

THE SWOT ANALYSIS OF HALAL TOURISM OF AL QUR'AN AKBAR PALEMBANG

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ABSTRACT

This study research departs from the existence of the Koran which has attracted the attention of the world community and has become one of the main tourist attractions of Palembang city from South Sumatra. Moreover, because the Koran was confirmed as the only largest Koran in the world and included in the list of the Indonesian Registration Museum (MURI). This study wants to examine the strategy of developing halal tourism in the Al-Quran Akbar Palembang by using SWOT analysis. Data collection through interviews and documentation. The data analysis technique is descriptive qualitative by describing and describing as clearly as possible all the problems in the problem formulation, systematically, factually and accurately. The conclusion of this research is the Strategy for Development of Al-Qur'an Akbar Halal Tourism, namely by means of promotion through social media so that the Al-Qur'an Akbar is better known by tourists both local and foreign, Installing CCTV cameras, adding security personnel, implementing health protocols and coordinating with local officials, such as the police. As well as cooperating with the Government to repair damaged roads and construct toll roads so that tourists can easily visit the Al Qur'an Al Akbar.

Keywords: Al-Quran Akbar, Strategy, Halal Tourism

INTRODUCTION

Indonesia has great potential in developing halal tourism considering that the majority of its population is Muslim and there are supporting factors such as the availability of halal products. Indonesia, where the majority of the population is Muslim, naturally has an Islamic community culture, so most of its territory is a friendly tourist destination for Muslim travelers. Regarding the needs of Muslims in the world, approximately 7.9 billion people in the world, less than 1.91 billion registered Muslims in the world. Even in Indonesia, the number of adherents of Islam is estimated at 237.53

million people or about 86.9% of the total population. This is a potential for developing sharia tourism, for example by making sharia tourism packages in Indonesian tourist destinations.

Sharia tourism or commonly known as halal tourism is tourism that prioritizes Islamic values in all activities carried out. The term halal tourism by definition among tourism stakeholders still tends to be foreign. Halal tourism is still largely understood or assimilated with religious tourism, namely visiting places of worship for pilgrimages or other places of worship. Whereas halal tourism does not only focus on the object but also behavior during the trip and other supporting facilities (Priyadi, 2016: 94).

Halal tourism has grown because this tourism segment is not top in certain religions. Values that are more universal and beneficial to society such as the value of education and the value of local wisdom are also not abandoned. While the public perception of halal tourism is an activity carried out by tourists visiting mosques and cemeteries even though halal tourism itself includes cultural tourism, natural tourism and artificial tourism related to Islamic principles and values. Several terms are also used by several countries in the implementation of halal tourism such as halal tourism, halal lifestyle, Islamic tourism, Muslim-friendly tourist destinations or Muslim-friendly eco-tourism destinations (Subarkah, 2018: 193-194).

Recently, halal tourism has developed as an alternative to community tourism. Halal tourism is not only a means of recreation for the community, to relieve fatigue when facing the work process, but halal tourism also offers inner satisfaction. Halal tourism began to develop in 2013 when the Indonesian Ulema Council (MUI) and the Ministry of Tourism and Creative Economy (Kemenparekraf) President Susilo Bambang Yudhoyono realized the idea of sharia tourism. This idea was born because the prospect of sharia tourism in Indonesia is very large, especially Muslims around 250 million people or 88.1 percent of the total population of Indonesia. The world's Muslim population is 1.6 billion people. The money spent by Muslim tourists in Indonesia in 2011 reached \$126 billion or 1,227.9 trillion, higher than the money spent by Chinese, American, and foreign tourists.

Halal tourism is an activity that everyone likes. Tourist destinations can be felt for themselves and their families such as uniting a sense of

togetherness, entertainment, refreshing the soul from fatigue. Along with the development of the times and current technology, as well as the location of each region, causing the emergence of a diversity of types and quality of tourism. Tourism can be one of the factors that can attract outsiders to visit the place. So indirectly, the existence of a tourist place can create jobs, increase income and provide welfare.

According to Moh Rosyid, in Indonesia there are many tourist destinations that have the potential to be promoted as halal tourist destinations, namely West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, South Sulawesi, West Nusa Tenggara and South Sumatra. In South Sumatra, especially the city of Palembang, there is one leading tourist destination, one of which is halal tourism, the Bait Al-Qur'an Akbar or often called the giant al-Qur'an, which is located at the IGM Al-Ihsaniyah Islamic Boarding School in Palembang City.

The existence of the Koran has attracted the attention of the world community and has become one of the main tourist attractions of Palembang city from southern Sumatra. Moreover, because the Al-Qur'an was confirmed as the only one in the world and included in the list of the Indonesian Registration Museum (MURI), tourists from home and abroad also flocked to visit it. Foreign tourists who come mostly from the Middle East such as Qatar, United Arab Emirates, Saudi Arabia and Kuwait. They were amazed by the beauty of Akbar's wood carving of the Qur'an and grateful to be able to witness it firsthand.

The Akbar Qur'an tourism object in Gandus District, Palembang city is one of the tourist destinations, it turns out that in its implementation there are still problems in management and quality improvement, and less attention from local residents. in exploiting this potential. Aspects of tourists' assessment of the potential tourist attraction of Al Quran Akbar in Gandus District, Palembang City in the form of aspects of tourist attraction/attraction, facilities, infrastructure, accessibility, security and comfort.

This Al Quran Akbar tourist spot which is located in Gandus District, Palembang City is a major tourist destination which is often referred to as the Giant Al Quran. At the Al-Qur'an Akbar tourist spot, there are 30 juz of holy verses of the Qur'an that are carved or carved with typical

Palembang carvings. In Tembesu wood sheets at a cost of not less than Rp. 2 trillion. Where each sheet of wood measures 177 x 10 x 2.5 centimeters and the total thickness including the cover reaches 9 meters.

Al-Qur'an Akbar consists of two covers consisting of 160 pages up to 306 cards consisting of 130 judges. While pages 305-630 consist of 17 sheets containing the decoration of the Qur'an, index and page list, recitation, interpretation, opening, ratification of the pentashih, list of committees and donors, the total thickness including the cover reaches 9 meters and consumes 40 cubic meters of tembesu wood.

Table 1
List of Al-Qur'an Akbar Visitors

Number	Year	Visitors
1	2018	236,359.30
2	2019	186.881,00
3	2020	90,832.00
4	2021	66,323.00

Since the Covid-19 pandemic, visitors to the Al-Qur'an Akbar religious tourism have decreased drastically. If previously in 2018 it reached 236,359 people, now there are only 186,881 in 2019 so that 49,478 tourists visit per year. The decline in tourists in 2020 decreased again by around 96,049 tourists per year who visited, and in 2021 there was a decline to reach 24,509 tourists per year who visited. At that time, the government closed all tourist attractions, including the Al-Qur'an Akbar. During the pandemic, the Al-Qur'an Akbar implemented a strict health protocol for visitors. Before entering, they are required to wash their hands and wear masks. In addition, tourists are also asked to be in the waiting room that has been prepared if the Qur'an is full of tourists.

Al-Qur'an Akbar Tourism has various regulations to create order and comfort and maintain its sustainability from irresponsible hands, including the following: Each visitor must pay an entrance ticket of Rp. 20,000, Every visitor is required to take off footwear, such as sandals or shoes, before entering the Al-Qur'an Akbar area, All visitors are required to wear decent clothes and cover their genitals, and specifically for women, they must wear the hijab. Each visitor must first perform

ablution (especially for Muslims) both male and female, All visitors are prohibited from taking photos, except where permitted. The management has also prepared a special place for taking pictures and every visitor is prohibited from littering on the wooden statue of the Qur'an.

The existence of the Al-Qur'an Akbar greatly occupied the attention of the world community and became one of the mainstay tourist attractions in Palembang and South Sumatra. Moreover, since the Qur'an was confirmed as the only one in the world and entered the Indonesian Record Museum (MURI) record, tourists both local and foreign visited it in droves. Most of the foreign tourists who come from the Middle East such as Qatar, United Arab Emirates, Saudi Arabia, and Kuwait. They were amazed by the beauty of the wood carvings of the Al-Qur'an Akbar and grateful that they could witness it firsthand (Ristian, 2020: 54-56).

The presence of these tourists has a very positive impact on the economy around the IGM Al-Ihsaniyah Islamic Boarding School. Thanks to the existence of the Al-Qur'an Akbar, Islamic boarding schools are helped especially in the aspect of increasing the economic income of Islamic Boarding Schools and opening up various job opportunities such as parking guards, souvenir sellers, and various souvenirs typical of the wood carvings of the Great Al-Qur'an and this has an impact on its movement. wheels of the economy around the Islamic Boarding School.

The development of tourist objects and attractions that are the main drivers of the tourism sector requires the cooperation of all stakeholders, including the community, government, direct cooperation from the business world and the private sector. In accordance with its duties and authorities, the government is a facilitator who has a role and function in the elaboration and determination of all policies related to the development of tourist objects and attractions. The attractiveness of tourist objects is one of the main assets that must be owned in an effort to improve and develop tourist objects and attractions. The existence of tourist objects and attractions is the most important link in a tourism activity, this is because the main factor that encourages visitors or

tourists to visit tourist destinations is the potential and attractiveness of these tourist objects. In 2020 visitors experienced a decline caused by the Covid-19 pandemic. These are the reasons why the researcher conducted this research.

RESEARCH METHODS

This study wants to examine the strategy of developing halal tourism in the Al-Quran Akbar Palembang by using SWOT analysis. Data collection through interviews and documentation. The data analysis technique is descriptive qualitative by describing and describing as clearly as possible all the problems in the problem formulation, systematically, factually and accurately.

RESULTS AND DISCUSSION

The analysis stage in analyzing the strategy for developing halal tourism in Al-Quran Akbar Palembang is by collecting and managing data. The data taken is a type of primary data related to the strategy of developing halal tourism of the Al-Qur'an Akbar with direct interview techniques with parties related to this research. The purpose of this interview is to obtain various details regarding internal factors consisting of strengths and weaknesses of the organization and external factors which include opportunities and threats to the organization. Furthermore, the researchers classified the data into two, namely data regarding the internal and external environment of Halal Al-Qur'an Akbar Palembang tourism. The details of the data recapitulation are as follows:

Table 2
IFAS (Internal Factors Analysis Summary)
Al-Qur'an Akbar Halal Tourism

No.	Internal Strategy Factor	Weight	Rating	X Rating
Strength				
1	The ticket price offered is relatively cheap	0.16	3	0.48
2	The quality of service provided is good	0.16	4	0.64
3	In Indonesia, Al-Qur'an Akbar is the largest in the world made of Tembesu wood	0.14	4	0.56
4	Have a certificate from MURI which is the	0.12	2	0.24

	most popular tourist attraction in Palembang City			
5	There is a Mini Cinema	0.12	3	0.36
Total Strength Score				2.28
Weakness				
1	The location or location is less strategic so that it makes tourists less interested in coming to this Al Qur'an Al Akbar.	0.08	1	0.08
2	The road to Al-Qur'an Akbar is light, I feel	0.08	1	0.08
3	The facilities are still minimal (there are still many shortcomings)	0.04	2	0.08
4	There are several other competitors, one of which is Kemaro Island halal tourism	0.02	1	0.02
5	Employees have difficulty if tourists increase	0.08	1	0.08
Total Weakness Score				0.034
Total		1.00		2.62

From the results of the analysis in table 2 regarding IFAS, the strength and weakness factors have a total score of 2.62. Because the total score above 2.5 means it indicates a strong internal position.

Table 3
EFAS (External Factor Analysis Summary)
Al-Qur'an Akbar Halal Tourism

No.	External Strategy Factors	Weight	Rating	X Rating
Opportunity				
1	Target visitors that include all walks of life	0.12	4	0.48
2	Visited by Tourists from Outside	0.12	4	0.48
3	The Rapid Development of Technology	0.12	4	0.48
4	The increasing trend of 3D photos in Al-Qur'an Akbar	0.12	4	0.48
5	Tourist Interest is Increasing	0.08	4	0.32
Total Strength Score				2.24
Threat				
1	There is a Terrorist Issue	0.12	1	0.12
2	The theft of important tools contained in Al-Qur'an Akbar	0.12	1	0.12
3	The Corona virus outbreak has disrupted the tourists of Al-Qur'an Akbar	0.12	2	0.12

4	The lack of socialization about halal tourism and concerns over the practice of intolerance.	0.08	4	0.32
Total Weakness Score				0.36
Total		1.00	2.92	

From the results of the analysis in table 3 regarding EFAS, the opportunity and threat factors have a total score of 2.92, because the total score is quite high, meaning this indicates that halal tourism of the Al-Qur'an Akbar responds to existing opportunities and tries to avoid existing threats.

Based on table 3 IFAS and table 4 EFAS, the EFAS (External Factor Analysis Summary) value is 2.92 while the IFAS (Internal Factor Analysis Summary) value is 2.62. It can be concluded that the external factors of Al-Qur'an Akbar Halal Tourism are more dominant than internal factors. So that it can be ascertained that Halal Al-Qur'an Akbar Tourism can develop its business by utilizing external factors, namely opportunities such as target visitors that cover all walks of life, visited by tourists from outside, increasingly rapid technological developments, 3D photo trends in the Qur'an. 'an Akbar which is increasing and the interest of tourists is increasing.

SWOT Anlysis Calculation Stage

At the calculation stage of the SWOT analysis of Al-Qur'an Akbar Halal Tourism, the positioning is carried out using the results of the calculation of internal factors, namely IFAS and external factors, namely EFAS.

Table 4
SWOT Analysis of Al-Qur'an Akbar Halal Tourism

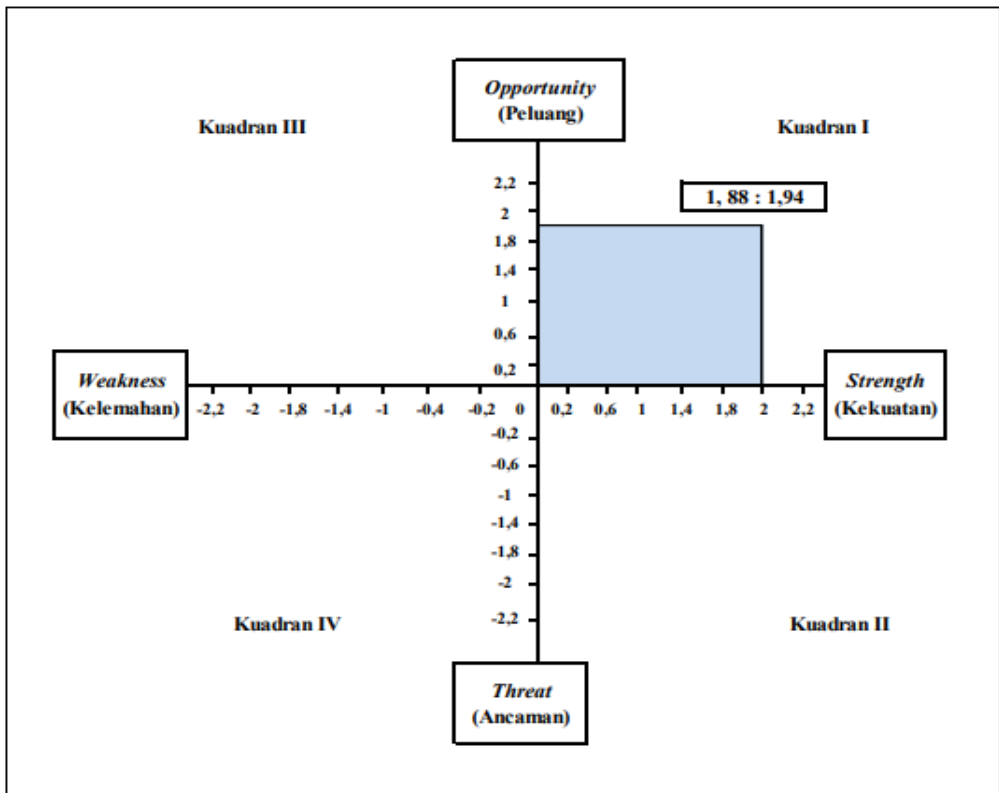
Ifas	2.62	EFAS	2.92
Total Strength Score (S)	2.28	Total Odds Score (O)	2.24
Total Weakness Score (W)	0.34	Total Threat Score (T)	0.36
X = SW	1.94	Y = OT	1.88

Based on table 4, it can be seen that Halal Al-Qur'an Akbar Tourism has good strength. Based on the calculation of IFAS in table 5.1 that Halal Al-Qur'an Akbar Tourism has a power value of 2.28.

The weakness factor of Halal Al-Qur'an Akbar Tourism is at 0.34. The difference between strengths and weaknesses is 1.94. This can be used as a reference material for Halal Al-Qur'an Akbar Tourism in making new policies in business development. So that the strengths possessed by Halal Al-Qur'an Akbar Tourism can be utilized as well as possible and their weaknesses can be minimized.

In the EFAS analysis of Al-Qur'an Akbar Halal Tourism with the number 2.24 for the opportunity factor. This figure is quite large because it is in the middle, although it is still far from 4.0. This can be used as a reference material for business owners to be smarter and more effective in taking advantage of other opportunities in developing Halal Al-Qur'an Akbar Tourism.

Figure 1
SWOT Quadrant for Al-Qur'an Akbar Halal Tourism



Based on the results of Figure 2, it is known that the strategy for developing Halal Al-Qur'an Akbar Tourism is that external factors are greater than internal factors. That is, the external factors of the development strategy of Halal Al-Qur'an Akbar Tourism are able to outperform the internal factors. So that if there are serious problems with internal factors, external factors can deal with them. In this case, external factors can still be able to carry out business development. And the results from the SWOT quadrant are that X is positive, namely 1.94 and Y is positive 1.88. From the results of the SWOT calculation, it shows that Halal Al-Qur'an Akbar Tourism is in quadrant one position. Quadrant I position is a very profitable position for the company. These businesses have opportunities and strengths so they can take advantage of existing opportunities

Table 5
SWOT Analysis Matrix for Al-Quran Akbar Halal Tourism

IFAS	Strengths (S)	Weaknesses (W)
IFAS	<ol style="list-style-type: none"> 1. The ticket price offered is relatively cheap 2. The quality of service provided is good 3. In Indonesia, the Al-Akbar Qur'an is the largest in the world made of Tembesu wood 4. Have a certificate from MURI which is the most popular tourist attraction in Palembang City 5. There is a Mini Cinema 	<ol style="list-style-type: none"> 1. The location or location is less strategic so that it makes tourists less interested in coming to this Al Qur'an Al Akbar. 2. The road to the Qur'an Al Akbar is light, I feel 3. The facilities are still minimal (there are still many shortcomings) 4. There are several other competitors, one of which is Kemaro Island halal tourism 5. Employees have difficulty if tourists increase
EFAS		
OPPORTUNITIES (O)	SO STRATEGY	WO STRATEGY
<ol style="list-style-type: none"> 1. Target visitors that include all walks of life 2. Visited by Tourists from Outside 3. The Rapid Development of Technology 4. The increasing trend of 	<p>Al-Qur'an Akbar is the largest Al-Qur'an in the world, so a promotion strategy through social media is needed so that it is better known by tourists, both local and foreign tourists.</p>	<p>With a relatively less strategic location, Al Qur'an Al Akbar cooperates with the Government to repair damaged roads</p>

3D photos in the Qur'an Akbar	
5. Tourist Interest is Increasing	

TREATHS (T)	STRATEGY	WT STRATEGY
1. There is a Terrorist Issue		
2. The theft of important tools contained in the Qur'an Akbar	Al-Quran Akbar is the largest Al-Qur'an in the world to overcome this threat, namely by implementing a health protocol and coordinating with local officials, such as the police.	With a less strategic location to overcome the threat, namely by adding security and installing CCTV cameras.
3. The Corona virus outbreak has disrupted the tourists of the Qur'an Al Akbar.		
4. The lack of socialization about halal tourism and concerns over the practice of intolerance.		

Based on table 5 shows that the performance of a business can be determined by a combination of internal factors and external factors. The combination of these two factors is shown in the SWOT analysis diagram and makes the strategy for developing Halal Al-Qur'an Akbar Tourism in Palembang City as follows:

a. SO Strategy (Strength - Opportunity)

This strategy is a combination of internal factors (Strength) and external factors (Opportunity), this strategy is made based on all strengths to obtain and take advantage of existing opportunities. The SO strategies adopted by Al-Qur'an Akbar Halal Tourism are:

Al-Qur'an Akbar is the largest Al-Qur'an in the world, so a promotion strategy through social media is needed so that it is better known by tourists, both local and foreign tourists.

b. ST Strategy (Strength – Threat)

This strategy is a combination of internal factors (Strength) and external factors (Threat), this strategy uses the strengths of the company to overcome all threats from outside. ST strategies carried out by Al-Qur'an Akbar Halal Tourism are:

Al-Quran Akbar is the largest Qur'an in the world to overcome this threat, namely by implementing a health protocol and coordinating with local officials, such as the police.

c. Strategy Strategy WO (Weakness – Opportunity)

This strategy is a combination of internal factors (Weakness) and external factors (Opportunity), this strategy is implemented based on the utilization of existing opportunities by reducing the weaknesses of the company. The WO strategies carried out by Al-Qur'an Akbar Halal Tourism are:

With a relatively less strategic location, Al Qur'an Akbar cooperates with the Government to repair damaged roads

d. WT Strategy (Weakness – Threat)

This strategy is a combination of internal factors and external factors, this strategy is based on activities that are defensive in nature and try to avoid the possibility of external threats to reduce the company's weaknesses.

With a less strategic location to overcome the threat, namely by adding security and installing CCTV cameras.

CONCLUSION

The strategy of developing Al-Qur'an Akbar Halal Tourism is known that external factors are greater than internal factors. That is, the external factors of the development strategy of Al-Qur'an Akbar Halal Tourism are able to outperform the internal factors. So that if there are serious problems with internal factors, external factors can deal with them. And the results from the SWOT quadrant are that X is positive, namely 1.94 and Y is positive 1.88. From the results of the SWOT calculation, it shows that Al-Qur'an Akbar Halal Tourism is in quadrant one position. Quadrant I position is a very profitable position for the organization in this case the Al-Qur'an Akbar. These businesses have opportunities and strengths so they can take advantage of existing opportunities. The strategy applied in this condition is aggressive growth. A promotional strategy through social media is also needed to be better known by tourists, both local and foreign tourists. With a less strategic location, Al Qur'an Al Akbar cooperates with the Government to repair damaged roads, coordinate with local officials, add security personnel and install CCTV cameras.

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