



# Improving the resilience of sorake beach destination: an integrated education and training program to balance the impact of foreign tourist visits

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## Article Info

### Article history:

Received: Nop 9, 2024

Revised: Nop 16, 2024

Accepted: Nop 27, 2024

### Keywords:

Economy;  
Environment;  
Marine Tourism;  
Socio-Culture;  
Sorake Beach.

## ABSTRACT

Sorake Beach is one of the tourist destinations with the main attraction is marine tourism which if managed with good management can attract many foreign tourists, especially tourists who like to do marine activities. The arrival of foreign tourists brings positive and negative impacts. In this research, the impact of tourism on the economic, socio-cultural and environmental conditions is explored so that the real conditions can be known and then compiled into a sustainable tourism destination development plan. The research was conducted using a qualitative method using data collection techniques in the form of observation, interviews, documentation and library literacy to explore the true conditions in the research. The result of the research is the documentation of data on the impact of tourism on economic, socio-cultural and environmental conditions in Sorake Beach. Furthermore, the data is used as the basis for the preparation of community education and training planning to increase the resilience of Sorake Beach tourist destinations.

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## 1. INTRODUCTION

Tourism is a multicomplex system, with various aspects that are interrelated and affect each other. In the last few decades, tourism has become one of the main drivers of socio-cultural change.

Based on Law No. 10 of 2009 concerning Tourism, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government. Tourism in its operations has become one of the largest contributors to foreign exchange for the country because of its in-bound tour activities.

In the world of tourism, there are many supporting factors for the pace of tourism activities themselves, including tourist destinations and tourist attractions.

Tourism destinations in Law No. 10 of 2009 are geographical areas located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and people that are interrelated and complement the realization of tourism. In this

destination, there are several attractions or tourist attractions, accessibility and adequate amenities to support tourism operations in it.

Tourist attraction is a tourism asset that can attract tourists to come and visit. Tourist attractions are everything that has beauty, uniqueness, and value in the form of diversity of potential, culture, natural wealth and man-made products that are the destination or target of visits to tourist destination areas which are hereinafter referred to as tourist destinations.

To be able to reach destinations and tourist attractions, of course, good accessibility is needed so that tourists can reach the location more easily. Likewise, when tourists have arrived in tourist areas, supporting facilities (amenities) need to be there to create a sense of comfort and home for tourists and also so that they want to spend more money in tourist destinations. One of the potential marine tourism destinations to be developed is Sorake Beach in South Nias.

Sorake Beach is one of the tourist destinations with the main attraction being marine tourism which if managed with good management can attract many foreign tourists, especially tourists who like to do marine activities.

Sorake Beach is located on the island of Nias, precisely in Botohili Sorake Village, Luahagundre Maniamolo District, South Nias Regency, North Sumatra. Sorake Beach is located ± 125 KM west of Sumatra Island, adjacent to Lagundri Beach, with a distance of 2 KM. Sorake Beach in the language of the local people means Coral Beach. In 1975 Sorake Beach began to attract attention when it was visited by Australian surfer John Troy, Kevin Lovett and John Giesel. They found Sorake Beach suitable as a place to surf waves. In 1980 this beach began to be used as a tourist attraction, especially for foreign surfers.

The presence of foreign tourists has changed many people's life patterns, especially those near this beach. People who were originally ordinary farmers and fishermen, have now turned into entrepreneurs of hotels, halfway houses, cafes, surfboard tenants and tour guides. People who initially did not know anything about areas outside Nias are now starting to live with western culture, even in daily life, the use of English has become the 3rd language after the regional language of Nias and Indonesian.

Some of the explanations above are the background of this research, to explore the impact of foreign tourist visits on the economy, socio-culture and community environment at Sorake Beach Resort, South Nias Regency.

In general, there are 2 benefits of this research, namely theoretical benefits and practical benefits. Theoretical benefits, the results of this research are expected to be an additional literature on the impact of foreign tourist visits on society, especially in the economic, socio-cultural and environmental fields. Meanwhile, practical benefits, as a contribution to thinking for the community related to the impact of foreign tourist visits on the economy, socio-culture and environment of the community in Sorake Beach, South Nias Regency.

## **2. RESEARCH METHOD**

The object of research is the nature of the state which means an attribute, namely the goods or conditions that will be used as the object of research. The object of the research is considered as the formulation of the problem or issue studied in the research. Through this research object, researchers can identify and exchange scientific information. The location of this research was carried out in the tourist attraction of Sorake Beach, Botohili Sorake Village, Luahagundre Maniamolo District, South Nias Regency.

The research method used in this study is a qualitative research method to obtain the necessary data and facts related to the objectives and titles taken by the researcher. The researcher also uses a descriptive qualitative method, which is a study that describes the actual situation. The descriptive qualitative method is a method of research using one variable without using other variables as a comparison and describing or describing clearly the object being studied. And the verification method is qualitative, namely the results of the research are processed and analyzed to draw

conclusions. The purpose of this study is to reveal the facts and circumstances that occurred during the research.

In conducting a research, it is very necessary to plan the design in the research, so that the research can run smoothly, well and systematically. So the steps in this study are as follows:

- 1) Determining the title to be researched, so that it can be known what will be researched and become a problem in the research.
- 2) Establishing the problems to be analyzed at Sorake Beach.
- 3) Choosing a data collection technique. The data collection techniques used in this study are data collection through field research such as observation, interviews, documentation, and literature research or data obtained from other sources, such as journals published on social media.
- 4) Analyze the data obtained from data collected through interviews, observations, documentation and other complete sources. Furthermore, analyze the new findings obtained from the initial data development, deepen and make conclusions about the data obtained.
- 5) Prepare a report on the results of the research while if there are improvements, improvements will be made to the report of the results of the research. After that, rearrange the results of the improvement of the research report and duplicate the report of the research results.

To obtain a number of information or data in this study, it was obtained through interviews, documentation, observations and other source data. Data sources are classified into two categories, namely primary data sources and secondary data sources.

- 1) Primary Data Source, is data obtained from the first source directly obtained from people living around Sorake Beach and tourists who come to visit Sorake Beach.

Table 1, Research Informant

No	Position	Sum
1	Head of Botohili Sorake Village	1
2	Hotel Employees in Sorake Beach	1
3	Innkeeper in Sorake Beach	1
4	Tourist	1

- 2) Secondary Data Sources, are data obtained indirectly by utilizing documents or a number of existing journals that can be obtained from various journal posts on social media.

Located not far from the city center, Sorake Beach is often used as a tourist attraction that is often visited. Be it tourists from within the island itself, island neighbors or foreign tourists. Sorake Beach has little beach sand, more dominated by rocks and waves across the rocks. Tourists usually go to this beach just to surf, so for tourists who can't surf can only enjoy the scenery and watch the attractions of tourists who surf and tourists who come to visit also some spend time sitting and relaxing in cafes around the beach while catching the wind and watching the sunset and sunrise.

Sorake Beach is also increasingly known abroad because every year the government holds an international surfing event (Nias Pro). The high waves at Sorake Beach have their own attraction because the waves on this beach are seasonal. From the beginning of April to October, this beach is usually visited by many foreign tourists because it is at that time that high waves appear. This is also what makes tourists feel at home to stay for one to two months and even more. As for the following months, the waves are relatively small and usually in this moment it is used to learn to surf.

Data analysis tools are the process of organizing and sorting data into patterns and categories. The data collected can be varied consisting of field notes and researcher comments, documents, and so on:

- 1) Observation. direct observation at the Sorake Beach Tourism Resort, with this it is hoped that it can get a real picture of the field conditions or research sites.
- 2) The interview, which is an advanced stage of field observation to get answers to problems, analyzes the influence of foreign tourists visiting.

Studi Pustaka, data yang diperoleh dari riset kepustakaan atau riset, yang terpublish di social media perihal kunjungan wisatawan asing di Pantai Sorake.

### 3. RESULTS AND DISCUSSIONS

Sorake Beach is a paradise for surfing lovers. Sorake Beach is located in Botohilitano Village, Luahagundre District, South Nias Regency, North Sumatra Province. This beach is included in the top 10 best surfing places in the world and is even called number 2 in the world after Hawaii. In June-July, sorake beach is very crowded with foreign tourists to surf.

Sorake Beach faces directly from the Indian Ocean. so it has a good wave character, even reaching a height of 15 meters in certain months, for example April to September, especially challenging when the full moon arrives where the waves can roll completely to the shore, and have 11 waves before breaking. The waves also have five different levels, so surfers can act in different styles. In addition, the waves at Sorake Beach always appear without any time lag, so it is very fun for surfers. The quality of the waves at Sorake Beach has been recognized in the international arena. This beach is often used as the location of world-class surfing championships, such as the South Nias Open Wave Surfing Contest and Nias Pro, which are attended by participants from various countries.

Although this beach is like a paradise for professional surfers, beginners can still enjoy the rolling waves at Sorake Beach. If you want to try and learn, beginners can ask to be taught by local residents who will explain the types of waves at Sorake Beach, as well as teach basic surfing techniques. The best time to learn for beginners is in the morning, because the waves are not so high, so there is no need to pedal or push the body too hard into the middle of the sea. If you feel tired of surfing the waves, tourists can rest on the beach while watching the surfers in action and can even stay at various surf camp concept inns, which mushroom along the beach.

To reach this beach, tourists must take an air route from Medan Kualanamo Airport or Soekarno-Hatta Airport in Jakarta to Binaka Airport in Gunungsitoli. Approximately the journey takes about an hour from Medan and 2 hours from Jakarta. Then continue the journey by taking a land route to Sorake Beach in Teluk Dalam.

The following is a table that shows the findings regarding the impact of foreign tourist visits on the community at Sorake Beach :

Table 2, Results of Research on the Impact of Foreign Tourist Visits on the Community Economy

No	Question	Report	Answer
		1	Already
	Has the economy of the community around Sorake Beach improved?	2	Already
		3	Already
		4	Already
	Will there be improvements in infrastructure and accessibility due to the arrival of foreign tourists?	1	Yes, there are more restaurants, lodgings, and road access to Sorake Beach is getting better
		2	Yes, road access has become better
		3	Yes, better space arrangement
		4	Yes, there are plenty of inns and restaurants
	What economic activities are developing with the arrival of foreign tourists?	1	Lodging business
			Restaurant business
			Surfboard rental business
		2	Guide
			Rental motor
		3	Surfboard rental and accommodation
		4	Restaurants and lodging

Table 3, Results of Research on the Impact of Foreign Tourist Visits on Community Socio-Culture

No	Question	Report	Answer
		1	Yes, residents feel more confident in wearing rather revealing clothes
	Has there been a change in people's lifestyles with the influx of foreign tourists?	2	Yes, residents are starting to follow the lifestyle of tourists such as parties, etc.
1		3	Yes, the more confident you are in wearing clothes that are somewhat revealing
		4	Already

2	Has there been a change in language in society with the influx of foreign tourists?	1	Yes, in addition to speaking the regional languages of Nias and Indonesia, residents have also started to use English
		2	Yes, residents began to use foreign languages from the area of origin of tourists
		3	Yes, but still using the regional language of Nias and B. Indonesia.
		4	Yes, start using B. English and other foreign languages taught by foreign tourists
3	Has there been a change in people's livelihoods with the influx of foreign tourists?	1	Lodging business Restaurant business Surfboard rental business
		2	Guide Rental motor
		3	Surfboard rental and accommodation
		4	Restaurants and lodging

Table 4, Results of Research on the Impact of Foreign Tourist Visits on the Community Environment

No	Question	Report	Answer
	Is there a change in the community environment with the presence of foreign tourists	1	Yes, the scenery becomes more beautiful because it is noticed by the government and the community
		2	Yes, there is already a selfie spot to take pictures so that it looks more beautiful
		3	Yes, the environment has become a little cleaner
		4	Yes, community waste disposal has become more regular
	Will the environment become cleaner, safer, more comfortable and orderly with the presence of foreign tourists?	1	Yes, because the community knows the importance of Sapta Pesona to please tourists
		2	Yes, but sometimes there are still people who are disorderly by drying clothes carelessly
		3	Yes, but the trash can still needs to be added
		4	Yes, the community wants to maintain cleanliness
	Do environmental conditions become more organized with the presence of foreign tourists?	1	Yes. Now it is better and organized
		2	Yes. Now there is a special parking lot and selfie spot
		3	Yes. Parking lots, public toilets and 4business places such as hotels, restaurants, surfboard rentals, etc. become more organized
		4	Yes. There is already a special place for taking pictures made by the government of South Nias Regency

**Discussion**

**The Impact of Foreign Tourist Visits on the Community Economy**

Foreign tourists are tourists who come from outside Indonesia or tourists who carry out inbound in Indonesian territory, of course for recreation, fun, etc. but not to settle down and work. The arrival of foreign tourists generally increases the foreign exchange income of the countries visited and has a significant influence on the country's economy. Indonesia in particular has several world-class attractions and destinations that are in demand by foreign tourists.

Sorake Beach in Botohilitano Village is one of the international tourist destinations, precisely in South Nias Regency, North Sumatra Province. The best offer of this beach is its high and beautiful waves that are so challenging for both professional and beginner surfers of all ages and genders. This destination is visited by many foreign tourists, such as from Australia, England and other countries on the European Continent who specifically love water sports, namely surfing .

Foreign tourists who visit Sorake Beach have a pure motivation to surf by settling around this beach for a certain period of time by blending in with the community. Most tourists only bring a very small amount of personal belongings along with their surfboards to make it easier for them to travel from their country to Sorake Beach. Thus, it can be said that, foreign tourists need a lot to survive and have fun at Sorake Beach.

Knowing the needs of tourists for these various things, makes people think about helping to meet their needs as well as making it a livelihood for most people. As time goes by, the number of inns

such as inns, homestays, etc. is mushrooming in this beach area. In addition, other businesses such as restaurants, vehicle rentals, guiding services and surfboard rental services are also developing well among the community.

The increasing arrival of foreign tourists opens up business opportunities for the community so that the community's economy is getting higher. People's income is also increasing with the prices of services and products offered to the community. Of course, tourists cannot refuse the products of goods and services offered because it is their basic need while enjoying their activities at Sorake Beach.

With the arrival of foreign tourists, Sorake Beach has become increasingly famous and even used as a location for international surfing competitions. The procurement of this big event has indirectly increased the income of the community because some of them are one of the activity committees, offering sound system rentals, tents and other event needs. In addition, lodging has become full of residences, restaurants and food stalls are filled with tourists, vehicle rental services are also increasingly successful, etc. which is the influence of the multiplier effect of tourism.

From the explanation above, it can be said that the arrival of foreign tourists has a very big influence on the economy of the local community and its surroundings so it is very necessary to be a common concern.

### **The Impact of Foreign Tourist Visits on the Socio-Cultural Community**

Foreign tourist visits to Sorake Beach not only have an impact on the community's economy but also on the socio-cultural community. The pattern of community interaction, lifestyle, way of view, fashion and language has undergone changes that are very significant and some can still be adjusted to the previous culture.

The cultural differences between foreign tourists and local communities are not so clearly visible today because there has been cultural mixing and adaptation, not only by foreign tourists to local communities but also by local people who study and blend with the culture of foreign tourists. This is done to make foreign tourists feel more comfortable around the community. In fact, it is not uncommon for local children to accompany foreign tourists in other activities and follow the language and lifestyle of tourists.

Reporting from various media and theories of experts, culture universally has 7 elements, namely the language system, the knowledge system, the social organization system, the system of living equipment and technology, the economic system and livelihoods, the religious system, and the arts. The following is an explanation of the impact of foreign tourist visits on the socio-cultural community at Sorake Beach based on 7 cultural elements universally, as follows :

- 1) Language System, initially the community only used 2 languages, namely the Nias Regional Language and Indonesian. However, along with the increase in the number of foreign tourists, the community language system is also increasing. Currently, people not only use these 2 languages, but also interact using the international language, namely English. It is not uncommon for people to use other foreign languages learned from foreign tourists.
- 2) The Knowledge System, in its universal structure, is related to the system of living equipment and technology because the knowledge system is abstract and tangible in human ideas. The knowledge system is very broad in its limitations because it includes human knowledge about the various elements used in their lives. However, what is studied in anthropology is how human knowledge is used to defend its life. The knowledge system in the community around Sorake Beach is increasing. In addition to better language skills, there is also a more open mindset and the education of the younger generation is increasing. Of course, this change in the knowledge system is a must for the community to be able to sell their services and products optimally to foreign tourists.
- 3) Social Organization, the third element of universal culture is social organization. Cultural elements in the form of kinship systems and social organizations are anthropological efforts to understand how humans shape society through various social groups. South Nias Regency generally has a social level of society, namely nobles or Si'Ulu and Si'lla, village knights and ordinary people who discriminate between communities. Over time, the caste mapping began to fade and only survived in a few traditional villages in the South Nias Regency area. With the visit of foreign tourists to

Sorake Beach, the social organization system of the community has changed slowly. The difference in caste in the community has almost disappeared, there are only those who are called village heads and other village officials with the community. The residents around Sorake Beach also have interactions with others who are more spontaneous and authentic and a little individual follows the style or culture of foreign tourists.

- 4) Living Equipment Systems and Technology. The fourth element of universal culture is living utensils and technology. Humans are always trying to maintain their lives so they will always make such tools or objects. Changes related to living equipment and technology that occur in the lives of people around Sorake Beach as a result of foreign tourist visits are residential houses that are made more artistic and comfortable for tourists to use, a slightly more open style of dressing, etc., which partly follow the style of foreign tourists.
- 5) Economic System / Community Livelihood. The fifth element of universal culture is the economy or livelihood. The livelihood system examines how the livelihood of a group of people or their economic system is to meet their living needs. The people around Sorake Beach initially mostly worked as fishermen and very few became entrepreneurs. But over time, the popularity of Sorake Beach as one of the beaches with the best waves for surfing, makes it often visited by foreign tourists so that many people use their houses as residences for tourists who visit. In addition, restaurants are increasingly mushrooming around this beach, there are also surfboard rental services and surf training for beginners. The people's livelihood system has changed, from traditional to modern. But some people also still maintain their traditional livelihood, namely as fishermen as an additional income.
- 6) Religious System. The sixth element of universal culture is the religious or religious element. The community around Sorake Beach did not experience a significant impact in terms of religion with tourist visits. The community still adheres to its religion so far.
- 7) Art. The art of the community around Sorake Beach has not changed much. However, residents began to make souvenirs related to tourist activities there, namely, surfing waves such as sculptures, acrylic keychains, etc. Based on the explanation above, it can be seen that the visit of foreign tourists has a considerable impact on the socio-culture of the community around Sorake Beach.

### **The Impact of Foreign Tourist Visits on the Community Environment**

The environment is an inseparable element of the entire tourism activity. Wherever and whatever the activity, the environment is one of the important factors in it. So it is not surprising that the conversation about the environment seems endless. Accepting tourists means that the community and the environment are ready. If the community is ready but the environment is not supportive, then the tourism activities will not be optimal and satisfactory. Therefore, the environment needs to be considered, especially if you want to open yourself to a wider realm, namely global/international.

The environment of each country is different, but in general, everyone wants a clean, safe, comfortable, orderly and cool environment. Likewise with foreign tourists, they want a decent environment for them to live in during their travels. The environment at Sorake Beach cannot be said to be better than other famous beaches such as Kuta Beach in Bali, but it has slowly experienced positive improvements. Slowly, access to the location was improved so that it was easier and more comfortable to pass, the clay grass was cleaned, and the scattered garbage also began to decrease. In addition, public toilets have begun to be available to reduce the number of people who throw waste in any place.

What has changed is not only in terms of cleanliness, but also the arrangement of the location has been better. There is a large enough land that can be used as parking, there is access to a better beach and a more beautiful environment by placing several selfie spots there so that it becomes instagrammable and is used by visitors as a photo location and showcasing it to their respective social media. Even though it has experienced positive environmental changes, it would be better if the community and the Government were not careless to protect their environment. This can be done by setting a limit on the number of surfers in the sea at the same time to reduce safety risks, giving

warnings and strict prohibitions against littering, cutting down trees, excessive sand mining and other things that will interfere with nature and environmental sustainability.

What the community needs to remember is that if the community protects its environment, then the environment will provide better to the community, be it in the form of land to maintain life, a place to live, and so on. Therefore, education on environmental conservation awareness is very important for the community. The more educated and equipped with appropriate training programs will support environmental forestry programs carried out by the community, tourists and the Government. An adequate level of education accompanied by the provision of appropriate training programs will be able to increase the community's carrying capacity towards awareness to maintain the quality of natural and sustainable destinations.

#### 4. CONCLUSION

Based on the results of the study, foreign tourist visits have a significant impact on the community's economy. This impact can be seen from the opening of various business and employment fields, such as homestays or lodging, tour guide services, restaurants and restaurants, surfboard rentals, surf course services, and motor vehicle rentals. In addition, foreign tourist visits also bring considerable socio-cultural changes to the community. Based on the seven elements of universal culture, the elements that have undergone significant changes include the language system, the knowledge system, and the economic system. Meanwhile, cultural elements such as living utensils, religion, art, and technology have had a small impact. The environment is also an important element in tourism activities. A good, safe, comfortable, clean, beautiful, cool, and orderly environment creates comfort for tourists. The presence of foreign tourists has a positive impact on the community's environment, making it cleaner, more beautiful, and organized. In an effort to develop marine tourism destinations on Sorake Beach, South Nias, several suggestions were submitted. First, local governments need to pay attention to the maximum limit of activities and the number of tourists in coastal and sea areas, prevent illegal sand mining, and control the construction of tall buildings that can damage coastal structures to maintain the existence and beauty of the beach. Second, tourism promotion and marketing, as well as human resource training, need to be carried out to maximize community participation in tourism activities. Furthermore, the community needs to be involved in utilizing tourist attractions to improve the economy, meet the needs of tourists, and maintain the sustainability of these attractions and destinations. Public awareness also needs to be increased so that they play an active role in preserving nature, culture, and the coastal environment. Thus, the beach remains attractive to tourists. Increasing the level of education of the community can provide a positive direction towards the development of their awareness and tourists to jointly protect the environment in a sustainable manner.

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