

UDC 334

PRINCIPLE COMPONENT ANALYSIS IN DETERMINING DEVELOPMENT STRATEGY FOR CULTURE TOURISM IN BANGKA REGENCY

Hartini Fitra

Department of Research and Development, Regional Development Research and Planning Agency, Indonesia

Valeriani Devi*, Dalimunthe Desy Yuliana

Department of Economy, Bangka Belitung University, Indonesia

*E-mail: deviyono92@gmail.com

ABSTRACT

Cultural tourism needs to be developed with the aim of preserving culture so that it does not disappear with the times. This study seeks to conduct qualitative and quantitative studies in determining the main characteristics of a culture-based tourism development strategy by utilizing the potential of local culture towards Bangka Regency as SEZ, a part of the Province of Bangka Belitung Islands, Indonesia. Determination of the main component analysis of several strategy variables for the development of cultural tourism was carried out using Main Component Analysis. Analytic approach in research based on Attraction, Accessibility, Amenity, Ancillary and Activity. The analysis shows the main component of the main dominant variable in Attraction is cultural attraction, the main variable in the Accessibility component is distance, as the main component in the Facility variable is the souvenir center, the main component of the Ancillary variable is the regional promotion body and the main component of Activity variable is generating attractions culture, which is interpreted when tourists visit cultural sites can carry out activities of cultural attractions. Cultural tourism is an alternative tour in Bangka Belitung considering that ethnic culture is a very unique culture that is located in areas that are many Muslims but still occur together between the culture of Malay and ethnic Chinese Malay. This result reflects that the community is very fond of cultural-oriented tourism activities.

KEY WORDS

Culture, tourism, principle component analysis, special economic area.

Cultural diversity is one of the potentials that can be developed in the tourism sector, considering that cultural potential is something unique and interesting in an area and different from one region to another. A new trend among tourists when visiting a tourist destination is to look for and see something unique and authentic and have high cultural or artistic values from a culture of an area. Cultural tourism is a type of tourism that utilizes the development of potential human cultural outcomes as objects and tourist attractions that are packaged in such a way that in addition to selling cultural aspects, educational values and knowledge can be obtained from these activities.

The Special Economic Area (KEK) is one of the programs in the Master Plan for the Acceleration and Expansion of Indonesian Economic Development (MP3EI). This program is expected to be a bridge in supporting economic development in Indonesia, with economic functions and obtaining certain facilities and infrastructure that have the scope of trade, mining, and energy, postal and telecommunications, tourism, industry, services, transportation, maritime and fisheries.

In general, it is described that the average tourist interest when visiting Bangka Regency is more often visiting and enjoying natural attractions and marine tourism, this is because the natural conditions and beaches that exist are indeed very beautiful. While the interest to visit cultural tourism destinations is relatively low. There are two causes, namely:

- (1) The unavailability of cultural tourism potential which is a tourist attraction, or (2) Availability of potential cultural tourism but has not been developed properly.

Cultural tourism needs to be developed with the aim of preserving the culture so that it does not disappear along with the times. The development of cultural tourism in the planned KEK area in Bangka Regency can be packaged in such a way, in the form of regional dances, *pantun*, Chinese culture, Bangka Malay culture and regional culinary culture. The current condition of the potential of cultural tourism is available in Bangka Regency but has not been well developed so that it has an impact on the lack of interest of tourists visiting tourist destinations. This study attempts to conduct a qualitative and quantitative study in the form of the Principle Component Analysis (PCA) approach to find out, and determine which factors are the most dominant strategy of cultural tourism development by utilizing the potential of local culture as supporters of Special Economic Area (KEK) in Bangka Regency.

LITERATURE REVIEW

Tourism Concept. Tourism is a human activity or activity that travels temporarily from the original place of residence to the destination with the reason not to settle or earn a living but only to fulfill curiosity, spend leisure time or holidays and other purposes (Mathieson & Wall, 1982 ; Deery, Jago, & Fredline, 2012; Burkart, AJ & Medlik, Burkart, Medlik, & others, 1981; Dolnicar & Ring, 2014; Kodhyat., 1998; Rai Utama, 2016; Valeriani, D. 2017).

Gartner (1996) defines tourism in the movement of tourists to a place far from the neighborhood and/or place of work for a temporary time. French, Craig-Smith, J., & Collier (1995) say that: "Tourism is a short-term temporary movement of people outside destinations where they normally live and work, and their activities during their stay at these destinations".

Leiper, 2004 explains that tourism is an open system of five elements that interact with a wider environment, namely one human element (tourists), three geographical elements (origin, transit, and destination), and one economic element (tourism industry). The five are arranged in functional and spatial relationships, interacting with physical, technological, social, cultural, economic and political environmental factors. There are nine external factors that can affect tourism systems, namely natural resources, cultural resources, organization/leadership, finance, labor, entrepreneurship, society, competition, and government policy (Gunn, 1977). Following is the Gunn model in tourism development.

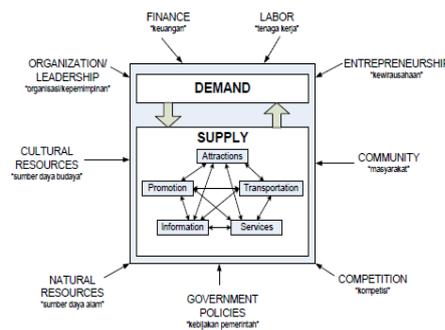


Figure 1 – Gunn Tourism System, 1977 (Source: Gunn, 1997)

The concept of Culture Tourism. Silberberg in Damanik (2013) defines cultural tourism as a visit of people from outside the destination who are driven by an interest in objects or heritage of history, art, science, and lifestyle owned by groups, communities, regions or institutions. Whereas Kristiningrum (2014) defines cultural tourism as a tourism in which there are aspects / cultural values regarding community customs, religious traditions, and cultural heritage in an area.

Tourism Destination Development Strategy. According to Law number 10 of 2009 concerning tourism, tourist destination areas, hereinafter referred to as tourism destinations,

are specific geographical areas within one or more administrative areas in which there are tourism activities and are equipped with the availability of tourist attractions, public facilities, tourism facilities, accessibility, and related communities. In the concept of tourism destination development strategies must also consider the aspects known as 5A, namely:

a. Attraction. According to Suwena (2010), attractions or objects of a tourist attraction (ODTW) are a significant component in attracting tourist arrivals. Things that can be developed into tourist attractions are called capital or tourism resources. Tourism capital according to Suwena (2010) can be developed into a tourist attraction where tourist capital is found (in situ) and outside of its original place (ex situ).

b. Accessibility. According to Sunaryo (2013), accessibility of tourism is intended as "all the facilities that make it easy for tourists to reach a destination and related tourist destination". According to French in Sunaryo (2013) mentioning important factors and related to tourism accessibility aspects include directions, airports, terminals, a time needed, travel costs, a frequency of transportation to tourist sites and other devices.

c. Amenities. Sugjama (2011) explains that amenities include "a series of facilities to meet the needs of accommodation (lodging places), provision of food and beverages, entertainment venues, retailing and other services".

d. Ancillary. Ancillary (local organization), namely the institution or organization that manages tourism by developing tourism, regulating the tourism industry and promoting tourism destinations to the public so that many people are known.

e. Activity. Tourists visiting the KEK area can carry out various activities in the destination areas of this tourist attraction, including tourists can interact with the surrounding community and engage and participate in cultural activities, traditional attractions, and religious rituals, and also visit several cultural sites local.

The Concept of Special Economic Area (KEK). Special Economic Area (KEK) is areas with certain boundaries covered in regions or regions to carry out economic functions and obtain certain facilities. KEK are developed through the preparation of areas that have geoeconomic and geostrategic advantages and function to accommodate industrial activities, exports, imports, and other economic activities that have high economic value and international competitiveness. Basically, KEK are formed to make the environment conducive to investment, export and trade activities to encourage the pace of economic growth and as a catalyst for economic reform.

PCA Analysis (Principal Component Analysis). Principal Component Analysis (PCA) is a technique that is used to extract several orthogonal linear combinations from a set of variables. Orthogonal linear combinations of a set of variables provide information about the characteristics of the set of variables (Filmer and Pritchett, 2001). A collection of variables, there are N variable where variable a_{1j}^* to a_{Nj}^* is an indicator value of a perception, in this case is a rating of tourists.

METHODS OF RESEARCH

This type of research is a combination of research (Mix Method), which combines quantitative research methods and qualitative methods to be used together in a research activity, so that more comprehensive, valid, reliable, and objective data is obtained (Sugiyono, 2016). This research was conducted in Bangka Regency with the research location on the tourist attraction of the Sungailiat east coast region with a total of 400 respondents. This research is explanatory research, meaning that the research explains the whole object under study within certain limits, namely measuring how the implementation of the strategy of Bangka Regency culture tourism development as a Special Economic Area (KEK) with the PCA (Principal Component Analysis) approach. The principal component starts with doing specifications at each of the variable that has been normalized by the average value and standard deviation $((a_{1j}^* - a_1^*)/(s_1^*))$. The following is a variable formulation that is formed into a linear combination of variable sets for each tourist/respondent:

$$a_{1j} = v_{11}A_{1j} + v_{12}A_{2j} + \dots + v_{1N}A_{Nj}, j = 1, \dots, J \quad (1)$$

$$a_{Nj} = v_{N1}A_{1j} + v_{N2}A_{2j} + \dots + v_{NN}A_{Nj} \quad (2)$$

Where: J = Tourist / Respondent; $1 \dots N$ = tourist aspect; $A_{1j} \dots A_{Nj}$ = index of perception of respondents $1 \dots j$; $v_{11} \dots v_{NN}$ = coefficient of each variable of each respondent; $a_{ij} \dots a_{Nj}$ = answer value to respondent j .

In the model, A is a component while v is the coefficient on each component in each variable (where v is the same for each respondent). The solution cannot be determined (indeterminate) because the observed variable is only on the left side of the model (a_{1j}). Principal Component Analysis is able to overcome indetermined problems by finding linear combinations of a collection of variables with maximum variance. First principal component (A_{1j}) is a linear combination with a maximum variance value followed by a second linear combination (A_{2j}), where (A_{2j}) is orthogonal from the first linear combination with a high variance value. Pay attention to the model:

$$A_{1j} = f_{11}a_{1j} + f_{12}a_{2j} + \dots + f_{1N}a_{Nj} \quad j = 1, \dots, J$$

$$A_{Nj} = f_{Nj}a_{1j} + f_{N2}a_{2j} + \dots + f_{NN}a_{Nj} \quad (3)$$

The final step in the preparation of the perception index is to normalize the data a with the average value and standard deviation. The perception index formed from the first principal component is as follows:

$$A_{1j} = \frac{f_{11}(a_{1j} - a_1^*)}{s_1^*} + \dots + \frac{f_{1N}(a_{Nj} - a_N^*)}{s_N^*} \quad (4)$$

Where: a_{1j}^* = answer value of component 1 to respondent j ; a_1^* = average perception value for aspect 1 (for example a hotel) in all respondents ($1 \dots J$); s_1^* = standard deviation value from aspect 1 perception.

This Principal Component Analysis approach certainly requires defining the variables used in this study. The variables used in this study are summarized in Table 1 below:

Table 1 – Operational Variable

Variable	Dimension	Indicator	Scale
Tourism Culture Development Strategy	Attraction	1. Cultural attractions in the form of arts and crafts. 2. Cultural sites. 3. Traditional attractions and religious rituals. 4. Community empowerment.	Ordinal
	Accessibility	1. Road conditions to tourist destinations. 2. Availability of transportation facilities. 3. Distance of tourist destinations to and from the airport. 4. Sign posts.	Ordinal
	Amenity	1. Hotels and restaurants. 2. Entertainment. 3. Souvenir and souvenir center. 4. Supporting facilities and infrastructure (health clinics, places of worship, parking lots, and toilets).	Ordinal
	Ancillary	1. Availability of Regional Tourism Promotion Bodies. 2. Availability of management institutions, supervisors and sources of income. 3. Availability of Security Management Institutions. 4. Availability of Tourism Support Institutions.	Ordinal
	Activity	1. Tourists participate in cultural activities. 2. Tourists visit and obtain knowledge about cultural sites. 3. Tourists perform traditional attractions and religious rituals. 4. Tourists interact with the surrounding community.	Ordinal

Source: Data processed (2018).

RESULTS OF STUDY

Principal Component Analysis (PCA) Analysis. Principal Component Analysis is a multivariate analysis in statistics that uses many variables so that in its measurement to know and determine which factors are the most dominant strategy of developing culture tourism. In PCA grouping these variables are very necessary. PCA is a technique for constructing new variables which are linear combinations of old variables (original variables) and these new variables do not correlate with each other, so multicollinearity does not occur.

PCA results were obtained based on answers from respondents based on the distributed questionnaire, to 400 respondents, with the output at table 2:

Table 2 – Results of the Principal Component Analysis Output

Principal components/correlation			Number of obs	=	398
Rotation: (unrotated = principal)			Number of comp.	=	39
			Trace	=	40
			Rho	=	1.0000
Component	Eigenvalue	Difference	Proportion	Cumulative	
Comp1	6.95913	1.6789	0.1740	0.1740	
Comp2	5.28023	2.53327	0.1320	0.3060	
Comp3	2.74696	.0988575	0.0687	0.3747	
Comp4	2.6481	.279619	0.0662	0.4409	
Comp5	2.36848	.681274	0.0592	0.5001	
Comp6	1.68721	.207669	0.0422	0.5423	
Comp7	1.47954	.253662	0.0370	0.5792	
Comp8	1.22588	.0722137	0.0306	0.6099	
Comp9	1.15367	.105187	0.0288	0.6387	
Comp10	1.04848	.0199218	0.0262	0.6649	
Comp11	1.02856	.0343936	0.0257	0.6907	
Comp12	.994163	.0816479	0.0249	0.7155	
Comp13	.912515	.0267989	0.0228	0.7383	
Comp14	.885717	.140805	0.0221	0.7605	
Comp15	.744912	.0515761	0.0186	0.7791	
Comp16	.693336	.036331	0.0173	0.7964	
Comp17	.657005	.0177102	0.0164	0.8128	
Comp18	.639295	.0426132	0.0160	0.8288	
Comp19	.596681	.0407461	0.0149	0.8437	
Comp20	.55935	.014504	0.0139	0.8576	
Comp21	.541431	.0412319	0.0135	0.8712	
Comp22	.500199	.00663785	0.0125	0.8837	
Comp23	.493562	.0297463	0.0123	0.8960	
Comp24	.463815	.0456455	0.0116	0.9076	
Comp25	.41817	.028745	0.0105	0.9181	
Comp26	.389425	.0498688	0.0097	0.9278	
Comp27	.339556	.00705733	0.0085	0.9363	
Comp28	.332499	.0231115	0.0083	0.9446	
Comp29	.309387	.0186689	0.0077	0.9523	
Comp30	.290718	.0232992	0.0073	0.9596	
Comp31	.267419	.0116024	0.0067	0.9663	
Comp32	.25817	.024316	0.0064	0.9727	
Comp33	.232385	.0268743	0.0058	0.9785	
Comp34	.205511	.0285334	0.0051	0.9836	
Comp35	.176977	.0126842	0.0044	0.9881	
Comp36	.164293	.0342679	0.0041	0.9922	
Comp37	.130025	.0210567	0.0033	0.9954	
Comp38	.108969	.0349283	0.0027	0.9981	
Comp39	.0740403	.0740403	0.0019	1.0000	
Comp40	0	.	0.0000	1.0000	

Source: processed by researchers, 2018

PCA Analysis of Development Strategy for Culture Tourism. Based on the results of the PCA, it is known which factors determine the characteristics of the culture tourism development strategy which are reflected in the 5A concept (Accessibility, Attractions, Amenities, Ancillaries and Activiti). The outputs analyzed several question items related to the ranking of selected tourist destinations, types of facilities needed, types of tourist attraction in Bangka Regency, including the most visited tourist types with a total component of 40 according to the results of the new variable from the PCA process.

Table 3 – Principal 20 Component Variables PCA

Principal components (eigenvectors)

Variable	Comp1	Comp2	Comp3	Comp4	Comp5	Comp6	Comp7	Comp8	Comp9
var1	0.2878	0.0416	-0.0690	0.0827	0.1954	-0.1024	-0.1686	-0.0191	0.0449
var2	0.3023	0.0511	-0.0538	0.0301	0.2062	-0.0129	-0.0468	-0.1193	0.1262
var3	0.2262	0.0295	0.0412	0.0391	-0.0991	-0.2448	0.0508	0.4318	0.4369
var4	0.0319	0.1149	-0.2046	0.0841	0.5503	0.3850	-0.0208	0.1327	0.1480
var5	0.1835	0.1710	0.1480	0.2453	0.1340	-0.2290	0.0577	-0.0891	-0.0274
var6	0.0634	0.1280	0.1313	0.2812	-0.2299	-0.1258	0.3401	-0.5889	0.0354
var7	0.0805	0.1627	0.0191	0.2905	0.2743	-0.2270	0.3698	0.1610	-0.5193
var8	-0.0036	0.1202	0.2956	0.2545	-0.1336	0.0054	0.2293	0.5260	-0.0440
var9	0.2584	0.0831	0.1902	0.0785	-0.2109	0.0229	-0.1887	-0.0284	0.1608
var10	0.2834	0.1294	0.0795	0.1178	0.0172	0.0125	-0.2217	-0.1045	0.0986
var11	0.3094	0.0467	-0.0248	0.0519	0.1303	-0.1126	-0.1117	-0.0027	-0.0225
var12	-0.0892	0.0807	0.2987	0.2302	-0.1640	0.4520	0.0834	-0.0978	0.1609
var13	-0.1254	0.2418	0.3485	-0.1923	0.2361	-0.0950	-0.1240	-0.1105	-0.0407
var14	-0.1908	0.2249	0.2334	-0.1392	0.2790	-0.1337	-0.0808	-0.1541	-0.0012
var15	-0.2374	0.1376	0.2727	-0.0779	0.0515	-0.1088	-0.0359	0.1269	0.2339
var16	-0.1257	0.2087	0.3895	-0.1883	0.1058	-0.0044	-0.1602	0.0196	-0.0092
var17	0.3156	0.0859	0.0890	-0.2542	-0.1363	0.1120	0.0845	-0.0010	-0.0549
var18	0.3103	0.1075	0.0891	-0.2398	-0.0631	0.0858	0.0659	0.0109	-0.0644
var19	0.3130	0.0540	0.1305	-0.2147	-0.1249	0.1020	0.0192	0.0612	-0.0769
var20	0.1240	0.1420	0.0242	-0.2967	0.0868	0.4492	0.4280	0.0056	-0.1043

Results Table 2 above shows the results that the first factor (called PC1) is the most important factor, followed by other factors in sequence. This can also be seen from the eigen value of the value which is > 1, which is equal to 6.95913 with a proportion of cumulative percent of 17 percent, meaning that this component can explain the 17 percent variance of

the next 40 items of variance can be explained by PC 1 and PC 2, and so on until the last component cumulatively.

A more detailed explanation regarding the results of the PCA approach test can also be seen in Table 3 below which consists of 20 tested variables.

In general, the results of the Principle Component Analysis can be explained as follows:

Attraction Components, obtained the highest value in sequence are cultural sites of 0.3023, cultural attractions of 0.2878, traditional attractions of 0.2262 and the last is community empowerment of 0.0319. These results indicate that tourists strongly agree with the existence of cultural sites and provide greater value than other components, because tourists consider the existence of cultural sites in the form of products that can be enjoyed and tangible so that they can be visited at any time, different from cultural attractions and traditional attractions can only be enjoyed only for certain events.

Components of Accessibility, the highest value is obtained sequentially is the distance of 0.1835, facilities and infrastructure 0.0805, road conditions of 0.0634 road conditions and road signs get a value - 0.0036. These results indicate that tourists place the highest importance on the issue of mileage to tourist destinations that are not too far away and not jammed, besides that the thing that concerns tourists further is the problem of transportation to tourist destinations, where the current conditions are very difficult to find available public transportation in tourist destinations. The lowest value given by tourists is road signs towards tourist attraction, meaning tourists when visiting tourist destinations get a little information related to signs to the location of tourist destinations.

The component of amity obtained the highest value in sequence is the center of souvenirs with a value of 0.3094, entertainment venues of 0.2834, hotel 0.2584 and supporting facilities for tourist attraction of -0.0892. The results obtained illustrate that tourists state that souvenir centers and souvenirs, entertainment venues and hotels, are felt to have fulfilled the needs of tourists visiting tourist destinations, given the tendency that most tourists do not stay and shop in Sungailiat City but do so more at Pangkalpinang. In addition, from the test results it was found that the conditions of supporting facilities and infrastructure in tourist destinations were still very lacking and efforts were needed to fulfill these needs.

The Ancillary component obtained the highest value in a sequence, namely the availability of a regional promotion body of -0.1254, the availability of tourism support institutions at -0.1257, the availability of supervisory management institutions and a source of income of -0.1908, the availability of security management institutions at -0.2374. From these results it can be described that tourists state that almost all ancillary components have not provided optimal benefits for the development of culture tourism in Bangka Regency and the ancillary component that is most important to be strengthened is the availability of regional promotion bodies.

The Activity Component obtained the highest value in sequence is a cultural attestation of 0.3156, conducting cultural sites by 0.3103 and conducting traditional attraction activities of 0.3130 and interactions with the community of 0.1240. From the results of PCA testing shows that tourists when traveling like activities visiting cultural sites and doing activities when traditional attractions are carried out. These results reflect that the community is very fond of culture-oriented tourism activities.

Component of Government Support, the highest score obtained sequentially is the government supports the development of culture tourism with a value of -0.0431, the government makes the program support tourism activities with a value of -0.0496, the government supports the tourism development budget with a value of -0.0544, and the government supports the existence of Regional Regulations concerning the management of tourist attraction with a value of -0.0881. All results show negative values, this shows that the community is still not sure about the support given by the local government to the development of culture tourism in Bangka Regency.

KEK component, obtained the highest value in succession is investment and cross-sector support amounting to 0.0449, increasing the quality and quantity of tourist destinations by 0.0013, strengthening promotion by -0.1285 and need for destination governance with a

value of -0.1077. The results show that the tourist community stated that the most important component in the effort towards KEK was investment and cross-sector support.

CONCLUSION

Based on the results and discussion that has been described previously related to the results of this study, then some conclusions can be obtained including the following:

Based on the testing in Principle Component Analysis, it is concluded that tourists really want culture tourism in the form of cultural sites, there needs to be strengthening of supporting facilities for road signs, souvenir centers, cultural attractions and cross-sector support, whose promotion is coordinated through the Regional Promotion Agency.

The culture tourism development model that can be offered is the concept of tourism which is competitive advantage, namely the concept of tourism that has advantages and competitiveness with the direction of developing 5 A concepts, attractions, accommodation, ancillary and activity through synergy between the government, tourism conscious people, actors business, media and community.

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