

Volume: 10
Nomor : 3
Bulan : Agustus
Tahun : 2024

E-ISSN: 2656-940X
P-ISSN: 2442-367X
URL: jurnal.ideaspublishing.co.id



Collaborative Governance in Tourism Development Through Heart Venture Film in Wonosobo District

Muhammad Fadhlán
Agustinus Subarsono
Universitas Gadjah Mada
Pos-el: muhammadfadhlán0398@mail.ugm.ac.id
Fadhlanmhmd@gmail.com

DOI: 10.32884/ideas.v10i3.1766

Abstrak

This research aims to understand the implementation of the collaborative governance process in tourism development through the film Heart Venture in Wonosobo Regency based on the 5 stages of the collaboration process developed by Ansell and Gash: face-to-face dialogue, trust building, commitment to process, shared understanding, and intermediate outcomes. The method used is qualitative, with data collection techniques including initial observation, determining informants, interviews, document study and testing the validity of the data. This research also examines the obstacles and challenges in implementing collaborative governance by referring to the dynamic aspects of collaboration developed by Emerson consisting of principled involvement, shared motivation, and joint action. The research results show that the five stages in the collaboration process have been implemented in tourism development through the film Heart Venture. The obstacles and challenges of collaboration are; 1) human resources, 2) budget constraints, 3) time, 4) weather, and 5) pre history.

Kata Kunci

Collaborative governance, tourism development, collaboration process, collaboration dynamics, Heart Venture film

Abstract

Penelitian ini bertujuan untuk memahami implementasi dari proses tata kelola kolaboratif dalam pengembangan pariwisata melalui film Heart Venture di Kabupaten Wonosobo berdasarkan 5 tahapan proses kolaborasi yang dikembangkan oleh Ansell dan Gash: face-to-face dialog, trust building, commitment to process, shared understanding, and intermediate outcome. Metode yang digunakan adalah kualitatif, dengan teknik pengumpulan data meliputi observasi awal, penentuan informan, wawancara, studi dokumen serta uji keabsahan data. Penelitian ini juga mengkaji hambatan dan tantangan dalam implementasi tata kelola kolaboratif dengan mengacu pada aspek dinamika kolaborasi yang dikemukakan oleh Emerson terdiri dari keterlibatan berprinsip, motivasi bersama, dan tindakan bersama. Hasil penelitian menunjukkan bahwa kelima tahapan dalam proses kolaborasi telah diimplementasikan dalam pengembangan pariwisata melalui film Heart Venture. Hambatan dan tantangan dalam proses kolaborasi yaitu; 1) sumber daya manusia, 2) keterbatasan anggaran, 3) waktu, 4) cuaca, dan 5) prasejarah.

Keywords

Tata kelola kolaboratif, pengembangan pariwisata, proses kolaborasi, dinamika kolaborasi, film Heart Venture

Introduction

In 2020 the total income of the Wonosobo District tourism sector has decreased compared to 2019, namely from 6 billion rupiah (IDR) to 2 billion rupiah (IDR) or around 43%. The decrease in revenue was due to the Covid-19 pandemic which lasted throughout 2020 (Pemerintah Kabupaten Wonosobo, 2021). Development policies that are oriented towards regional economic growth supported by the use of technology will accelerate and encourage increased productivity in economic enterprises developed by the community.

In 2022, there will be a new breakthrough made by the Wonosobo District government, the private sector (creative industry and local business owners), the public and local communities which will produce a product as promotional media, namely the film Heart Venture. This breakthrough is an example of a strategy that can be used as a reference in equalizing tourist visits and developing tourism with the aim of increasing the potential of several tourist objects/areas in Wonosobo District which have not been maximally highlighted. The film Heart Venture itself is a web series of romantic genre films wrapped in the beauty of the natural resources found in Wonosobo District. The film was produced with the aim of promoting several tourist attractions in four villages in Wonosobo District.

The audience for this film is aimed at various age groups, because it is friendly for all groups to watch. The film premiered at the Wonosobo District Arpusda Building Studio, namely the library building belonging to the Wonosobo District Regional Archives and Library Service. The premiere of the film was intended to be used as a discussion topic and was attended by various representatives of Wonosobo District agencies, the Regional Secretary of Wonosobo District and the creative community of Wonosobo District. Then, the film Heart Venture was also shown in Yogyakarta, specifically at the Gabusan Art Market, and was attended by more than 300 spectators who came to the screening location. After being broadcast in Yogyakarta and successfully receiving appreciation from the audience, the film was first released on the YouTube platform and has so far been watched 150 thousand times out of the total number of episodes.

A tourism promotion program is a program held to market tourism which includes destinations, products and other promotional elements in order to increase tourist attraction. Promotion of tourism and tourist destinations to accept the location of tourist destinations is a challenge. As tourism grows, the effect will vary in economic flows according to the structure of the economy and changes in the type of tourism. Collaborative governance is employed in the tourism development of Wonosobo District to address existing issues and to demonstrate that the government cannot develop the tourism sector independently. It must involve other elements such as the private sector, the public, and the community.

Based on initial observations made by the author, collaborative governance in Wonosobo District tourism development can already be seen. After the author's research, there has been an implementation of collaborative governance in tourism development in Wonosobo Regency, one of which is research related to stakeholder aspects in the development of the tourism sector carried out by (Afni & Purbokusumo, 2019), with the research title Community Tourism Collaborative Governance (CTCG) in tourism development in Maron Village. However, there are still several problems in its implementation. Apart from that, what is currently being paid



attention to is the problem of equal distribution of tourist visits. In this collaboration, the Wonosobo District Government acts as a regulator and facilitator, while the community and private sector act as managers and stakeholders.

The difference between this research and previous research is the presence of creative industries in collaboration. Then, the collaboration product is packaged in film form. Therefore, according to the author, this research is important to carry out. The lacuna/gap in previous research is that it has not researched the stages of the collaboration process, then there is no legal product from the collaboration, as well as the minimal involvement of creative industries or private parties who should also be one of the stakeholders in developing tourism in Wonosobo Regency.

This research focuses on aspects of the collaboration process as developed by (Ansell & Gash, 2008) where the collaboration process is measured through 5 variables, namely face-to-face dialog, trust building, commitment to process, shared understanding, and Intermediate outcome. Apart from that, the author also examines the dynamics of collaboration which produce supporting and inhibiting factors in the collaboration process. The contribution of this research to the field being studied is that it can become a reference and add to the body of knowledge, especially in the study of collaborative governance which focuses on tourism development. Which in this context is film as a product for promote tourist destinations. This research is also expected to provide better insight into collaborative governance practices and help to improve tourism and local economic development in the Wonosobo District.

In this collaboration, the film is used as a means to promote several destinations in 4 villages in Wonosobo District namely the villages of Dieng, Giyanti, Tambi and Maron. Films can increase destination awareness, attractiveness, and profitability. Studies conducted by (Rittichainuwat & Rattanaphinanchai, 2015) demonstrated that film is a key tool in raising destination awareness as well as creating place familiarity. Reinforced through research conducted by (Ayu & Aulya, 2015). This is also related to several network models which can then be utilized in the tourism context. For example, social media channels such as YouTube, Vidio, Vine, and Snapchat use video as their main content. This is related to content with entertainment themes that can be used as a tourism marketing medium. This is also in accordance with research conducted by (Ishak et al., 2022) that marketing in tourism development must be accelerated. Online/realtime reviews platforms can create social media functions to identify geographic locations and locate objects connected to the internet (Teguh, 2022). This activity is in line with one of the programs contained in the Work Plan Document Department of Tourism and Culture Wonosobo District in 2022.

Wonosobo District government also has a policy in developing the tourism sector which is stated in the Wonosobo District Tourism OPD Strategic Plan. This research is important to carry out because it is hoped that this research will be used as a reference by other villages that have tourism potential that are developing their tourism potential through the methods applied. As stated by (Hudson & Ritchie, 2006) the benefit of promotion through films is that it can increase the number of visitors who come because it produces motivation to see the location of a film. Other research that supports the author's argument is research conducted by (Piggott Rachel et al., 2004) which gives the example of Thailand which succeeded in getting \$252

because of the film *Hangover part II*, and New Zealand which attracts many tourists because of the film *The Lord of The Rings and The Hobbit*.

Then, the presence of a new breakthrough in collaboration between government, private sector, and community in tourism development in Wonosobo District which produced a product as a promotional tool, namely the film *Heart Venture*, is an example of a strategy that can be used as a reference in tourism development with the aim of increasing the potential of several tourist attraction in Wonosobo District which has not been highlighted to the fullest. This is in accordance with the policy directions of the Wonosobo District Tourism and Culture Department in 2021 related to increasing tourism 'networking' with the policy direction of developing tourism cooperation.

Method

This study uses a descriptive qualitative method, the analytical tools used in this research is Collaborative Governance. The analysis focuses on the interaction of the collaboration process between the stakeholders involved with refers to 5 collaboration process variables according to (Ansell & Gash, 2008) and 3 collaboration dynamics variables according to (Mainardes et al., 2011). The stages of the data collection technique in this study are 1) participant observation; 2) identification of informants; 3) interviews; 4) document study. The qualitative data analysis method in this study refers to (Mayer, 2015) includes 3 components namely; data collection, data presentation, and data reduction to conclusions based on the components described by (Mezmir, 2020). Based on the explanation of the (Mezmir, 2020), the purpose of qualitative data analysis is to describe certain phenomena of individuals as well as groups. Therefore, the purpose of the qualitative data analysis on this topic is to describe phenomena related to collaboration in tourism development through films in Wonosobo district.

Result and Discussion

Result

The collaboration process consists of five stages that serve as variables for stakeholders, based on the framework outlined by (Ansell & Gash, 2008). These stages were then applied by researchers in the tourism development through *Heart Venture* film. Namely face-to-face dialogue, trust building, commitment to process, shared understanding dan intermediate outcome. The five stages have their own operational definitions. Firstly, the collaborative governance process is evaluated based on the presence of face-to-face dialogue aimed at achieving consensus among stakeholders. Trust building is assessed by observing how stakeholders establish mutual trust. Commitment to the process is evaluated by examining how each stakeholder demonstrates their commitment to the collaboration. Shared Understanding is seen through how stakeholders unite their perspectives on the goals of the group. Then intermediate outcomes or temporary results are seen through small wins/positive feedback from collaboration.

In this research, the author reveals new innovations in the collaboration process implemented in tourism development in Wonosobo District in 2022. This collaboration product which is packaged in film form consists of at least seven stakeholders involved in it. In stakeholder mapping, the author refers to the mapping technique carried out by (Triyanti &



Susilowati, 2019) in his research entitled ‘stakeholders analysis of sustainable coastal zone management in Gunungkidul Regency’. The purpose of mapping is also to determine tensions between stakeholders involved in collaboration (Freeman et al., 2018). The following are the results of stakeholder mapping involved in the collaboration process.

Table 1.
 Stakeholder Mapping in Collaboration

No	Stakeholders	Duties and Functions
1	Tanpata <i>Production House</i> (PH)	As the party producing the film.
2	Dinas Pariwisata dan Budaya Kab. Wonosobo	As a party that facilitates location licensing and helps market films.
3	Swarna Dwipa Group	As the party responsible for film production funds.
4	Kelompok Sadar Wisata (POKDARWIS) Tambi	As a party that helps provide media partners.
5	Basecamp Pendakian Dieng (LMDH)	As the party responsible for facilitating infrastructure during the film production process during the climb.
6	Bukit Cendani Gallery Kab. Wonosobo	As the party responsible for providing accommodation facilities.
7	<i>Founder</i> Komunitas Samawe <i>Adventure</i>	As the party responsible for providing education and guiding mountain climbing for the production team during the film production period.

Sources: Research Results, 2023

Then, the results of the author's findings regarding the analysis of collaboration process variables using the concept of collaborative governance, they are as follows.

Table 2.
 Results of 5 Collaboration Process Variable

Collaboration Process	Variable	Results
Face-to-face dialog		<ul style="list-style-type: none"> Meetings are held with mutual agreement in carrying out consensus-oriented deliberations to find solutions to problems Meetings begin in early 2022. Only a few of the 7 stakeholders are involved at this stage. It is indicated that there is an unfavorable pre-history.
		Trust Building
Commitment to Process		<ul style="list-style-type: none"> PKS (Cooperation Agreement). Active involvement of all members of the Tambi Village pokdarwis Wonosobo District Tourism and Culture Office collaborates with the Jeep community to help with transportation during the production period, and media partners to help with marketing. Bukit Cendani Gallery facilitates accommodation for all production team members with a total of 30 members. Swarna dwipa group which provides production funding such as equipment, consumption and fees for film crew and talent
		Shared Understanding

Intermediate
Outcome

- District Regional Secretary also attended the discussion as a form of support and appreciation.
- Tourism promotion program discussion session and joint viewing of the post-production film Heart Venture which was attended by various groups such as the Regional Tourism Promotion Agency, academics, journalists, entrepreneurs (HIPMI), youth organizations, the film community, along with the Regional Secretary of Wonosobo District.
 - Small wins/positive feedback obtained through various local and external platforms in Wonosobo, including; Wonosobo Zone website, local Youtube channel Wonosobo Mercusuar, JPNN, Suara Merdeka, 6.com Jakarta coverage.
 - Procurement of facilities in the form of studios and equipment for the film/media creator community in the District. Wonosobo.

Sources: Research results, 2023

Then based on 3 aspects of collaboration dynamics (Emerson & Gerlak, 2014) produced the following research findings.

Table 3.
Results of 3 Aspects of Collaboration Dynamics

Collaboration Dynamics

Aspect	Results
Principled Engagement	<ul style="list-style-type: none"> • There are 7 collaborating parties. • Principled involvement is carried out by involved stakeholders starting through a process of finding problems and ideas. • One of the problems that is the focus of stakeholders is that there is a lot of tourism potential, but there are still indications that tourist visits are not evenly distributed in the Wonosobo District area.
Shared Motivation	<ul style="list-style-type: none"> • Trust: through the division of main tasks between each stakeholder. • Legitimacy: all relevant village elements are involved. • Commitment: Cooperation Agreement (PKS), loyalty.
Joint Action	<p>There are 3 elements to joint action:</p> <ul style="list-style-type: none"> • Resources: Budget, time, skills. • Institutional: Empowering respective structures. • Knowledge: Discussions with local filmmakers and business owners in the Wonosobo District.

Sources: Research results, 2023

Discussion

Based on the research findings, which are corroborated by interviews with respondents, the results are as follows.

Collaboration Process

First step is face-to-face dialogue. There are meetings held between stakeholders with mutual agreement to carry out deliberations to find solutions to problems. Meetings begin at the beginning of 2022 and are held regularly every month. However, based on findings in the field, it shows that only a few stakeholders were involved in this stage and it is indicated that there is a bad pre-history. Pre-history is the history of collaboration between stakeholders that has occurred in the past. Refer to (Ansell & Gash, 2008) finding, prehistorians tend to express themselves in low levels of trust, which in turn will result in low levels of commitment to



dishonest communication. In other words, prehistoric conflict would create a vicious cycle of suspicion and distrust. In this research, if we refer to the first stage, namely face-to-face dialogue, it is indicated that there was a prehistoric conflict, but it has not been revealed what conflicts occurred in the past.

Then, the second stage is trust building. Trust building is carried out by stakeholders through 3 stages, first; Trust building between stakeholders is carried out through regular meetings. Second; through the division of main tasks and functions of each stakeholder. Third; through the intensity of communication. The third stage is called commitment to the process. Commitment to the process is carried out through PKS (Cooperation Agreement), loyalty, active involvement of all members of tourism awareness group he Tambi village, then Wonosobo District Tourism and Culture Office is collaborating with the Jeep community to help with transportation during the production period and media partners to help with marketing. There is also a stakeholder from the private sector, namely Bukit Cendani Gallery, which facilitates accommodation for all production team members with a total of 30 members. There is also Swarna Dwipa which also provides production funding budgets such as tools, consumption, and talent and crew fees.

Then the next stage is shared understanding. In realizing the shared understanding aspect, the parties involved also held discussions in pre-production as an implementation of the shared understanding aspect. The discussion was also attended by the Regional Secretary of Wonosobo District as a form of support and appreciation. Then there was also a discussion session regarding the tourism promotion program and a joint viewing of the post-production film Heart Venture which was attended by various groups such as journalists, the regional tourism promotion agency, HIPMI, local Wonosobo filmmakers, Dharma Wanita, along with the Regional Secretary of Wonosobo District.

The final stage in collaboration process is intermediate outcome. In the final stage, small wins and positive feedback are achieved through various local and external platforms. In Wonosobo, these platforms include the Wonosobo zone website, the local Wonosobo YouTube channel Mercusuar, as well as coverage from JPPN and 6.com Jakarta. This platform provides reviews on their respective websites regarding the film Heart Venture as a successful film in helping promote tourist destinations in Wonosobo District. Additionally, facilities such as studios and equipment have been provided for the film/media creator community in Wonosobo District.

Another significant finding is that the feedback generated from the Heart Venture film has positively impacted several destinations featured in the film, leading to increased visits. This is corroborated by interviews with several informants, including the Chairman of Dieng Basecamp, who noted the rise in tourism related to special interest tourism. Apart from that, film crew and talent were also invited to attend several podcast programs, one of which was from local radio in Wonosobo District. These are some of the positive impacts of post-film production that the author found. However, it is very unfortunate considering that the creative industries present in this collaboration are not creative industries originating from Wonosobo District itself but from Yogyakarta City. However, this has become a trigger regarding the procurement of studios and other facilities such as additional equipment to increase the

enthusiasm of film communities in Wonosobo District to participate and be able to help maximize the promotion of tourist destinations in Wonosobo District.

Collaboration Dynamics

The first aspect in the dynamics of collaboration namely principled engagement. The process of principled engagement in collaboration begins with aligning the vision and mission through deliberations, followed by formalizing commitments in the form of cooperation agreements. According to the author's observations, all parties involved in the Heart Venture film collaboration have met the components of principled engagement. This includes the regional government, represented by the Wonosobo Regency Tourism and Culture Office and the Tourism Awareness Group (pokdarwis), the private sector, represented by the Swarna Dwipa Group and Bukit Cendani Gallery, and the Samawe Adventure climbing guide community.

The second aspect, namely shared motivation. In this collaborative tourism development through film, shared motivation is conceptualized through a mechanism where trust produces mutual understanding, which in turn produces legitimacy and ends in commitment. This is called the triple proposition, quality interactions through principled involvement will help foster trust, mutual understanding, internal legitimacy and shared commitment, thereby generating and maintaining shared motivation. In another perspective, even though collaboration already fulfills the components of shared motivation elements such as trust and legitimacy. The author's findings show that there are still obstacles between actors in the shared motivation element, such as a lack of responsibility for roles and functions during collaboration. The existence of a Cooperation Agreement does not guarantee that the duties and functions of each stakeholder will be maximized. The author has not found, as explained by (Emerson & Gerlak, 2014) that shared motivation will end in the birth of a commitment. On the other hand, the existence of trust and mutual understanding and culminating in a collaboration agreement does not guarantee that the role of each actor will be maximized because the author still finds a lack of responsibility from the actors to follow all stages of the collaboration process.

The last aspect is referred to as joint action. Referring to the integrative framework proposed by (Wagner, Alves, & Raposo, 2011) namely joint action must produce new capacities that did not exist before, so the manifestation of this new capacity in this collaboration is the presence of private parties engaged in film production. Based on the author's observations, each stakeholder has emphasized and explained their respective capacities. Evidenced by the existence of transparency or openness which is also one of the important aspects to be realized and is bound to each other with the previous stages.

Conclusion

The conclusion in this study is that at the face-to-face stage the dialogue has been going well but there are still obstacles due to bad pre-history in the past. In terms of trust building between stakeholders, it has been proven that it has been built very well, this is evidenced by the division of main tasks based on each capacity. This is also supported by the vision and mission that are brought in line. Then the stages of commitment to process this have been realized through the signing of a Cooperation Agreement (PKS) which was agreed between stakeholders, as well as



the active involvement of all stakeholders and their members from both government, private, community and community elements.

Shared understanding was implemented as collaboration activities progressed, including holding discussion sessions (transfer of knowledge) between actors which were held at the Wonosobo Arpusda building which consisted of business people (HIPMI), youth organizations, dharma women, journalists, and was also attended by the Regional Secretary of Wonosobo District. In the last stage of the collaboration process, namely the intermediate outcome, based on the observations of the authors of the collaboration, it was quite successful in getting small wins where the film generated a lot of positive feedback both from people outside Wonosobo District as evidenced by the many positive responses on various platforms such as YouTube, or local websites and outside Wonosobo District. In addition, positive feedback from this collaboration is that there are facilities in the form of studios and equipment for the film/media creator community in Wonosobo District.

On the other hand, on the dynamics of collaboration, shared motivation in collaboration is conceptualized as three recurring propositions. 1) trust; through the division of the main tasks of each stakeholder, 2) legitimacy; all elements of the village concerned are involved, and 3) commitment; through a Cooperation Agreement (PKS). The last element of the dynamics of collaboration is joint action, from the research results through the elements of joint action there are 3 elements, 1) resources; which includes budget, time and skills. 2) Institutional; from the institutional elements between stakeholders they still empower their respective structures. 3) Knowledge; based on the results of the author's research in realizing the element of knowledge, the stakeholders involved held formal and non-formal discussions, one of which was discussions with local filmmakers and business owners in Wonosobo District which was held in the Wonosobo district Arpusda building. The obstacles and challenges of collaboration are; 1) human resources, 2) budget constraints, 3) time, 4) weather, and 5) pre history.

References

- Afni, I. N., & Purbokusumo, Y. (2019). *Community Tourism Collaborative Governance (CTCG) dalam Pengembangan Pariwisata di Desa Maron Kecamatan Garung Kabupaten Wonosobo* (Magister Thesis, Universitas Gadjay Mada). <https://etd.repository.ugm.ac.id/penelitian/detail/182881>
- Ansell, C., & Gash, A. (2008). Collaborative Governance in Theory and Practice. *Journal of Public Administration Research and Theory*, 18(4), 543–571. <https://doi.org/10.1093/jopart/mum032>
- Ayu, A., & Aulya, D. (2015). Peran Promosi Pariwisata Melalui Film dalam Meningkatkan Jumlah Kunjungan Wisatawan (Perbandingan Antara Film “Eat, Pray, Love” dengan Film Yang Berlatar Belakang Destinasi Wisata). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 26(1), 1-7.
- Emerson, K., & Gerlak, A. K. (2014). Adaptation in Collaborative Governance Regimes. *Environmental Management*, 54(4), 768–781. <https://doi.org/10.1007/s00267-014-0334-7>
- Freeman, R. E., Phillips, R., & Sisodia, R. (2020). Tensions in stakeholder theory. *Business & Society*, 59(2), 213-231. <https://doi.org/10.1177/0007650318773750>



E-ISSN: 2656-940X
P-ISSN: 2442-367X

URL: jurnal.ideaspublishing.co.id

Volume: 10
Nomor : 3
Bulan : Agustus
Tahun : 2024

- Hudson, S., & Ritchie, J. R. B. (2006). Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives. *Journal of Travel Research*, 44(4), 387–396. <https://doi.org/10.1177/0047287506286720>
- Ishak, N. M., Milwan, M., & Riswanda, R. (2022). Tourism Potential Development Strategy in The Malinau Regency Through Community-Based Tourism Approach. *Ideas: Jurnal Pendidikan, Sosial, dan Budaya*, 8(2), 381-390. <https://jurnal.ideaspublishing.co.id/index.php/ideas/article/view/713>
- Mainardes, E. W., Alves, H., & Raposo, M. (2011). Stakeholder Theory: Issues to Resolve. *Management Decision*, 49(2), 226-252. <http://dx.doi.org/10.1108/00251741111109133>
- Mayer, I. (2015). Qualitative Research with a Focus on Qualitative Data Analysis. *International Journal Of Sales, Retailing and Marketing*, 4(9), 57-67. <https://www.scirp.org/reference/referencpapers?referenceid=2699466>
- Mezmir, E. A. (2020). Qualitative Data Analysis: An Overview of Data Reduction, Data Display, and Interpretation. *Research on Humanities and Social Sciences*, 10(21), 15–27. <https://doi.org/10.7176/RHSS/10-21-02>
- Pemerintah Kabupaten Wonosobo. (2021, August 26). *Rencana Pembangunan Daerah Jangka Menengah Daerah (RPJMD) Kabupaten Wonosobo Tahun 2021-2026*. https://kecamatan.wonosobo.wonosobokab.go.id/media/upload/20220707095925_697.pdf
- Morgan, N., & Pritchard, A. (2004). *Destination Branding: Creating The Unique Destination Proposition*. Elsevier Butterworth Heinemann.
- Rittichainuwat, B., & Rattanaphinanchai, S. (2015). Applying a Mixed Method of Quantitative and Qualitative Design in Explaining The Travel Motivation of Film Tourists in Visiting a Film-Shooting Destination. *Tourism Management*, 46, 136-147. <https://doi.org/10.1016/j.tourman.2014.06.005>
- Teguh, F. (2022). *Ekosistem Kepariwisata: Konsep, Solusi Sistem, Pengukuran*. Kompas.
- Triyanti, R., & Susilowati, I. (2019). Analisis Pemangku Kepentingan dalam Pengelolaan Kawasan Pesisir Berkelanjutan di Kabupaten Gunungkidul. *Jurnal Kebijakan Sosial Ekonomi Kelautan dan Perikanan*, 9(1), 23-34. <http://dx.doi.org/10.15578/jksekp.v9i1.7324>