

Participatory Management of Bontang Mangrove Park East Kalimantan, Indonesia

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Abstract. Researchers found several land-use problems arise in East Kalimantan. The un-managed wildland was studied to develop its potential. The existing potential is to build the Bontang Mangrove Park ecotourism. The ecotourism management of Bontang Mangrove Park still can be optimized, thus this study aims to describe the management implementation of the Bontang Mangrove Park development for the people of East Kalimantan, including aspects of planning (planning), organizing (organizing), activities (acting) and evaluation or control. This research was conducted in a year in 2021 for an year, but the data were taken from 2018 – 2021. This research is quantitative and descriptive. The population used for this study were all employees and facilitators at Bontang Mangrove Park. The sampling technique in this study used a purposive sampling technique, consisting of employees, core facilitators, and the community. The data analysis technique is used descriptively as outlined in the form of a POAC description. Based on the results of the study, it is known that the management of Bontang Mangrove Park in terms of the management process is good, the organization is good, and the implementation categorized as very good.

Keywords: Bontang Mangrove Park; ecotourism; Kutai National Park; management

INTRODUCTION

Kutai National Park in its journey to success, experienced a lot of pressure because topographically this area is a lowland which is the best place for the life of living things. Tenure conflicts often occur because of the struggle over land for settlement and development purposes. Even conflicts with orangutans, which are the main animals of Kutai National Park, often occur because many areas are occupied by plantations and developments outside the forestry sector.

Since it was proposed as a protected area in 1932, this area has continued to experience a reduction. From the 2 million hectares proposed by the government of the Dutch East Indies kingdom in 1934, it was reduced to 306,000 hectares in 1936 when it was handed over to the Kutai Kartanegara Kingdom. In 1971, this area was reduced again to 200,000 hectares and then due to the need for the development of PT. Pupuk Kalimantan Timur and the expansion of Bontang City was reduced again to 198,629 hectares in 1991. Until 2014, to meet the development needs of Bontang City and East Kutai Regency, there has been a reduction in

the area of the Kutai National Park covering an area of 7,816 hectares so the current area is based on the Decree on the Determination of the Kutai National Park Area No. SK.4194/Menhut- VII/KUH/2014 covers an area of 192,709.55 hectares (Reny and Yelin 2016, Asnaenie et al, 2019, Rahmah et al, 2019).

Bontang Mangrove Park (BMP) is part of the Kutai National Park area in Bontang City with an area of approximately 200 hectares. This area is mostly a mangrove ecosystem that stretches along the coast of the Makassar Strait covering 3 (three) villages, namely Bontang Kuala Village, Bontang Baru Village, and Guntung Village. The head of the Kutai National Park Office for the 2010 – 2012 period, Mr. Asep Sugiharta, was the first to see and be interested in this area. Although the initial concept of developing this area is only as a family gathering place and has not been oriented to anything further.

Rejection by the community is rampant, even to the point of holding demonstrations at the Kutai National Park Office. This is due to the land claim for the location and there has been a sale and purchase of land and the distribution of lands within the BMP

location has been determined. The concept of BMP development began to take shape in 2014 after the landscape design was made by PT Rakata Solusi as its assistance for the development of this area, although it was subsequently redesigned to adjust to the needs and availability of the budget in 2017. Working together became a “jargon” that was continuously echoed in the development of BMP amid limited funding at the time. However, until early 2016, the development of Bontang Mangrove Park has not seen any progress; it tends to be like a marginal area that is neglected and has no management.

This area is still in the form of shrubs, ponds, former garbage dumps, former garden beds, alcohol sites, and a place for piles of used goods. In addition, this area has also been "owned" by the community who obtained it by buying from local leaders. With these various problems, it requires hard work and support from many parties to build the BMP, not only the Kutai National Park Office. To overcome these problems, the Kutai National Park Office must “be present” in the field, greet, dialogue, and provide understanding to the community regarding the status and purpose of Kutai National Park. Yet of course with different models and styles.

It was in the middle of 2016 that the development of BMP began to feel tempestuous again. The head of the Kutai National Park Office, sees development potential starting to emerge. This is in accordance with the vision of his leadership which prioritizes the positive side of the Kutai National Park area to overcome existing problems and pressures, cooperates with the community as "players not spectators" so that a sense of togetherness arises in maintaining and protecting the area and establishing a network of cooperation with the principles of mutual respect and mutual trust and consistent. The purpose of this study is to describe the management implementation of the Bontang Mangrove Park for the community in East Kalimantan. Hopefully this study result can give a

knowledge about how to manage the ecotourism in conservation area.

METHODS

The research location is in Bontang Mangrove Park, East Kalimantan at its at 00°08'19.05" - 00°09'32.30' NL and 117°29'25.79" - 117°30'39.66", can be seen in figure 1. This study has a systematic method they are research stages, data collection and data analysis. Its uses a combined model, using two different types of data, they are quantitative and qualitative data. The essence of this research method according to Ariknto (1993) and Sarwono (2011) is that qualitative data is still analyzed by qualitative analysis techniques and quantitative data is still analyzed by quantitative analysis techniques. Management analysis of Bontang Mangrove Park using the POAC method. Four indicators of environmental management principles, namely POAC consist of Planning, Organizing, Actuating, and Controlling. This analysis is to determine the management of the Bontang Mangrove Park's condition in accordance with the existing characteristics in East Kalimantan. In protected area management, it is also necessary to have a management that must be carried out according to the indicators below:

1. Planning (Planning), planning activities are prepared in the context of integrated environmental management of an area.
2. Organizing, namely the existence of a clear organizational form that directly manages Bontang Mangrove Park, so that each party involved can carry out their duties properly and responsibly.
3. Actuating, namely there is a program that is designed to be carried out by the role of stakeholders and community institutions.
4. Controlling, namely the implementation of supervision so that the implementation of karst area management can run as optimally as possible in achieving environmental management objectives.

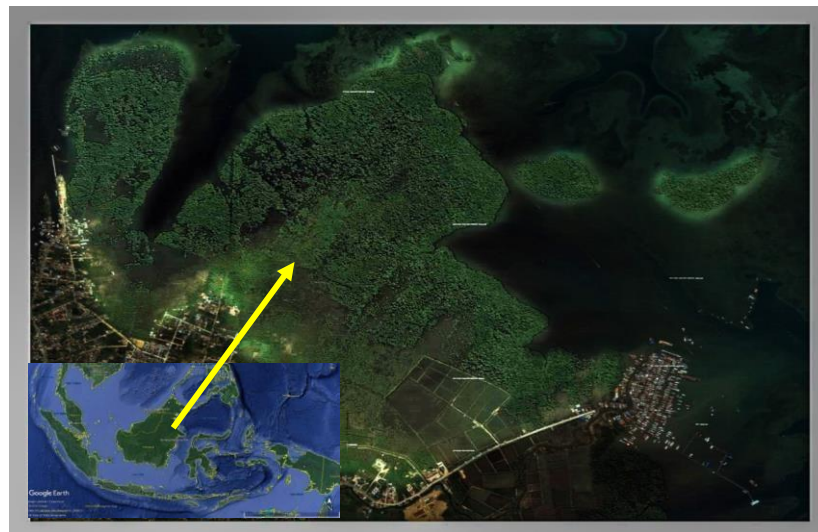


Figure 1. Map of the Bontang Mangrove Park, the area close to settlements and accessibility can be reached easily

RESULTS AND DISCUSSION

Wildland Participatory Planning becomes a community tourism object

Many have asked, “why developing BMP which was not attractive at all to be developed at that time?” A challenge, the Kutai National Park Office sees that the development of BMP is one way to declare the existence of the Kutai National Park in Bontang City. Places that were previously considered private property that has been managed into ponds, gardens, garbage disposal, and hunting grounds are even used as places for children to hang out and drug transactions must be returned to their function as a national park.

Indeed, through approach, involvement, and sitting together, the problem can be found a solution. The development of ecotourism in this area can provide an understanding to the community and other parties that the function of the Kutai National Park in addition to the function of protecting and preserving biodiversity, also has a utilization function, which is beneficial for improving the welfare of the surrounding community.

Bontang Mangrove Park (BMP) was deliberately chosen name to show that the development of this area does not only

belong to the Kutai National Park but also belongs to the community and the Bontang City government. BMP means a mangrove forest area located in Bontang City which is developed to function not only for recreational purposes but also for conservation, education, and luxury adventure purposes. If we have seen the land cover analysis, it shows that the determination of the mangrove ecosystem area to become BMP is relatively good and successful because there is an increase in the mangrove ecosystem and then there is a cessation or reduction of mangrove land clearing into ponds by the community (Harjanto et al., 2019).

BMP provides business opportunities for communities around the area, such as glamping, photo spots, boats, canoes, and, the food court sector as a place to eat and drink (Rina Marsela Safri et al., 2022). BMP is in the midst of fertilizer and natural gas industrial factories which is the reason why this city was founded (Bontang is a maritime-based condensate city). The protected mangrove forest area in the middle of an industrial area is a very significant balance for human life and other living things in Bontang City, like an oasis that quenches thirst in the sun.



Figure 2. The initial condition of BMP which is full of garbage and shrubs



Figure 3. Independent joint work in realizing BMP before the 2017 State Budget through DIPA of Kutai National Park Hall is realized.

Field Operations and Stakeholders

Management is a process carried out by organizations to plan, organize, direct, and control all activities of organizational members and utilize various available resources to achieve organizational goals (Terry et al (1986) and (Harsono, 2010). Humans are an important means for every manager to achieve predetermined goals. Various kinds of activities can be seen in the process, such as planning, organizing, staffing, directing, and controlling (Nugroho, 2008). In its implementation, support was given by many parties in realizing BMP in early 2016, including the Kutai National Park Conservation Cadre, community groups such as HHH (Hash

House Harriers), BOA (Bontang Adventure Community), Hardline adventure, Gowes and Scouts of Saka Wana Bakti who always present in every activity at BMP, they are a lot of activity such as HKAN, planting day and so on.

Furthermore, in the 2017 Kutai National Park Office budget, the construction of Bontang Mangrove Park is allocated for the construction of a boardwalk, gazebo, and viewing tower. Funding support through a cooperation scheme also plays a major role in completing the infrastructure at BMP. The funding support provided is not in the form of cash but also in the form of physical buildings and supporting equipment.

Starting to be felt, this tourism development activity has also increased public awareness to participate in protecting the Kutai National Park area. Apart from being important from an environmental point of view, BMP also provides considerable benefits for the surrounding community in the form of increasing income through businesses that arise as a result of

tourism development in this area. In this case, the parties involved include the community, local companies (TNK partners), village officials, and local government who actively participate in this activity where the local government make a road, and the ward make a tourism conscious community as a guide and canoeing, and the closest university help in many even.

Table 1. The number of personnel, job description and working hours of the Bontang Mangrove Park

| No | Personnel | Job Description | Density (person) | Working Hours (time) |
|-----|--|---|------------------------------|----------------------|
| 1. | Treasurer of Non-Tax State Revenue | Its responsible with the revenue | 1 | 08.00 am – 05.00 pm |
| 2. | Ticket collector (financial statement) | Collecting tickets | 1 | 08.00 am – 05.00 pm |
| 3. | Counter guard | Guarding the counter | 2 | 08.00 am – 05.00 pm |
| 4. | parking attendants | Maintain and manage parking spaces | 3 | 08.00 am – 09.00 pm |
| 5. | Cleaning service | Keep the BMP environment clean | 2 | 07.00 am – 09.00 pm |
| 6. | Gardener | maintain the garden around BMP | 1 | 07.00 am – 09.00 pm |
| 7. | Repairman | Repair damaged BMP facilities | 1 | 07.00 am – 09.00 pm |
| 8. | Culinary | Selling food and drink | 5 stall (2-3 head of family) | 08.00 am – 09.00 pm |
| 9. | Night guard | Keep the overall security of the BMP at night | 2 | 09.00 pm – 06 am |
| 10. | Water tour guide (canoe and pool) | Guide the tourist In canoeing and pool | 5 | 08.00 am – 05.00 pm |
| 11. | Photo booth guide | Taking care the photobooth | 1 | 08.00 am – 05.00 pm |
| 12. | Glamping | Taking care the glamping | 2 | 08.00 am – 05.00 pm |
| 13. | Souvenir shop | Sell and taking care the souvenir | 1 | 08.00 am – 05.00 pm |

Identification of Bontang Mangrove Park (BMP) Potential

In Bontang Mangrove Park, the existing mangrove forests are overgrown by various mangrove vegetation species including *Rhizophora mucronata*, *Rhizophora apiculata*, *Bruguiera gymnorrhiza*, *Scyphiphora hydrophyllacea*, *Ceriops tagal*, *Lumnitzera littorea*, *Lumnitzera racemosa*, etc. *Rhizophora* is a dominant species. In addition, this area also has a small area of land that is overgrown by *Alstonia scholaris*, *Vitex sp*, *Terminalia catappa*, etc. species.

Water birds are very easy to find in this area, especially in the morning and evening. The mangrove forest is also an important habitat for the breeding of shrimp, fish, and crabs. This area has an area of approximately 200 hectares stretching along the coast from Tanjung Limau to Tanjung Limau. Bontang Kuala. Within this area, mangrove forest vegetation thrives and damaged areas have been replanted with new vegetation (Karlina, 2015; Subandi and Supriono, 2019; Toar and Ema, 2021).



Figure 4. Collaborating with various parties in the BMP developing context

There are several other mangrove tourism objects in Bontang City, namely Graha Mangrove Bontang, Berbas Mangrove, and Tanjung Laut Mangrove Information Center. Now the Bontang Mangrove Park area is well known through the media, especially online media. Posts on Whatsapp, Facebook, Twitter, and Instagram groups attract visitors to come to this area. Especially after the peak event of HKAN 2020 was held which was successful even during the covid 19 pandemic, making BMP even more attractive to visit. This social media is effective to make people know more about the BMP and it's been proven by more tourists coming to BMP.

The reason people come to Bontang Mangrove Park is mostly to enjoy nature by exploring the mangrove forest and relaxing by the sea. Another reason is to do sports because the boardwalk that was built is quite long, reaching 2.7 Km the distance taken to go home in this area. In addition to the reasons above, visitors come to BMP also for educational purposes, fishing and taking selfies, models, pre-wedding, or just relaxing with family in the gazebo or pier provided. Apart from enjoying the mangrove forest, this area is also suitable for camping (32 tent sites are available), glamping, and events such as family gatherings, company

gatherings, social gatherings, and school events. The dominant factor motivating tourists to visit ecotourism areas is to rest and relax (Sahara et al, 2016; Karomani et al 2021). The dominant motivation people come to BMP is to relaxation, as the statement that says the motivational factors that dominate traveling are the supporting factors including Financial security, Relaxation, Escape, Play, Attraction, Leisure Time, education and self-fulfillment, Wish-Fulfillment, and Social interaction (Sari et al, 2018).

According to Susanta (2010) in theory, activities called tourist attractions are outdoor activities whose purpose is to relax and unwind, with a series of adventures or relatively light games. In line with Agustinus Susata, the definition of tourist attraction according to Asti (2009). Outdoor or outdoor training activities are fun and full of challenges. The activity is in the form of life simulations through creative, recreational, and educational games, both individually and in groups, intending to develop self (personal development) and group (team development). Ecotourism is a method of self-development through a combination of a series of activities, with psychomotor, cognitive, and affective aspects in an experiential learning approach.



Figure 5. Some of the facilities built in Bontang Mangrove Park with budgets from various parties.

Ancok (2002) said that systematic education through nature tourism activities began in 1941 in England. This first outbound educational institution was built by a German educator named Kurt Hahn in collaboration with a British merchant named Lawrence Holt. Both of these people build education based on an adventure (adventure-based education). In these educational activities, adventures are carried out using small sailing ships accompanied by a rescue team to educate young people during wartime. Education aims to raise awareness among young people that their actions have consequences and foster a sense of togetherness and compassion for others. According Asti (2009) said that in subsequent developments, the term tourist attraction has expanded its meaning, becoming not only to designate training in the open with heavy, challenging, and high-risk adventures but also to designate a light and risky game activity. small games (soft games) that are held outdoors or in the open (outdoor). A natural tourism area must be guaranteed its sustainability, it is necessary

to know the maximum number of tourists who can visit every day, Dharma et al (2021) stated that it is very important to ensure the quality of the environment is maintained, not disturbed by tourism activities.

Benefits and Impacts of Bontang Mangrove Park (BMP) Development

There are many positive sides of the BMP construction and development, including The activities of clearing the mangrove forest of Kutai National Park into ponds that can be stopped and rehabilitated into mangrove forest again. The emergence of the surrounding community's awareness towards the existence of Kutai National Park, by stopping waste disposal activities in the area, opening gardens, hunting, where drugs and glue and consciously moving from the Kutai National Park area which has been occupied. With the development of Bontang Mangrove Park, the economy of the surrounding community is growing quite rapidly with the emergence of new businesses such as the provision of parking lots, food and beverage businesses as well as

businesses that have emerged in line with the development of this area.

Public awareness of the importance of preserving the mangrove forest of Kutai National Park is increasing, especially because the use of this area provides economic improvement. The existence of environmental and forest education values, especially mangrove forests and their ecosystems, both for the community and students around. Good cooperation has been created with the community, village officials, companies, and local government so that the parties have a sense of belonging to this area. Public awareness of the importance of preserving the Kutai National Park mangrove forest is increasing, especially because the use of this area provides economic improvement. The existence of environmental and forest education values, especially mangrove forests and their ecosystems, both for the community and students around. Good cooperation has been created with the community, village officials, companies, and

local government so that the parties have a sense of belonging to this area.

Although BMP began to open to the public on February 13, 2018, and in less than 10 days it has been visited by approximately 2000 visitors from within and outside the city. Even in 2020, it has become the top 10 contributors to non-tax revenue (PNBP) for national parks within the scope of the Directorate General of Nature Resources and Ecosystem Conservation. From the implementation of the entrance ticket to this area, it can be seen that the interest of visitors is quite large so the construction of other tourist infrastructure needs to be realized and developed again. Retribution is very influential on infrastructure development (Sunarto and Fatimah, 2016; Sutianingsih et al, 2021).

Bontang Mangrove park income is presented in table 2 and 3. This monthly income estimate is low and has not been calculated during peak season. This income will increase along with the development of this tourist attraction in the future.

Table 2. Bontang Mangrove Park Income (Non-Tax State Income)

| NO | DETAILS | QUANTITY/ MONTH | INFORMATION |
|--------------|---|--------------------------|---|
| 1. | Weekdays Levies (Monday – Friday) | Rp. 7,700,000.00 | Ticket price Rp. 5,000.00 Estimated visitors 70 people per day |
| 2. | Weekend Levies (Saturday – Sunday) | Rp. 21,000,000.00 | Ticket price Rp. 7,5000.00 Estimated visitors 350 people per day |
| 3. | Parking Services for 4- wheeled Vehicles | Rp. 2,700,000.00 | Parking fee Rp. 10,000.00 Estimated number of vehicles: ± 5 units/day (weekdays) and ± 20 units/day (weekends) |
| TOTAL | | Rp. 30,300,000.00 | |

Table 3. Bontang Mangrove Park Income (Community Income)

| NO | DETAILS | QUANTITY/ MONTH | INFORMATION |
|--------------|--|--------------------------|--|
| 1. | Parking service for 2-wheeled vehicles | Rp. 3,720,000.00 | Parking fee Rp. 20000.00 Estimated number of vehicles: ± 30 units/day (weekdays) and ± 150 units/day (weekends) |
| 2. | Sales of food and beverages | Rp. 6,000,000.00 | The income comes from the stalls selling around the Bontang Mangrove Park area |
| 3. | Selfie photos, workshop, canoe, etc | Rp. 2,500,000.00 | |
| TOTAL | | Rp. 12,220,000.00 | |

Controlling (supervision) Bontang Mangrove Park

The process of observing the implementation of all organizational activities to ensure that all work being carried out goes according to plan. Routine supervision is carried out periodically, the evaluation section conducts supervision by visiting tourist objects once a week. Usually, supervision is carried out on weekends when many tourists come. Routine supervision is carried out to monitor and supervise every performance of all in the tourist area so that this tourist spot gives an impression and comfort for visitors so that visitors will linger on this tour. If there is a plan or announcement related to tourism activities at the BMP, the evaluation and field sections will provide further announcements to the

manager. The announcement here, for example, is related to what has been done during the week, and future plans related to the development of tourism objects.

Furthermore, the manager will hold a meeting and inform each section of each section for the implementation and accountability for the implementation of the plan to be carried out. With good management carried out by the manager of BMP tourism objects, it is hoped that this can increase the number of visitors who visit and can increase income. Employees become important in really evaluating the program. Jimoh (2008) states that employee performance is an action, behavior can be measured where employees are bound by what employees do related to organizational goals and contribute to organizational goals.



Figure 6. Bontang Mangrove Park's Current Condition

Evaluation of Learning Development of Bontang Mangrove Park (BMP)

Looking at the Bontang Mangrove Park of Kutai National Park's history and development efforts, it shows that good and intensive communication with an attitude toward humanizing humans and making the community as abject can dilute and come up with solutions. Seriousness in managing

conservation areas must be realized by frequent visits to the field, visiting, greeting, and "coffee time" with stakeholders so that coordination becomes synergistic. Through various efforts to synergize policies from all stakeholders, ecotourism development is based on three policy focuses, namely ecotourism management, infrastructure development, and human resource development (Yuanjaya, 2020). If the

conservation area has useful values that can be felt by the community, especially in economics, then the concern for the importance of the conservation area will grow on its own. In the end, what used to be a problem can turn into a Blessing.

CONCLUSION

Several problems arise in East Kalimantan land use. Unmanaged wild land is then studied to develop its potential. The potential that exists is to build Bontang Mangrove Park. Management in the Bontang Mangrove Park tourism vehicle can still be optimized. Based on the study results, it can be concluded that the management of Bontang Mangrove Park in terms of the management process, organization, and the implementation (operational) is good and very good in the evaluation. Thus, the Bontang Mangrove Park management is categorized as very good because it is already good in those three terms.

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