Judisseno 2017 [12].

It is only governments that have the power to provide political stability, security, and legal financial frameworks that tourism requires. It is governments that provide essential service and basic infrastructure. And it is only national governments that can negotiate and make agreements with other government, on issues such as immigration procedures or flying over and/or landing on landing on national territory. Thus, the tourist industry is inseparable from the role government as public policy-maker and implementer (p.19).

This is in line with Regent of Cianjur 2017 about the Cianjur Regency Tourism Development Master Plan and Tourism Submission, explaining that the vision of developing tourism in Cianjur Regency is "Realizing Cianjur as an Independent Food Tourism Destination" [13]. In realizing its vision taken through the Regency tourism development mission includes:

- Realizing a national class independent food tourist destination that integrates the potential of unique regional tourism and is globally competitive;
- Build a strong and integrated tourism industry structure, and be responsible for the natural and cultural environment in the face of global competition;

- Establish integrated, effective and efficient Tourism Marketing, and are responsible for building the image of tourism in a national scale Regency; and
- Build Tourism Institutions that are able to increase the integration of tourism development in the Regency and create competent human resources both nationally and internationally.

Based on this, the scope of Tourism Destination Development in Cianjur Regency includes:

- Development of Regency Tourism Destination, Regency Tourism Development Zone, and Regency Tourism Strategic Area which are typical themes of development and able to answer strategic issues, as well as aiming for & vision and mission of Regency tourism development;
- The development of the Regency's Leading Tourism Development Zone which has a special theme for the development and priority of tourism development, and is able to answer and realize the district's vision and development mission.

The six locations in this study included six sub-districts located at Regency Tourism Strategic Area Jayanti-Aprasinarlaut Beach and surroundings. The sub-districts are: Cidaun District; with ODTW Rest Area Cilaki, Jayanti Beach, Ciwidig Beach. Sindangbarang Subdistrict; with ODTW Apra Beach. Agrabinta District; with ODTW Tipar Sinarlaut Beach. Leles District; with ODTW Sukasirna Hot Water.

A. Cultural Tourism Potential of South Cianjur

The facts show that the natural and cultural wealth in South Cianjur is very diverse, it becomes a potential in the field that can continue to be developed. Apart from the natural beauty which consists of beaches, plantations, waterfalls, South Cianjur, rescue potential, traditional culture that can also be utilized as a potential to increase the attractiveness of the tourism sector [14]. Here are some of the typical cultures of South Cianjur:

First, Bugel is a natural phenomenon that usually occurs in several river estuaries in the area of South Cianjur. This Bugel phenomenon occurs every dry season arrives. The Bugel phenomenon occurs because the river flow is blocked by coastal sand blown by the wind and the longer it is formed it will become a dam / embankment that prevents / increases river flow. At Bugel, this is a people's party where people get a lot of fish, because in Bugel many fish are trapped in the estuary so people can easily catch fish.

Second, the unique tradition in the southern Cianjur area is the Nyalawena tradition. Nyalawena is a tradition that has been done for a long time. This activity is a moment of negotiation for all coastal residents to get wealth in the form of small fish. Nyalawena comes from the word salawé which means twenty-five. Nyalawé conducts activities on the 25th day of Islam, especially around Apra beach, Sindangbarang, Cianjur.

Third, the art of Tutinggal is a typical art of the Cianjur region. Currently the Samudra Jaya senior Sanggar in Cidaun

District, Cianjur Regency often does this art. This art comes from Warungkondang, Cianjur Regency, there is traditional art called "tuterdepend". While this term is no longer for the Warungkondang community because at certain times, namely intensive compilation of rice, then tutaing is heard.

Fourth, the next is art lais is a typical West Javanese art. Lais is a traditional art consisting of acrobatics that uses a rope of about 6 meters that stretches between 2 bamboo segments at an altitude of 12-13 meters. This art is enough to trigger adrenaline because the other hangs from a silk strap. This art has been around since the Dutch era and continues to live up to now because its development has slowed down, unfortunately the art of lais is rarely played and renewed to extinction. Lais Art starts from Nangka Pait Village, Sukawening Subdistrict, Garut Regency but later also developed in this area of South Cianjur. Art lais was originally taken from the name of a man who was very talented in climbing coconut trees. But then he developed for the better.

The government's vision to make Cianjur Regency the main destination in West Java still requires time. The agreed policy is still not optimal. This can be seen from the development of the position of Cianjur Regency, which can be seen from the results of analysis that tend to decline and not be optimal.

For example, indicators whose competitiveness values show negative growth trends include infrastructure development, and lack of tourism promotion [15]. Poor road infrastructure is certainly not a direct responsibility of tourism agents but rather a public works service. However, this shows that there is still a lack of good coordination between institutions which should be one of the policy focuses. Disbudpar of Cianjur Regency must improve communication with other institutions that have an important role in the tourism sector in Cianjur Regency. The decline in tourist visits seems to be caused by a lack of promotion and innovation in attracting tourists to visit tourist attractions in Cianjur Regency. Since the policy was implemented, almost no new innovations from tourism objects existed to attract tourists to come [16].

Furthermore, policies that are still not optimal can also be seen from the over-focus on the development of tourist attractions in the Puncak-Cipanas area while the attractions in the South Cianjur region are still not organized. This led to a lack of development of tourist accommodation such as hotels, inns, restaurants and villas in the South Cianjur region due to a lack of investor interest in investing in this region. In fact, many restaurants, restaurants, or places of sale of souvenirs that already exist have to go out of business because of the quiet visitors who come [17].

The local government and the Cianjur Regency Tourism Office must improve tourism competitiveness, especially indicators that show negative growth and lower positions, as well as factors that have a significant influence on the results of the analysis to improve the performance of the tourism sector in order to improve the performance of the tourism sector. Achieving the vision of being the leading West Java tourist destination. In addition, the Central and South Cianjur tourist area must also be more attention by the government because the potential in this region is still very large to be explored.

Identification of critical factors is based on the results of an analysis of the obstacles and challenges of developing tourism in research locations in southern Cianjur. Constraints that must be considered in the development of tourism in the area of South Cianjur are:

- Accessibility to tourism is still very low. Road conditions in heavy and narrow conditions. Tourism development in the South Cianjur region requires high accessibility to accelerate developments in the region. For example access from big cities like Bandung and Jakarta must be adequate and easy. With the Seroja toll road to the southern Cianjur area, it can be easier with toll access through Ciwidey.
- The gate and location of tourist directions are still lacking. Gates and road directions to tourist areas will be interesting to visit locations that are tourist destinations, limited tourist facilities in Masül. Tourism facilities such as lodging and restaurants are still limited in number. Even what seems to be inadequate, adequate accommodation, for example, has been built in the crocodile area but in the Garut Regency area while in the South Cianjur region itself is still very lacking.
- Social facilities and general mobility are limited. Public facilities such as health facilities, financial facilities, gas stations, are still limited in the area of South Cianjur. This facility is not only needed for the advancement of tourism, but also by the community.

In addition to the obstacles to developing tourism in the South Cianjur area, several other challenges that must be faced include: first, how to increase the collective awareness of the community and other stakeholders about the urgency of tourism for regional progress and welfare. Second, efforts to increase the capacity and capability of the community as the main manager of tourism in the region. Third, Increase access to tourist sites, especially road quality and public transportation. Fourth, the development of tourism resources to become a tourist destination through packaging and management of tourism products, Fifth, development of village-level tourism management institutions in each tourist destination. Sixth, developing partnerships with other stakeholders such as the management of nature reserves, shrimp ponds etc. in the context of tourism development. Seventh, visitor management that can increase the number of regional visits and participation. Eighth, the development of information technology-based marketing

Constraints and challenges in developing tourism in the South Cianjur region, there are critical factors that must be addressed including: **First**, efforts to increase the collective awareness of the community and other stakeholders about tourism in the region. **Second**, efforts to develop village-level tourism management institutions in each tourist destination. **Third**, develop partnerships with other stakeholders such as the management of nature reserves, shrimp farms, etc. In the context of tourism development. **Fourth**, increasing accessibility to tourist destinations, through improving road quality and public transportation. **Fifth**, efforts to develop quality tourism products include souvenirs or souvenirs so that they become an attraction for tourists.

Thus, various problems and obstacles will at least be eliminated or even disappear if there is a strong commitment and political will from the local government. The determination and political will of the government has a decisive role in the success of achieving development in the tourism sector. Therefore, the level of commitment of a country's government in tourism development influences the success rate of tourism development [18]. It is understandable that strong government commitments will be able to mobilize the resources they have, so that tourism development can be accelerated and optimized. The tourism business activities are multisectoral, involving various savers, namely transportation, telecommunications, public works, health, defense and security, industry, society, regional government and so on. This requires the role of the government to mobilize all tourism interests from the national level to the level of local communities and even the business community. With the existence of a conducive atmosphere and policy, it is like sugar which only waits where ants will come, and tourism such as the City of Bandung and surrounding investors come in droves to invest their funds by creating various innovative and creative tourist vehicles.

In an effort to develop the tourism sector, this can actually provide opportunities for local people and entrepreneurs to participate and invest in various tourism industries. Just how the government sets standards and procedures that are good for development in the area, for example in Bali based on traditional norms that there is a height of buildings should not exceed coconut trees or 15 meters, comparison of land or building area with green open space, structure and design of buildings in accordance with local culture and character, utilization of local products, and other requirements related to the optimization of local products [19].

As a theoretical basis in reviewing tourism policy in Cianjur Regency, it can be based on a choice of several public policy concepts or models that are basically how the formulation of policies that will, is being and has been made can involve as many stakeholders as possible so that the results will be more effective.

The concept is approaching the *deleberative policy* concept that requires citizen involvement, encouraging the availability of public needs. Where this policy is prepared to consider diversity and interdependence. In life phenomena something ideal and good cannot necessarily be implemented like the desire of a comprehensive rational model because of the different abilities and backgrounds of people's thinking. Therefore, this mixed scanning model is the solution.

By looking at the data and facts in Cianjur in tourism management, it can be seen that this mixed scanning model looks very appropriate to use, more specifically in formulating policy strategies in southern Cianjur. Given that the various potentials that exist in southern Cianjur cannot yet be explored optimally because of the various limitations and capabilities of the local government, such as in the provision of infrastructure that is very vital in supporting tourism in this area. Therefore, the regional government must be able to make policies that can attract the involvement of other parties, both private and public in general [2].

Therefore, remembering the potential is quite large as a tourist area in southern Cianjur while the ability of regional governments, especially in the provision of infrastructure is very limited. It is not excessive if the local government must at least make a policy that makes it easier for investors to enter and be interested in southern Cianjur. In this connection, a mixed scanning policy model that accommodates various stakeholders is needed for that.

IV. CONCLUSION

The results of the tourism policy analysis in Cianjur, south of Cianjur Regency, indicate that the condition of infrastructure, the involvement of other stakeholders, especially the private sector, showed conditions that were not optimal. Likewise the strategy of policy direction and government commitment is still relatively low in realizing the policies that have been made by inviting the participation of public and private investors. In addition, the position of tourism competitiveness in Cianjur Regency is lower than in other regions, so it must be a challenge for Cianjur Regency, especially South Cianjur in increasing and increasing the supporting factors of the tourism sector, hotels, paved roads with good quality, hotel occupancy rates and education levels the tourism sector has a significant and significant influence on the tourism industry / sector. The number of restaurants has no significant effect on the tourism industry in Cianjur Regency. Factors that have a significant influence can be a reference for local governments to see what indicators need to be prioritized in developing the tourism sector in the future in Cianjur Regency.

V. SUGGESTION

- Improving the quality of infrastructure, one of which is road quality. Good road quality can make access to tourist attractions better and more comfortable to travel so as to encourage tourists to come. Coordination with the Public Works Agency must be improved in paying attention to infrastructure development, especially those related to the tourism industry.
- Increasing the promotion of tourism objects in Cianjur Regency. At present Cianjur Regency already has a Grand Design for Development and Tourism Destination Development, but seeing the low promotion of tourism in Cianjur Regency, promotion is needed to introduce this program to tourists. Current promotions are still less effective. Facilities that currently exist such as Tourism Information and Center must be more optimized in providing information to future tourists and prospective tourists. In addition, the promotion of Cianjur Regency must also highlight the superiority of natural conditions that are owned to attract tourists.
- Support the hotel industry and other accommodations. Based on the results of the analysis, the hospitality industry and other accommodations have a considerable influence on Cianjur Regency tourism, especially in the southern region. The government must increase cooperation with hotel industry players in tourist areas to improve the quality of services to attract more tourists.
- Maintain environmental comfort and safety in Cianjur Regency so that tourists who come feel comfortable and safe so that they do not get bored traveling in the tourist area of Cianjur Regency.
- Cianjur Regency Tourism must pay more attention to archiving data and information related to the tourism sector because with the availability of complete data and information it can facilitate academics or the private sector in conducting research and development on tourism investment activities and opportunities.

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