



Determinant factors of tourism development In Indonesia: A case study of the 'Mount Nona' area

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Abstract

The implementation of the Enrekang District Tourism Master Plan 2011-2031 entered its first decade, but during this time, the number of tourist visits to the Enrekang Regency was relatively stable and did not increase. In fact, the number of visits from 2013 to 2018 was only 25,000 tourists. Until 2019 only the Lewaja Nature Tourism object and the Masenrengpulu Botanical Garden contributed <500 million in PAD (Locally-generated revenue). This figure is very far from the achievements of its neighbouring areas, North Toraja Regency, which posted 2017 numbers of 300,000 tourists. Ironically, to reach North Toraja Regency, one must go through Enrekang Regency. One of the areas in Enrekang Regency that is most often traversed by local and foreign tourists is the Mount Nona Region. But to date, the Mount Nona area is still managed by the local community. Through the perspective of a growth center theory, this region is seen as having potential to be developed as a location. The uniqueness of the form and characteristics of Mount Nona can be commodified to generate supporting businesses in the region such as villas, resorts, stalls, restaurants, and other business. Therefore, this research has used a SWOT analysis to unpack the potential for the development of enhanced tourism in the area. Aiming to provide a platform is vital because further development strategies to attract tourists are necessary in the context of developing the tourism sector in the district and doing so sustainably.

Keywords: Development, tourism areas, determinant factors, Indonesia.

Introduction

Indonesia has a very broad spectrum of tourism fundamentals to be developed. This is made possible by the potential wealth possessed by this island nation. These assets



include various natural resources based on ecotourism, marine, small islands as well as lakes and mountains that are spread throughout the region and ready to be developed. There is also cultural diversity that needs to be preserved through tourism development. This discourse is very important to be followed up on given that the tourism sector can be relied upon to improve people's welfare and national development (Yoeti, 2008). Tourism reduces poverty but far more effort should be made in promoting it in rural communities and ethically, because it gives locals opportunities for employment and provides opportunities for collaboration between a community and governmental agencies in a variety of ways (Nicolaidis, 2020).

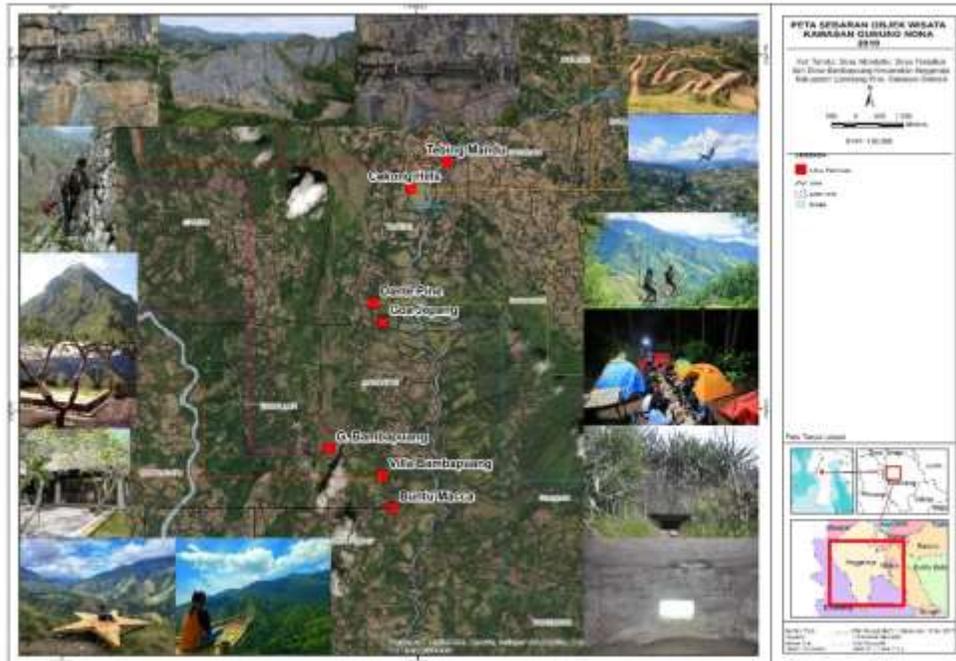
As a mainstay sector, tourism is directed to boost the welfare of the human race. This sector has been proven to be able to encourage economic growth, increase regional income, empower the economy of the community, expand employment and business opportunities, and increase the introduction and marketing of products to improve people's welfare. It is believed, the planned and comprehensive development of tourism areas will provide optimal benefits for the community, by Law Number 10 of 2009 on Tourism which emphasizes that tourism development is needed to encourage the equal distribution of business opportunities, provide benefits and help to face the challenges of changing local, national life, and global changes.

Law Number 10 of 2009 provides opportunities for regional governments through regional autonomy to explore tourism potential in their respective regencies/cities. However, World Tourism Organization statistics (Yoeti, 2008) show that of the 1.3 billion tourists in the world, only around 4 million visits Indonesia, while the rest choose to travel to Malaysia, Thailand and European countries. That is, the interest of world tourists to visit tourist objects in Indonesia is still very low, and is evidence that our tourism development is still far from the maximum desired state.

Enrekang Regency is one of the regions that experience this condition. During the five years since the enactment of the 2011-2031 Tourism Master Plan, only 25,000 tourist visits took place (2013-2018). This is very different from the neighboring North Toraja Regency which was able to record 300,000 tourist visits in 2017. Ironically, to reach the North Toraja Regency, one must go through Enrekang Regency.

One of the areas most frequently traversed by local and foreign tourists in the Anggeraja District is the Mount Nona area. The area of Mount Nona has become a key attraction with the emergence of attractions managed by the community with many millennial concepts developing to enhance tourism. In this area, there are attractions including Dante Pine and Buttu Macca. Judging from the location theory, the development of Dante Pine and Buttu Macca can be seen through the growth pole theory proposed by Perroux (1970). Perroux's theory is based on the innovation theory created by Schumpeter 1934 (2008), which focuses on the role of innovation (entrepreneurship) in promoting economic growth/development and which aligns with the views of Nicolaidis (2008) on the value of supporting enterprises. The concept of growth pole is based on the fact of spatial development (spatial), growth does not occur in any place and also does not occur simultaneously; growth occurs at the points or poles of development, with changing intensity; and that growth spreads along the various channels for the whole economy to ultimately benefit.

Figure1. Map of Mount Nona; Tourism Area According to Enrekang Regency Regulation Number 14 of 2011



Source: Enrekang Regency Tourism Office, 2019

Through the perspective of the growth center, the area around Mount Nona has begun to develop restaurants and other supporting businesses such as villas, resorts, stalls, restaurants, and so on. The strategic position of the location, the area of Mount Nona has advantages compared to other locations in Enrekang Regency so that it has the potential to be used to siphon-off tourists. The factual reality has been going on for a long time (8 years). However, the existence of the Mount Nona region which has been officially designated as part of the Mount Bamba Puang Area has not been able to play a maximum role in increasing the number of tourist visits to this district. The position of Mount Nona in the Enrekang Regency Nature Tourism Area is a path that is traversed towards North Toraja Regency and should therefore attract more travellers.

This research posits the view that the strategic position of the Mount Nona region as a crossing path to the North Toraja Regency can allow it to be used as a basis for consideration in positioning it as a growth pole. To realize this, this research will try to identify SWOT indicators as well as contribute to the leading tourism sector in the region because the government considers that in Enrekang Regency; (1) There is no representative tourist attraction; (2) Lack of data and information support for strengthening development planning in the field of tourism; (3) Lack of e-promotion as a media for promotion and access to tourism Enrekang based on information technology; (4) Lack of data and information on regional tourism; and (5) There are also no tourism packages that can be marketed professionally on a regional, national or international scale to attract visitors.

Therefore, the results of the SWOT indicator analysis will hopefully serve to reinforce and clarify the determinants of the development of the Mount Nona Region as the coordinates of the center of tourism growth in the area.



Literature Review

Basic Concepts of Tourism

As a dynamic activity that involves many people and enlivens various fields of business, the definition of tourism has quite a lot of perspectives. However, the explanation that is considered to have the right characteristics, and dimensions within the focus of this study is the human activities that people travel to and live in the destination areas outside their daily environment (World Tourism Organization, 2017). That way, the definition can function as a scientific umbrella idea (grand theory) to identify the determinants of the development of a tourist attraction area, as sought via this research.

Tourism conceptions contain some cross-reference terminology given the multi-disciplinary nature of this concept. Leiper (1990) identifies three main elements that make tourism activities possible. Tourism activities consist of several main components, among others, tourists, geographical elements and the tourism industry. Tourists are actors in tourism activities. Traveling becomes a human experience to enjoy, anticipate and remind one of special times in life. While the geographical element is related to the movement of tourists that take place in three geographic areas, among others.

First, the area of the origin of tourists. The area where tourists come from is a place where tourists do daily activities, such as work, study, sleep, and fulfil other basic needs. The routine is a driving force to motivate someone to travel. From the area of origin of tourists, one can search for information about certain tourist objects and attractions of interest, make reservations and head for the tourist destination.

Second, the transit area. Not all tourists have to stop in areas that are categorized as transit areas. However, all tourists will go through the area so the role of the transit area is very important. It often happens, that a tour ends in the transit area, not the destination. This is what makes countries like Singapore and Hong Kong multifunctional, namely as a transit areas and also as visitor destinations.

Third, tourist destination. This area is often said to be the sharp end (spearhead) of tourism. In this tourist destination, the impact of tourism is felt so that proper planning and management strategies are needed. To attract tourists, the tourist destination is a driver of the entire tourism system and creates demand for travel from the tourist destination. The tourist destination is also the *raison d'être* or the main reason for the development of tourism that offers things that are different from the daily routine of tourists.

The tourism industry is the third element in the tourism system and includes industries that provide services, attractions, and tourist facilities. Industries that are business units or businesses in tourism and are spread out in all three geographic areas, for example, travel agents can be found in the area of origin of tourists, aviation can be found, both in the area of origin of tourists and in transit areas, and accommodation can found in tourist destinations (Leiper, 1990; Cooper et al., 1998).

Internationally, the conception and terminology related to tourism are also defined by the World Tourism Organization which is the UN WTO network (2017). (1) Tourism is an activity of persons traveling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business, and other purposes; (2) A visitor is any person traveling to a place other than that of his / her usual environment for less than 12 consecutive months and whose main purpose of travel is not to work for pay in the place visited; (3) A tourist is an overnight visitor staying at least one night in a collective or private accommodation in the place visited, (4) A same day visitor is an excursionist



visitor who does not spend the night in a collective or private accommodation in the place visited;

It appears that these definitions describe the main elements in tourism which categorically consist of: (1) Types of activities carried out and the purpose of the visit; (2) Location of tourism activities; (3) Length of stay in the tourist destination; and (4) Facilities and services that are utilized provided by tourism businesses.

In practice, all tourism terminology is realized for tourist visits. In this case, the tourist destination is a tourist attraction that has places that are used as tourist destinations called tourist attractions. According to Leiper (1990) and Cooper et.al. (1998) attractions are divided into three types as follows: (1) Natural tourism objects, including mountain scenery, nature reserves, lakes, beaches, volcanic craters, hot springs, flora, and fauna; (2) Recreational attractions, including sliding pools, swimming pools, reservoirs, and recreational parks; (3) Cultural attractions, including ancient fortresses, ancient mosques, ancient churches, museums, palaces, monuments, temples, regional arts, traditional houses, and traditional ceremonies.

Related to this, the conception of the two experts also categorizes the types of tourism into the following six profiles: (1) Cultural tourism, such as visits to temples, grand mosques, museums, and the palace; (2) Sports tourism, such as climbing mountains, swimming on the beach, and rowing in lakes; (3) Tourism to enjoy adventurous travel or tourism, such as exploring the jungle, wading through the ocean, and going back and forth; (4) Tourism only for recreational purposes, such as visits to recreational parks and beaches; (5) Tourism while holding a meeting or conference, such as the PATA Conference and the ASEAN Summit held in Bali; and (6) Tourism while trading.

The existence of tourism objects in the context of tourist visits is influenced by several factors. Specifically, factors supporting tourism in Indonesia include: (1) Having many tourism objects in various regions; (2) Having a very beautiful nature; (3) Has various historical relics in the past; (4) Has a variety of unique cultures; (5) Friendly people.

In the context of developing a tourist area, some social benefits include: (1) Creating employment opportunities; (2) Increasing income for the community, both from services and from selling souvenir items (Nicolaidis, 2020); (3) Increasing state revenue; (4) Encouraging regional development; and (5) Instilling a sense of love for the motherland and national culture.

Growth Pole Theory

Perroux (1970) defines a growth pole as a collection of industries that will be able to drive the economic growth of a country because these industries have strong forward linkage and backward linkage with superior industries. He said that industry groups tended to choose locations that were centered on big cities and were supported by a strong hinterland. A potential area is a region that is underdeveloped or not developed at all, but has factors that can cause it to develop quickly if there is development (Sukirno 1985). Perroux (1970) said growth did not appear in various regions at the same time. Growth only occurs in a few places called growth centers.

The essence of the central theory of growth is as follows, first in the development process will emerge leading industries which are the main driving industries in regional economic development. Because the links between industries are very close, the development of leading industries will affect the development of other industries that are closely related to the industry. Second, the centralization of the industry in an area will accelerate economic growth, because the centralization of the industry will create different consumption



patterns between regions so that industrial development in the area will affect the development of other regions. Third, the economy is a combination of a relatively active industrial system (flagship industry) with relatively passive industries, namely industries that depend on leading industries or centers of growth. Relatively developed or active areas will affect relatively passive areas. The existence of a growth pole will cause trickling down and polarization effects of economic growth.

Trickling down and polarization effects an economic growth was discovered by Hirschman (1958). He argues that because of the potential for non-uniform and unequal resources between regions, regions in a country will grow unequally and not uniformly. To be able to grow quickly, a country needs to choose one or more regional growth centers that have the strongest potential. If these strong regions have grown, there will be a growth in growth for weaker regions. This expansion of growth can have a positive effect (trickling down effects), namely the existence of strong regional growth and absorbing the potential of labor in weak regions that are still unemployed or perhaps weak regions that produce products that are complementary to stronger regional products. While the negative impact (polarization effect) occurs when production activities in a strong region are competitive with weak regional products, which requires guidance.

The concept of SWOT analysis

SWOT analysis works to compare between external factors, in the form of opportunities and threats, with internal factors in the form of strengths and weaknesses, so that the results of the analysis can be taken for a decision for this tourist attraction. Based on these factors, a general strategy (Grand Strategy) can be formulated through the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrix and an alternative strategy can be formulated through the SWOT matrix. According to Kearns (1992), SWOT analysis is the identification of various factors in a systematically planned way to formulate a company's strategy. This analysis is based on a logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats.

Table 1. Matrix SWOT Kearns

EXTERNAL		
INTERNAL	OPPORTUNITY	THREATS
STRENGTH	<i>Comparative Advantage</i>	<i>Mobilization</i>
WEAKNESS	<i>Divestment/Investment</i>	<i>Damage Control</i>

Source: Kearns, 1992

Methodology

This scientific approach in this study was carried out based on a mixed research design where the quantitative perspective became the primary approach and the qualitative perspective became the secondary approach. The technique implemented in the context of its implementation consisted of distributing questionnaires to collect quantitative data from relevant leading sector respondents and local and international tourists. Likewise, interview techniques were adopted to obtain additional qualitative data. Informants were selected purposively in the local and international tourist population. Observation techniques were carried out to gather a complete picture of reality on the ground. Document reviews were also applied to identify research needs for secondary data related to policies and formal legal concepts that were considered to be relevant to this research.

About the construct of the SWOT analysis concept, in the methodological approach setting, the focus and indicators of the research focus were on identifying the following



four determinants of the development of the Mount Nona tourist area namely Strengths, Weaknesses, Opportunities and Threats.

Research Findings

Because the affairs of developing tourist areas in an area are the legal formal rights of the government, in the description of the findings of this study, internal indicators namely strengths and weaknesses, are hereinafter referred to as organizational factors. For this reason, besides primary data, the author also reviewed secondary data from various sources including academic journal articles, books on the development of tourist objects or areas and tourism in general. Laws, government regulations and regional regulations were also reviewed. Although in general, this method has the potential to be biased, domestic and international tourists are not separated considering aspects of each indicator (internal and external) that are utilized, and relatively they can be perceived equally.

The following data was collected related to aspects that accompany the internal factors (strength) of the development of the Mount Nona Tourism Area.

Table 2. Internal Factor (Strength) Development of the Mount Nona Tourist Area

No	Internal Factors	Weight	Rating	Score
	Power			
1	Accessibility, Accommodation, Amity	40	4	160
2	The uniqueness of Mount Nona as a tourist attraction	30	4	120
3	Cool environmental conditions	10	3	30
4	Carrying capacity of nature as a tourist area	20	3	60
Total Weighting		100	14	370

Source: Primary data, 2019

The data table shows that aspects that strengthen Mount Nona as a potentially developed tourism area obtained a score of 370. Thus, reinforcing aspects consisting of accessibility, accommodation, amenities, uniqueness of Mount Nona as a tourist attraction, cool environmental conditions and the carrying capacity of nature as a tourist area can be relied on as capital (strength) to go further towards its development as a tourist area.

The total weight of the Strength score of 370 included the following capacities:

1. Enrekang Regency is located on a strategic path, which is a path that connects the Toraja Regency with Makassar City. While North Toraja Regency and Tana Toraja Regency are superior international tourist destinations.
2. Tourism objects are very complete, ranging from nature, culture, culinary and history that can be developed as a tour package.
3. Physical characteristics of Mount Nona are unique and not found in any area in the world.
4. The Mount Nona Tourism Area Development Policy is under the Enrekang Regency Spatial Plan as an Agrotourism area. Specifically for the Gunung Nona area in the Anggeraja District, it is an agroforestry and plantation area.
5. Availability of supporting facilities and infrastructure around the Mount Nona tourist area, including traditional markets, security posts, education centers, ATM centers, community health centers, and government support services.

The internal factors identified next are weaknesses with four accompanying aspects as follows:



Table 3. Internal Factors (Weaknesses) Development of the Mount Nona Tourism Area

No	Internal Factors	Weight	Rating	Score
	Weakness			
1	Adequate facilities and infrastructure	30	1	30
2	Tourism information services	20	2	40
3	Local HR Quality	20	2	40
4	Typical regional food	10	1	10
Total Weighting		100	6	120

Source: Primary data, 2019

In table 2, aspects that weaken Mount Nona as a tourist area received a score of 120. Thus, the four aspects, which consist of adequate facilities and infrastructure, tourism information services, quality of local human resources and regional specialties can be categorized as a priority which requires handling, and because of that, the development of this region is becoming increasingly urgent. The total Weakness score which was 120 included the following capacities:

1. Tourism facilities and infrastructure are inadequate. One example is the condition of Villa Resting Bambapuang which is not conducive to accommodating tourists. Some parts are damaged and need to be repaired.
2. The condition of the road to the object of the hot spring is still in the form of a dirt road/stone even though the main road is asphalt but in a damaged condition. Besides that, accessibility to tourist objects has not been hardened. So that during the rainy season, road conditions cannot be accessed.
3. Lack of detailed information about tourism objects in the area of Mount Nona.
4. The existence of the mountain region with a slope of 30-35% makes this area prone to landslides. This can be observed at several points of vulnerability, for example around the Km 17 and Km 18 areas.

The results of the calculation of aspects that illustrate the strengths and weaknesses of Mount Nona as a tourist area (Internal Factors Analysis Strategy) are the total weight strength minus the total weight weakness that is $370-120 = 250$.

Table 4. External Factors (Opportunities) Development of Mount Nona Tourism Area

No	External Factors	Weight	Rating	Score
	Opportunities			
1	Visit by domestic and international tourists	40	4	160
2	Strategic Location	30	4	120
3	The synergy of related service programs (Agroforestry Area)	20	3	60
4	Need for alternative destinations	10	3	30
Total Weighting		100	14	370

Source: Primary data, 2019

The total weight of Opportunities score is 370, including the following capacities:

1. Tourism objects in the Mount Nona area have the potential to be developed.
2. Under the Enrekang Regency Spatial Plan as an Agroforestry and Plantation area
3. Being in the Makassar and Toraja lanes traversed by tourists.

Table 5. External Factors (Threats) Development of Mount Nona Tourism Area. Source: Primary data, 2019

No	External Factors	Weight	Rating	Score
	Threats			
1	Competition with other regions	30	1	30
2	Change in people's mindset	30	1	30
3	Substitution of regional heads	10	2	20
4	Shifting community values and norms	30	2	60
Total Weighting		100	6	140

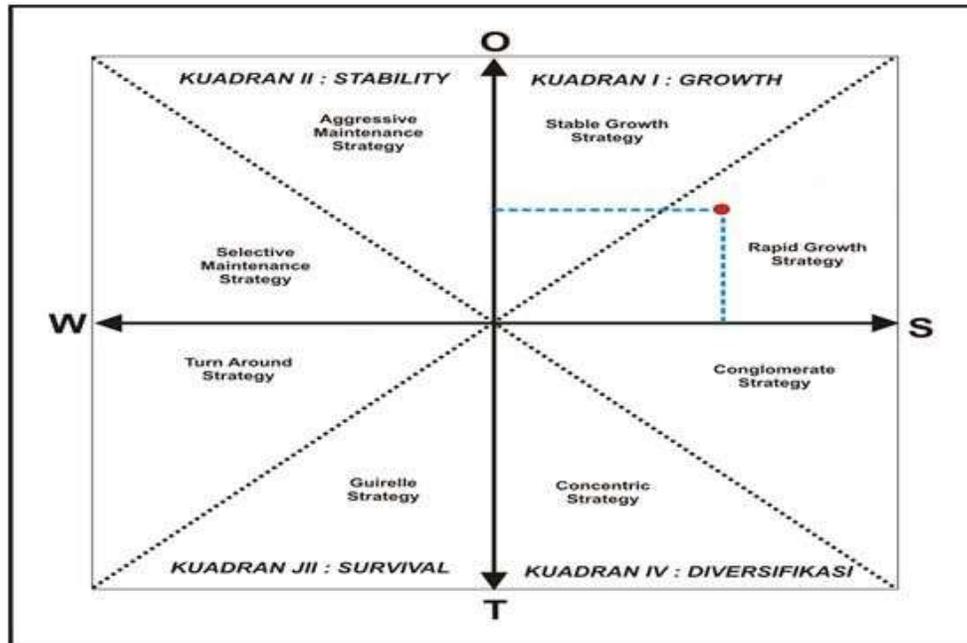
The total weight of the Threats score is 140, including the following capacities:

1. Limited funds Regional Budget Revenue for the development of regional tourism
2. Lack of investor interest to invest in tourism.
3. Tourism objects, in general, have not developed optimally. This is due to a dilemma between the management of tourist objects with the rules for the determination of protected forest areas/plantations.
4. Lack of the tourism industry, among others: the entertainment industry and tourism travel agencies.

The total score for weighting Opportunities is 370, while Threats is 140. The result of calculating Opportunities-Threats (EFAS) is $370-140=230$.

Based on the results of calculations with IFAS scores (Strengths and Weaknesses) namely $370-120 = 250$ and EFAS scores (Opportunities and Threats) namely $370-140 = 230$, the IFAS-EFAS scores each indicate a positive value (+) so that the regional development strategy Mount Nona tourism is in quadrant I which is between the strength and opportunity strategy (SO). For more details can be seen in the following picture 3:

Figure 2. SWOT Analysis of the Mount Nona Area Development



Source: Primary data, 2019

Based on the quadrant above, the urgent strategy in quadrant I includes the rapid growth strategy, which is a strategy to increase the rate of growth of tourist visits with a faster time, quality improvement which is a strong factor to maximize the utilization of all opportunities. So based on these considerations, the 2 recommended strategies in this study are Ecotourism and Tour Packages in the Mount Nona Attraction Area.

Discussion

In general, tourism development is a formal legal right of the government without borders. The roles of other stakeholders, such as the private sector and the community, are only involved as supporters but they play a crucial role as well (Nicolaidis, 2015a; 2015b). The research of Aly, et al., (2019) shows that their existence and role are often used as the main reason for the readiness of developing a tourist area by the government, although



government policies are often present late in a dynamic developing the tourism area (Arief & Famiola, 2019). Though it cannot be denied anymore, the fact that the contribution of the tourism sector in all corners of the world is not merely of significant economic value, it even helps shape the sustainability of various aspects of human and national life (Shereni, 2019). Therefore, the following synthesis is a proposal that heeds the factual reality in question.

Conclusion

Internal factors are important and the Mount Nona tourism area is based on meeting the criteria of natural beauty that can be commodified as an attraction so that visitors are interested in coming and visiting this tourist area. Then, based on external factors in the tourist area, it is very important to prepare services and facilities for visitors. Managers/government must be able to spoil the visitors of the tourist area so that visitors feel comfortable, safe and are keen to revisit. To be able to compete, it must be more innovative and maintain the sustainability of these tourism activities to become a competitive and value-added. In terms of the physical conditions that are in the tourist area, the location is on the slope of 30-35%, which should be anticipated by the local government. Local governments need to carry out programs and collaborations with the private sector and the community, especially for funding and managing the tourism environment. Promotions on an ongoing basis are important along with annual events. The promotion through print and electronic media can be done by creating a Mount Nona travel blog on each area and by collaboration with National TV.

Increasing incentives and emphasizing more incentives for each stakeholder involved to motivate progressive will be productive for tourism. Limiting physical development, especially built areas, especially in the tourist area of Mount Nona that can be dangerous when a disaster occurs, and the state must make clear boundaries by tightening up access to the area for development and require permits. Improving access roads to tourist attractions so that access to Mount Nona tourism can be realised, especially Buttu Macca which should not be not difficult. There are still dirt roads and many have not been paved so that during the rainy season the are cannot be visited. To anticipate the occurrence of disasters that cannot be estimated can be circumvented by efforts to improve the quality of facilities based on disaster mitigation so that tourists still feel safe. Providing counseling or training to the community is important so that if and when a disaster occurs in the Mount Nona tourist area, the community can anticipate it and be on alert when a disaster occurs suddenly.

The central government needs to immediately pay attention to this leading tourist attraction because tourism and environmental activity facilities in this tourist area are still minimal, so it is still viewed as a less comfortable and safe to visit area.

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