

Development of the Tourism Business in Tourist Travel Businesses in Lubuk Pakam District, Deli Serdang Regency

Ledy Efno Graselita Siregar

Akademi Pariwisata Dan Perhotelan

Darma Agung Medan

Article Info	ABSTRACT
Keywords: Development Travel agent Tourism Business	<p>Tourism is a business activity that provides goods and/or services to meet the needs of tourists and organize travel-related activities. A travel agency is a commercial business that arranges and offers travel services for individuals or groups, with tourism as the main objective. This study aims to: (1) examine the development of the tourism industry within the travel business in Lubuk Pakam District, Deli Serdang Regency; (2) identify the challenges and obstacles faced in its development; and (3) explore the efforts made by the Department of Youth, Sports, Culture, and Tourism of Deli Serdang Regency in supporting the growth of the tourism sector.</p> <p>This research employs a descriptive method with a qualitative approach and was conducted at the Department of Youth, Sports, Culture, and Tourism of Deli Serdang Regency. The results show that: (1) the travel business in the region has experienced notable growth; (2) various challenges remain, such as limited knowledge, insufficient capital, lack of service quality, underdeveloped human resources, and inadequate promotion; and (3) efforts to address these issues include collaborations between foreign investors and local travel business owners, particularly new or small-scale operators in Lubuk Pakam. The study suggests that the government and related stakeholders should enhance knowledge, funding, human resources, service quality, and promotional efforts, and facilitate training programs for travel business owners, especially beginners in the Lubuk Pakam District.</p>

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license



Corresponding Author:

Ledy Efno Graselita Siregar

Akademi Pariwisata Dan Perhotelan Darma Agung Medan

Medan

INTRODUCTION

The tourism business in Indonesia is quite potential considering that Indonesia naturally has a lot of potential for natural beauty, diversity, cultural uniqueness and so on. All of this potential becomes capital in the tourism industry and its sustainability is still maintained. It must be acknowledged that the weakness of the tourism industry is that because this industry is a domino industry involving many people, there must be synergy from all components of the nation. Apart from that, the tourism industry is very sensitive to security issues and Indonesian tourism has experienced problems related to security issues several times before, starting from the '98 riots, the Bali Bombings I and II, terrorism cases and so on. All of these security issues directly impact the entire tourism industry, including the hotel industry. However, because of the experience it already has, currently Indonesia can maintain a stable tourism industry climate.

It could be said that the development of the hotel and tourism business in Indonesia has increased quite significantly. This can be seen based on the increasing number of tourist visits in Indonesia. The world tourism industry in the province of North Sumatra has grown and developed further along the way. This

development cannot be separated from the role of successful development in the tourism sector, one of which is the travel business. Tourist travel business is a bridge between tourists and accommodation service providers, restaurants, tourism operators and others. Generally, tourists use travel services to determine their travel plans (tour itinerary), but it is also possible for tourists to arrange their own travel plans.

Moreover, the province of North Sumatra has enormous tourism potential, this potential can be seen from its natural beauty, diversity of arts and culture, history, festivals and very unique traditional ceremonies. Currently, the level of human need for services in tourism services is increasing and this is in line with people's demand for travel for the purpose of having fun or recreation. Nowadays, traveling is no longer an ordinary thing but has become a necessity in society and has even become more than just a lifestyle. As a way for people to relieve fatigue from the busy world of work and the boredom of life.

Deli Serdang Regency, which is one of the districts in the province of North Sumatra, is a district that has a lot of regional potential, especially in the tourism sector. Deli Serdang Regency is quite advanced because adequate human resources are a large capital for developing the tourism sector in Deli Serdang Regency. Kualanamu International Airport is located in Deli Serdang Regency, which is the gateway for tourists to enter North Sumatra, which until now continues to grow rapidly, encouraging many people and investors to visit Deli Serdang Regency for tourism or business purposes, the existence of Kuala Namu International Airport (KNIA) has also made Deli Serdang one of the National Strategic Areas (KSN) by the central government. In developing the tourism business in Deli Serdang Regency, this research observes or observes the tourism business which focuses on one of the developments in the tourism business, namely the development of tourist travel businesses in Lubuk Pakam District, Deli Serdang Regency and this needs to be balanced with the role of the Youth Service, Sports, Culture and Tourism in Deli Serdang Regency and also the role of travel business owners in Lubuk Pakam District, Deli Serdang Regency in developing their business, do beginners, owners/managers of tourist travel businesses in Lubuk Pakam District, Deli Serdang Regency have knowledge? sufficient capital in the field of travel business, sufficient capital to open a travel business and also capital to promote the business, quality of service and quality of employees.

METHODS

Based on theoretical studies and a framework of thinking which is the basis for thinking. Next, the research method is formulated by determining the following steps, namely: place and time of research, research subject, approach and type of research as well as data collection techniques.

Place and time of research

Sugiyono (2009:90) in his book entitled *Understanding Qualitative Research*. Sugiyono said that place is a generalized area consisting of objects/subjects that have their own qualities and characteristics that are determined by researchers to be studied, from which conclusions are then drawn. Therefore, this research took place (locus) at the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency because researchers obtained data sources from that place. This will be carried out for 3 months starting from July-September 2021.

Research subject

The research subjects referred to in qualitative research are people at the research site. The research subject is usually not too large. This depends on the need and appropriateness, so the research subject is always smaller than quantitative research. Research subjects are expected to provide as complete information as possible about the problems posed. Therefore, determining research subjects is very basic and significant. In this research, there were 2 (two) people who had been designated as research subjects/informants, consisting of:

1. The government/head of tourism promotion and marketing is 1 (one) person.
2. The government/head of the tourism business development section is 1 (one) person.

Research Approaches and Types

In this research, researchers used a qualitative approach. Qualitative research is research that is descriptive in nature using analysis, prioritizing the process and perspective of the subject. The

theoretical basis is used as a guide so that the research focus is in line with the facts in the field (Cresswell, 2016: 4). Informants are determined using the snowball technique.

Data collection technique

Research data collection techniques are as follows:

Observation

The Big Indonesian Dictionary (KBBI) states that observation is careful observation or review. Observation is a data collection technique that is very common in qualitative research methods. Observation is essentially an activity using the five senses, including sight, smell, hearing, to obtain the information needed to answer research problems. The results of observations are activities, incidents, events, objects, certain conditions or atmosphere and a person's emotional feelings. According to Supriyati (2011:46), observation is a way to collect research data with a naturalistic nature that takes place in a natural context, the perpetrators participate naturally in the interaction.

Interview

An interview is a communication or interaction process to collect information by means of questions and answers between researchers and informants or research subjects. With advances in information technology such as today, interviews can be conducted without face to face, namely via telecommunications media. In essence, an interview is an activity to obtain in-depth information about an issue or theme raised in research. Or, it is a process of proving information or information that has been previously obtained through other techniques. According to Mulyana (2002: 180), the interview method is "data collection in the form of communication (question and answer) between two or more people, involving someone who wants to obtain information from another person by asking questions based on certain objectives.

3. Documentation Study

During the research process, researchers can also collect qualitative documents. These documents can be public documents (newspapers, papers, office reports, websites) or private documents (such as diaries, diaries, letters, e-mails). It can also be done with audio visual material. This data can be in the form of photos, art objects, video tapes or any type of voice or sound.

Data analysis

After all the data has been collected, the next step is data management and analysis using triangulation theory according to Moleong (2014: 330), triangulation theory is a technique for checking the validity of data that utilizes something other than the data, for the purposes of checking or comparing the data, Triangulation can be done in the following way:

1. Compare observational data with interview data
2. Comparing what people say in public with what they do in private.
3. Compare what people say about the research situation with what is said all the time
4. Comparing a person's situation and perspective with various opinions and views of people such as ordinary people, people with secondary or higher education, wealthy people and government people.
5. Compare the results of the interview with a related document.

Triangulation is needed in an effort to check the validity of data for perfection, data validity, accuracy of information and originality of sources in qualitative research.

RESULTS AND DISCUSSION

History of the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency

The Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency is an implementing element of regional government which is led by a head of service who is under and responsible under the auspices of the regent through the district regional secretary. This department was first formed in 1998 under the name of the Tourism Department, then in 2001 it changed its name to the Arts and Culture Tourism Department. This is in accordance with Regional Regulation Number 3 of 2001 concerning Amendments to Regional Regulation Number 46 of 2001 concerning the Establishment of Deli Serdang Regency Regional Service Organizations. Then in 2007 it changed again to the Deli Serdang Regency Culture and Tourism Office. This change is in accordance with Regional Regulation

Number 5 of 2007 concerning the Establishment of Organizations and Work Procedures for Deli Serdang Regency Regional Apparatus. Based on Regional Regulation Number 3 of 2016 concerning the Establishment of the Regional Apparatus of Deli Serdang Regency and Regent's Regulation Number 2233 of 2016 concerning Position, Organizational Structure, Duties and Functions and Work Procedures of Regional Apparatus, the nomenclature has become the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency

The inauguration was on January 6 2017. Revision of Regent Regulation Number 2233 of 2016 was changed to Number 23 of 2020 concerning Position, Organizational Structure, Duties and Functions and Work Procedures of the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency.

Figure 1. Deli Serdang Regency Youth, Sports, Culture and Tourism Office



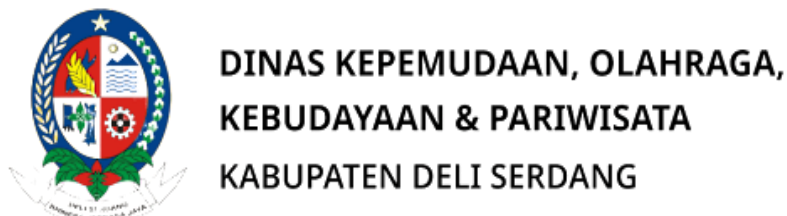
Source: <http://disporabudpar.deliserdangkab.go.id/gambar/2020>

Vision and Mission of the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency
VISION "REALIZING DELI SERDANG DISTRICT AS A CENTER FOR SPORTS, CULTURE AND TOURISM DESTINATIONS WITH THE SUPPORT OF INDEPENDENT AND COMPETITIVE YOUTH."

MISSION

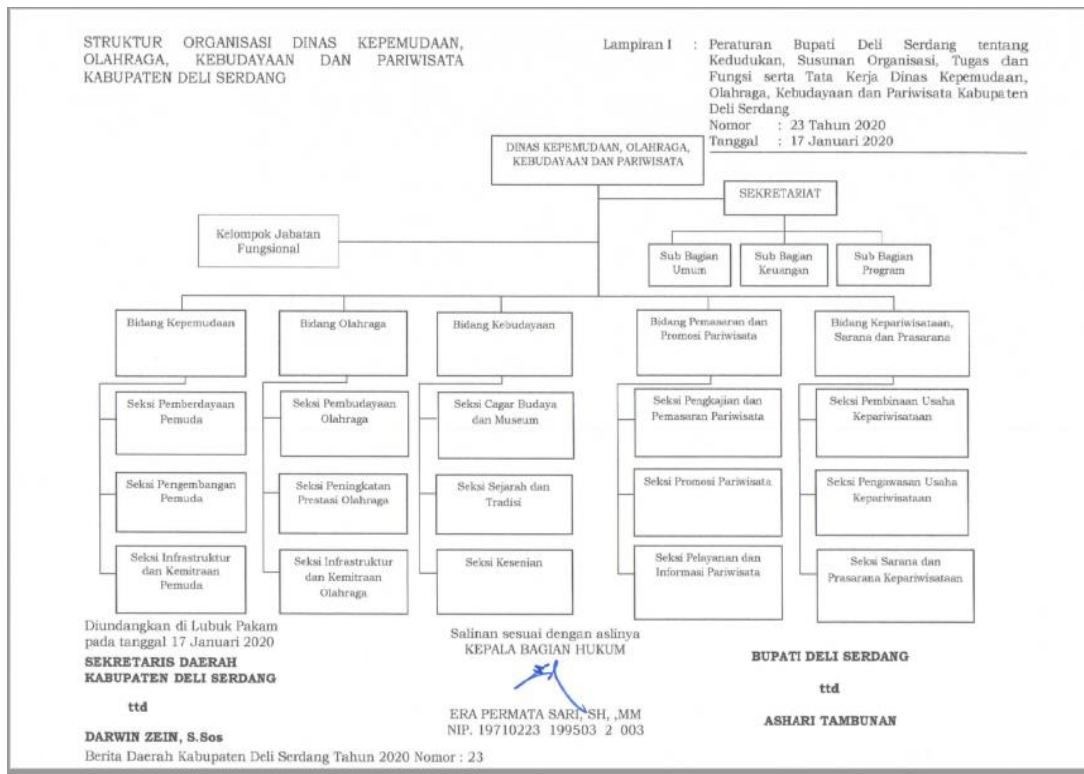
1. Increasing Independent, Creative and Competitive Youth.
2. Improving Achievement and Cultivating Sports in the Community.
3. Increasing the Preservation of Cultural Heritage, History, Traditions and Arts.
4. Developing Environmental and Community Based Tourism Potential.
5. Developing Information and Promotion Facilities in the Youth, Sports, Culture and Tourism Sectors of Deli Serdang Regency.
6. Improving Human Resources for the Youth, Sports, Culture and Tourism Department of Deli Serdang and its Environment.

Figure 2. Logo of the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency



Source: <http://disporabudpar.deliserdangkab.go.id/logo/2020>

Figure 3.Organizational Structure of the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency



Source: <http://disporabudpar.deliserdangkab.go.id/structure-organization/2020>

Main Duties and Functions of the Youth, Sports, Culture and Tourism Department of Deli Serdang Regency

Youth Sector

Main Duties: Assist the Head of Service in carrying out duties within the youth sector.

Function :

1. Formulation of policies in the fields of youth empowerment, youth development, infrastructure and youth partnerships.
2. Preparation of work programs in the Youth sector which include youth empowerment, youth development, infrastructure and youth partnerships.
3. Preparation of norms, standard operating procedures (SOP) and criteria in the fields of youth empowerment, youth development, infrastructure and youth partnerships.
4. Providing technical guidance and supervision in the fields of youth empowerment, youth development, infrastructure and youth partnerships.
5. Monitoring, analysis, evaluation and reporting in the fields of youth empowerment, youth development, infrastructure and youth partnerships.

Sports Field

Main Duties: Assist the Head of Service in carrying out duties in the Sports Sector.

Function :

1. Formulating policies in the fields of sports culture, improving sports performance, infrastructure and sports partnerships.
2. Preparation of work programs in the sports sector which include sports cultivation, improving sports performance, infrastructure and sports partnerships.
3. Preparation of norms, standard operating procedures (SOP) and criteria in the fields of sports culture, improving sports performance, infrastructure and sports partnerships.

4. Providing technical guidance and supervision in the fields of sports culture, improving sports performance, sports infrastructure and partnerships and
5. Monitoring, analysis, evaluation and reporting in the fields of sports culture, improving sports performance, sports infrastructure and partnerships.

Cultural Sector

Main Duties: Assist the Head of Service in carrying out duties within the scope of the Cultural sector.

Function :

1. Formulating materials for coordinating policy implementation in the fields of cultural heritage management, district museum management, history development, tradition preservation, community and traditional institutions development, and arts development.
2. Formulating materials for management and guidance in the field of cultural heritage, management of district museums, development of history, preservation of traditions, development of communities and traditional institutions and development of the arts.
3. Preparation of materials for determining cultural heritage and management of cultural heritage at district level.
4. 4. Formulation of materials for preserving traditions that adhere to the community in the district area.
5. Formulation of community development materials and traditional and arts institutions whose adherents are in the district.
6. Formulation of facilitation materials in the fields of cultural heritage management, management of district museums, development of history, preservation of traditions, development of communities and traditional institutions, and development of arts and crafts
7. Reporting in the field of cultural heritage, management of district museums, development of history, preservation of traditions, development of communities and traditional institutions, and development of the arts.\

Tourism Promotion and Marketing Sector

Main Duties: Assist the Head of Department in carrying out tasks within the scope of tourism marketing and promotion.

Function :

1. Formulation of policies in the field of Tourism Marketing and Promotion includes tourism assessment and marketing, tourism promotion, tourism services and information.
2. Preparation of work programs in the field of Tourism Marketing and Promotion including tourism assessment and marketing, tourism promotion, tourism services and information.
3. Preparation of norms, standard operating procedures (SOP) and criteria in the field of Tourism Marketing and Promotion including tourism assessment and marketing, tourism promotion, tourism services and information.
4. Providing technical guidance and supervision in the field of Tourism Marketing and Promotion including tourism assessment and marketing, tourism promotion, tourism services and information.
5. Monitoring, analysis, evaluation and reporting in the field of Tourism Marketing and Promotion including tourism assessment and marketing, tourism promotion, tourism services and information

Job description :

1. Formulate study materials, marketing and tourism promotion.
2. Formulate materials and concepts for cooperation/agreement texts with other parties.
3. Formulate the implementation of cooperative relationships with investors for tourism development.
4. Formulate the preparation of policy materials in terms of tourism services and information.
5. Carry out promotion of Youth, Sports, Culture and Tourism activities.

Facilities and Infrastructure Tourism Sector

Main duties: Assist the Head of Service in carrying out duties within the scope of the tourism business sector, facilities and infrastructure.

Function :

1. Formulation of policy materials in the field of Tourism Business, Facilities and Infrastructure including tourism business development, supervision of tourism business, and improvement of tourism facilities and infrastructure
2. Formulation of materials Preparation of work programs in the field of Tourism Business, Facilities and Infrastructure including tourism business development, supervision tourism businesses and improving tourism facilities and infrastructure.
3. Implementation of norms, standard operating procedures (SOP) and criteria in the field of Tourism Business, Facilities and Infrastructure includes developing tourism businesses, supervising tourism businesses and improving tourism facilities and infrastructure.
4. Providing technical guidance and supervision in the field of Tourism Business, Facilities and Infrastructure including tourism business development, supervision tourism businesses and improving tourism facilities and infrastructure.
5. Monitoring, analysis, evaluation and reporting in the field of Tourism Business, Facilities and Infrastructure including tourism business development, supervision tourism businesses and improving tourism facilities and infrastructure.

Job description :

1. Carry out coordination with sections, fields and agencies related to tourism businesses, facilities and infrastructure supporting tourism activities.
2. Carry out the procurement, development and construction of tourism facilities and infrastructure.
3. Formulate policy materials for tourism business development and development of tourism facilities and infrastructure.
4. Carry out coaching outreach to tourism business managers and the community.
5. Formulate the systematic preparation of tourism business supervision.

Table 1.Employee data for the Youth, Sports, Culture and Tourism Department of Deli Serdang Regency

Echelon	Number of Employees	Education	Number of Employees	Rank	Number of Employees
II/b	1 person	S-2	6 people	II c	3 people
III/a	1 person	S-1	22 people	II d	1 person
III/b	5 people	Diploma III	1 person	III a	1 person
IV/a	18 people	high school	3 people	III b	3 people
		junior high school	-	III c	8 people
		elementary school	-	III d	12 people
				IV a	3 people
				IV b	3 people
			IV c	1 person	
Total	25 people		32 people		35 people

Source: <http://disporabudpar.deliserdangkab.go.id/pegawai/2020>

Development of the Tourism Business in Tourist Travel Businesses in Lubuk Pakam District, Deli Serdang Regency

The number of tourist travel businesses in Lubuk Pakam District, Deli Serdang Regency has increased quite significantly. This increase can be seen in the table below, which researchers obtained from the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency, the increase in the number of tourist travel businesses in Lubuk Pakam District cannot be separated from the increase in the number of tourists/visits to tourist attractions in Deli Serdang Regency.

Table 2.Data on the number of tourists/visits to tourist attractions in Deli Serdang Regency

Year	Number of Visits
2017	1,794,274
2018	1,902,502
2019	2,010,630

Source: *Disporabudpar Deli Serdang Regency 2017-2019*

Table 3.Data on the Number of Travel Bureau Agents in Lubuk Pakam District, Deli Serdang Regency

Year	Number of Travel Bureau Agents
2017	15
2018	30
2019	50

Source: *Disporabudpar Deli Serdang Regency 2017-2019*

Based on the data above, tourist travel business in Lubuk Pakam District has increased. To find the cause of the increase above, researchers conducted interviews with research subjects, namely:

According to Mrs. Rahmi Khairani Nasution, M.Psi (Head of Tourism Promotion and Marketing) "we in the field of tourism promotion and marketing have many programs to develop tourism businesses, especially as travel agency services play a very important role in the tourism industry in Deli Serdang Regency. This. One of the efforts made is to promote the tourism business in Deli Serdang Regency through online media and print media. You can check it on our official website, namely disporabudpar.deliserdangkab.go.id. All about tourism business promotions including travel business and also tourism destination info. There are photos and videos of the activities that will be carried out or have been carried out by the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency. (interview conducted at the Deli Serdang Regency Youth, Sports, Culture and Tourism Service Office on 09/27/2021 at 10.00 WIB)

According to Mr. Rijal Ardiman Simatupang, SE (Head of the Tourism Business Development Section) "In developing tourism businesses in Deli Serdang Regency in the tourism sector, facilities and infrastructure in the tourism business development section have many programs such as governance and homestay training, pokdarwis training, training in preparing tour packages , tour package promo training, guide training and many other programs. "From these programs, beginners, managers or tourism business owners can improve the quality of service and improve the quality of their employees." (interview conducted at the Deli Serdang Regency Youth, Sports, Culture and Tourism Service Office on 09/27/2021 at 15.00 WIB)

Based on the results of interviews conducted by researchers, it can be concluded that the causes or factors that influence the development of tourist travel businesses in Lubuk Pakam District are promoting tourist travel businesses in Lubuk Pakam District, Deli Serdang Regency through online and print media and increasing the quality of service and increasing the quality of employees working in the tourism business.

Constraints and Obstacles in the Development of the Tourism Business in Travel Businesses in Lubuk Pakam District, Deli Serdang Regency

Based on data on the development of tourist travel businesses in Lubuk Pakam District and the results of interviews conducted by researchers above, the obstacles that will be faced in the development of tourist travel businesses in Lubuk Pakam District, Deli Serdang Regency, include:

Limited Product Diversification

Product diversification is an effort made by producers/companies to cultivate or market several products that are similar to products that have been marketed previously. The limited diversification of Indonesian tourism products is still hampered by the problem of limited tourism human resources. Many tourism graduates are only focused on making something that already exists but there is no innovation to create new product diversification. So it requires the role of the world of education and government to support this.

Tourism Travel Business Management is Still Weak

The weak management of this tourist travel business is due to not having good management due to limited knowledge and business capital.

Poor Service Quality

This tourist service includes accommodation, restaurant and tour guide services. Tourism human resources who are experts in their field will choose to work abroad because of the higher income, so very few are willing to work in the region. Tourist service workers in the area who are local people only receive training for a maximum of 3 months, so that services at accommodation, restaurants and tour guides are not optimal due to limited knowledge of human resources and a lack of improving the character of these human resources. There is a need for follow-up by educational institutions, especially in the tourism sector and local governments, to facilitate routine training activities and supervision of services in tourist destination areas.

Ineffective Promotion and Communication

Again, the problem of tourism human resources, apart from lack of skills in service, is another problem in terms of communication and promotional materials. Currently, social media has helped a lot with promotion, but effective communication is still an obstacle. Tourists visiting tourist areas but not getting a good explanation from the tour guide will create an unattractive impression. Limited ability to communicate is also still a problem and has not yet received a real solution.

Efforts Made by the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency In Developing a Tourist Travel Business in Lubuk Pakam District, Deli Serdang Regency

To find out what efforts were made by the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency in developing tourist travel businesses in Lubuk Paka District, Deli Serdang Regency, researchers conducted interviews with research subjects, namely:

According to Mrs. Rahmi Khairani Nasution, M.Psi (Head of Tourism Promotion and Marketing) "the efforts we are making in the field of tourism promotion and marketing are to further strengthen local tourism promotion first, followed by local tourism promotion and then to the national and international levels, including other things, through digital promotions, developing tour packages, expanding tourist promo packages in a number of tourist destinations, employees at the Deli Serdang Youth, Sports, Culture and Tourism Service office in the tourism facilities and infrastructure sector as well as in the promotion and marketing sector also help promote the "It is being promoted by beginners/managers/owners of tourism businesses in Deli Serdang Regency personally as well as encouraging the development of cultural attractions periodically and encouraging foreign investors to collaborate with entrepreneurs or managers of tourism businesses in Deli Serdang Regency." (interview conducted at the Deli Serdang Regency Youth, Sports, Culture and Tourism Service Office on 09/27/2021 at 10.00 WIB)

According to Mr. Rijal Ardiman Simatupang, SE (Head of the Tourism Business Development Section) "the efforts being made are to develop human resources (HR) through exploring creative ideas. In the tourism industry, developing new products requires thought from the owner or manager of the tourism business to attract the interest of tourists and frequent updates to existing products, so that even though there are new products, old products still exist and still attract the interest of tourists. ." ." (interview

conducted at the Deli Serdang Regency Youth, Sports, Culture and Tourism Service Office on 09/27/2021 at 15.00 WIB)

Based on the results of interviews conducted by researchers, it can be concluded that the services of the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency in developing tourist travel businesses in Lubuk Pakam District, Deli Serdang Regency have been quite helpful in the way that employees at the office of the Department of Youth, Sports, Culture and Deli Serdang Regency Tourism also promotes products that are being promoted by beginners/managers/owners of tourist travel businesses in Lubuk Pakam District and helps beginners/managers/owners of tourist travel businesses in Lubuk Pakam District find interesting new products for their businesses and not forget to help them in updating their existing products.

CONCLUSION

Based on the results of the research and discussions carried out, researchers can draw several conclusions as follows. The development of the tourism business in the tourist travel business in Deli Serdang Regency experiences quite significant progress every year. The constraints and obstacles faced by the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency in developing the tourism business in Deli Serdang Regency are diversification of new products from entrepreneurs/tourism business managers, better tourism management, the quality of tourism services that needs to be improved. , promotion and communication that need to be improved with training from the government as well as reducing human resource limitations on a regular basis with competent communication and extensive knowledge. The efforts of the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency in developing the tourism business in Deli Serdang Regency collaborate with employees at the office of the Department of Youth, Sports, Culture and Tourism of Deli Serdang Regency who also participate in promoting products that are being promoted by beginners/manager/owner of a tourist travel business in Lubuk Pakam District and helping beginners/managers/owners of tourist travel businesses in Lubuk District Pakam finds interesting new products for their business and doesn't forget to help them in updating their products existed before.

REFERENCES

- A. Yoeti, Oka. (1994). *Introduction to Tourism Science*. Bandung: Space.
- Creswell, J. (2016). *Research Design Qualitative, Quantitative and Approaches Mixed*. Yogyakarta: Learning Library.
- J. Moleong, Lexy. (2014). *Qualitative Research Methods, Revised Edition*. Bandung: PT Teen Rosdakarya.
- Mulyana, D. (2002). *Qualitative Research Methodology*. Bandung: Teenagers.
- Pendit, NS (1999). *Tourism Science*. Jakarta: Trisakti Tourism Academy.
- SS, Ketut & L. Nengah. (2018). *Tourism Business*. Bali: CV. Noah Aletheia.
- Sugiyono. (2009). *Understanding Qualitative Research*. Bandung: Alfabeta.
- Sukirno, S. (2010). *Introduction to Business*. Jakarta: Rajawali.
- Supriyati. (2011). *Research Methodology*. Bandung: Langakah Press.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice (4th ed.)*. Pearson Education Limited.
- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, Practices, Philosophies (12th ed.)*. Wiley.
- Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for Hospitality and Tourism (7th ed.)*. Pearson.
- Law, R., Buhalis, D., & Cobanoglu, C. (2014). *Progress in Information Technology and Tourism Management: 20 Years on and 10 Years After the Internet—The State of eTourism Research*. *Tourism Management*, 40, 1–19.
- Middleton, V. T. C., & Clarke, J. (2012). *Marketing in Travel and Tourism (4th ed.)*. Routledge.
- Page, S. J., & Connell, J. (2014). *Tourism: A Modern Synthesis (4th ed.)*. Cengage Learning.

- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Mill, R. C., & Morrison, A. M. (2012). *The Tourism System* (7th ed.). Kendall Hunt.
- Yoeti, O. A. (1996). *Pengantar Ilmu Pariwisata*. Bandung: Angkasa.
- Wahab, S. (2008). *Analisis Kebijakan Pariwisata*. Jakarta: PT Gramedia Pustaka Utama.
- Hanafiah, M. H., & Zulkifly, M. I. (2019). Tourism Development and Economic Growth: A Review of Literature. *Journal of Tourism, Hospitality and Environment Management*, 4(15), 44–54.
- Badan Pusat Statistik. (2020). *Statistik Pariwisata Indonesia*. Jakarta: BPS.
- Undang-Undang RI Nomor 10 Tahun 2009 tentang Kepariwisataaan.
- United Nations World Tourism Organization (UNWTO). (2023). *Tourism Highlights*. UNWTO Publications.
- Dinas Pemuda, Olahraga, Kebudayaan dan Pariwisata Kabupaten Deli Serdang. (2022). *Laporan Tahunan Pengembangan Pariwisata Daerah*.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2021). *Rencana Induk Pengembangan Pariwisata Nasional (RIPPARNAS) 2010-2025*.
- Fandeli, C., & Mukhlison. (2000). *Pengembangan Ekowisata*. Yogyakarta: Fakultas Kehutanan UGM
- Middleton, V. T. C., & Hawkins, R. (2001). *Sustainable Tourism: A Marketing Perspective*. Routledge.
- Holloway, J. C., & Humphreys, C. (2019). *The Business of Tourism* (11th ed.). Sage Publications.
- Damanik, J., & Weber, H. F. (2006). *Perencanaan Ekowisata: Dari Teori ke Aplikasi*. Yogyakarta: Andi Offset.