

ANALYSIS OF THE ECONOMIC AND ENVIRONMENTAL IMPACT ON COBAN RAIS TOURISM DEVELOPMENT IN BATU CITY

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ABSTRACT

The community and Perhutani have managed and developed the Coban Rais tourist attraction in the form of a waterfall since 2003 until now. The community hopes to reduce unemployment, increase employment and income for the surrounding community. The community and Perhutani can add value and attractiveness together while maintaining the preservation and natural beauty of the environment. This study uses a qualitative approach using a descriptive approach. Data collection is by observation, interviews, and documentation. Researchers analyze data by reducing data acquisition, presenting data and drawing conclusions. The economic impact has an effect on increasing employment, increasing community income, increasing community participation in protecting and preserving the surrounding environment. Environmental impacts lead to routine maintenance such as reforestation. Reforestation activities are planting hard trees and large rivers to prevent landslides and erosion and increase water reserves and infiltration.

Key words: Economy and Environment, Coban Rais Tourism Development

INTRODUCTION

a. Background

The tourism sector will grow and its growth will also cause the growth of the economy and state income as a contribution to the development of tourism (Riyani, 2019). The tourism sector is one of the right choices for the development of the people's economy. Tourism has become an inseparable part of people's lives and has become part of the people's economy.

Communities around the tourism area will directly get economic and livelihood welfare (Astina and Artani, 2017). The government, and private investors will benefit economically. Tourism will give birth to various businesses such as the establishment of inns, restaurants, travel agencies, the local craft industry and many other businesses and facilities. The government, communities around tourism and investors must work together and support each other for the existence and sustainability of the tourism sector.

Batu City is one of the autonomous regions in East Java Province that relies on the tourism sector to increase local revenue. However, many tourism developments are more directed at artificial or artificial tourist objects that cause environmental problems. From these incidents, it is necessary to have other alternatives in tourism development, namely tourism objects that are able to reduce the impact of environmental damage while increasing the role of local communities and their welfare. One of the efforts is the development of an Ecotourism Village based on Community Based Ecotourism (CBE)(Attar, Hakim, and Yanuwadi, 2013). One of the rides that carry natural nuances and have developed in the Batu City government with Perhutani is the Coban Rais Waterfall Tourism Object. Coban Rais is at an altitude of about 1025 meters above sea level on the slopes of Mount Panderman (Anonymous, 2013).

Researchers focus on the direct economic and environmental impact on the community around Coban Rais tourism. The residents of Dresel Hamlet, Oro-oro Ombo became the first community and immediately felt the impact of the existence and development of Coban Rais natural tourism. Analysis of the economic and environmental impacts of tourism activities generally focuses on changes in sales, income, and employment that occur as a result of tourism activities in Coban Rais. How is the economic impact and environmental conditions before and after Coban Rais tourist attractions for the public?

LITERATURE REVIEW

A. Definition of Tourism

Risman, Wibhawa, and Fedryansyah (2016) argues that tourism (ecotourism) is one of the tourism industries sectors which is the goal of most people recently. Tourism has provided "treats" to tourists in terms of natural beauty such as waterfalls, mountains, underwater nature and various kinds of artistic and cultural attractions. Tourism is very important in the development and development of an area. Tourism is a service sector that is inherent in modern society. The higher the education and economy of a person or society, indirectly it causes the need for tourism to be even greater (Risman, Wibhawa & Fedryansyah 2016). Tourism also has synergetic power because tourism has close links with various other fields and sectors. Tourism will also develop and advance along with the development of transportation, telecommunications, human resources, the environment and so on. Resources that are well managed and have competitiveness are also the uniqueness, fulcrum and attraction of tourism.

B. Impact of Tourism Development

In simple terms an impact is an effect or influence. Every decision made by a superior or leader causes a positive impact and a negative impact. Impacts are also usually a continuation of an internal control implementation process(Nurhajati, 2018).

C. The Relationship between Tourism Economy and Local Community Economy

The impact of tourism on the economic conditions of local communities has eight major groups, among others: the impact on foreign exchange earnings, the impact on community income, the impact on employment opportunities, the impact on the distribution of benefits or profits, then the impact on consumption levels, the impact on development and finally the impact on government revenue (Cohen in Pitana & Gayatri, 2005 in Ramadan, 2019). Every tourist center place will affect the place and the surrounding area. There are two influences on the place of tourism. The first is a positive influence and the second is a negative influence. Impact The positive influence is the development of the surrounding tourist areas (spread effect). The opening of job opportunities, the amount of investment, higher labor wages, and the population being able to market raw materials are some examples of the spread effect. While the negative influence of tourist attractions is called backwash effect. Regional inequality, increasing crime, environmental damage, and so on are examples of backwash effect. The creation of a multiplier effect from the existence of a tourist spot has become the hope of all parties.

If there is a sector that is due to demand from outside the region, its production increases because there is a linkage, so that many other sectors will also increase in production, there will be several rounds of growth so that the total increase in production can be several times compared to the increase in external demand for that sector (sector the former is increasing in demand). The element of this multiplier effect is very instrumental in making the city able to spur the growth of its hind regions. Because the activities of various sectors in the city have increased sharply, the city's need for raw materials or labor supplied from the areas behind it will also increase sharply.

D. Income

Income is the amount of income received by residents for their work performance during a certain period, whether daily, weekly, monthly or annually (Sukirno, 2011). Some classifications of income include personal income, which is all types of income that are obtained without providing any activity that is received by the population of a country. Disposable income, namely personal income minus taxes that must be paid by income recipients, national income, namely the value of all finished goods and services produced by a country in one year.

With the increase in local people's income, the people's welfare will also increase (Susanti and Aidar, 2017). Equitable community income, as a target, is a difficult problem to achieve, but reducing inequality is one measure of development success. An indicator that is good enough to measure the level of equal distribution of community income is the distribution of community income among population groups (income groups). Community income is highly dependent on the field of business, rank and position of work, level of general education, productivity, business prospects, capital and others. These factors cause differences in the level of income of the population. Revenue from the tourism sector is a source of funds for an area where tourism is located. The higher the number of tourist visits, it means that there will be an increase in the field of tourist expenditure which will result in an increase in the demand for goods or services needed by tourists. This process resulted in a significant increase in employment will increase local people's income.

E. Labor Absorption

Economic growth shows an increase in the production of goods and services in an economy, so that economic growth is an important indicator in conducting an analysis of economic development (Susanti & Aidar, 2017). The government (in this case Perhutani) is working with the private sector to improve services for tourists in the Coban Rais tourist area. Then policies such as promotion, quality service, and quality of tourist objects are implemented in an integrated manner as an effort to increase the number of foreign and domestic tourist visits so that it is hoped that it can increase job opportunities and expand employment opportunities.

F. Community Welfare

Meriyanti et al., (2019) states that economic empowerment is essentially to prepare people so that they are able and willing to actively participate in every development program and activity aimed at improving the quality of life (welfare) of the community, both in terms of economic, social, physical, and mental. Although community participation is something that must be fostered and developed in the development process, in practice, it is not always pursued seriously.

Susanti and Aidar (2017) found that one of the principles in planning and implementing national development is the principle of benefits. The principle of benefit is that all efforts and activities of national development should provide maximum benefits for humanity. Thus, the principle of benefit improves people's welfare and personal development of citizens and prioritizes the preservation of the noble values of the nation's culture and the preservation of environmental functions, in the framework of sustainable and sustainable development.

RESEARCH METHOD

A. Research Approach

Sukmadinata (2015, p. 52) says that the research method is a series of methods or activities to carry out research based on basic assumptions, philosophical views and ideological questions and issues at hand. This research approach is descriptive qualitative. This study provides information directly and processes data until it can find a clearer and more meaningful fact in the field.

B. Research Sites

This research is located in Oro-oro Ombo Village, Batu District, Batu City. Researchers immediately attended the Coban Rais Waterfall Tour and its surroundings, which are located in Oro-Oro Ombo Village, Batu District, Batu City. Researchers also

sought information and data with the Forestry Service, in this case Perhutani, and also to traders around Coban Rais.

C. Research Focus

This research is limited to the scope of Coban Rais tourism to the economy and the surrounding community, where the focus of this research is as follows:

1. In this study, the choice of research location, namely Oro-oro Ombo Village, Batu District, Batu City was chosen because:
 - Coban Rais tourism is a great natural tourist spot and is crowded with tourists plus additional tours that will be passed by visitors who want to visit Coban Rais will be treated to additional tours from the parking lot to Coban Rais locations such as Batu flower garden, Camping ground, Outbound, Battle ground.
2. This research is focused on traders and Perhutani officers around Coban Rais tourism, because:
 - Perhutani officers and local traders who know firsthand about Coban Rais tourism developments
3. This study focuses on the role of Coban Rais tourism development on the welfare of local communities, including:
 - Economic Aspects
 - Environmental Aspects

D. Types and Sources of Data

Qualitative methods are used to interpret phenomena and space on the earth's surface, be it physical phenomena or social phenomena. Qualitative methods tend to interpret phenomena that occur in the surrounding environment with the senses with the eye that can be seen and analyzed the main problem at hand.(Pahlevy, Apriyanto & Astutik, 2019).

From the analysis of data collection methods in this study using interviews, observation and documentation. The data analysis method used a descriptive percentage (Kurnianto, 2017).

E. Sampling Technique

The data collection technique used purposive sampling, namely the researcher took the data by considering special features in accordance with the research objectives (Sugiyono, 2010, p. 60). Specific characteristics of respondents are a) Men and women who have good knowledge of Coban Rais Ecotourism, b) Men and women who have lived for more than 1 month in Coban Rais Ecotourism, and c) Men and women who have traveled or worked in Ecotourism Coban Rais. This study used Forestry Service officers (in this case Perhutani) and traders who were in Coban Rais Ecotourism to determine the direct and indirect effects of Coban Rais Ecotourism on community income. Data were collected directly through interviews and observations to Perhutani officers and traders so that the sample size was fulfilled.

RESULTS AND DISCUSSION

A. Overview of Ecotourism Coban Rais, Batu City

Coban Rais Ecotourism is one of the tourism objects located in Batu City. Located on the West Ring Line or Jalibar, Dresel Hamlet, Oro-Oro Ombo Village, Batu District, Batu City. Previously, this waterfall was known as Coban Sabrangan. The name was given because to reach the location of the waterfall visitors must cross the river. Coban Rais is located on the eastern slope of Mount or Panderman Hill with a distance of about 5 km on the northwest side of Batu City.

This waterfall is located at an altitude of 1,025 meters above sea level with a height of about 75 meters with a slope of almost 90 degrees. The location is quite high and being on the slopes of the mountain makes the temperature of the water pouring down from top to bottom is very cold. The difference in water temperature is very pronounced when compared to other waterfalls under Coban Rais, namely Coban Putri which has a height of about 20 meters.

When there are still no new facilities and tourist attractions added, the admission ticket to Coban Rais is quite cheap, Rp.5,000. - But after Perhutani added tourist attractions in the form of photo spots and the Flower Park in Bukit Bulu, the ticket price increased 100% to Rp10. 000.- That is only a ticket to Coban Rais without being able to enjoy the beauty of Batu Flower Garden and take advantage of the photo spots there. The entrance to the location is paved, so it is very easy for tourists if they want to visit this tourism object. Around Coban Rais waterfall, filled with pine and pine trees, makes the atmosphere in this tourist spot feel cool.

B. Coban Rais Ecotourism Potential Seen from the Approach

1. Accessibility

Accessibility is the factors that support and make it easier for tourists to go to tourist objects which consist of:

a) Road Conditions

The road conditions to Batu Flower Garden and Bukit Bulu which are close to the Coban Rais waterfall are paved along the road, making the atmosphere feel cool and comfortable, so that it can attract tourists to visit this tourist attraction. However, tourists must prepare strong physical energy to get to Coban Rais Waterfall because it passes through very extreme terrain, starting from passing narrow and steep paths, crossing iron bridges, along rivers to climbing large rocks with a distance of about 7 km.

b) Means of Transportation

The means of transportation to go to Coban Rais Tourism Park are adequate, visitors can use buses, public transportation, or private vehicles. However, to get to the waterfall location, tourists who do not use private vehicles can only use an ojek as a facility to get

to the location. For tourists who want to quickly get to their destination or are unable to walk, they can rent a motorcycle taxi service that will take them from the front of the gate to the Bukit Bulu location at a rate of IDR 10,000-IDR 25,000.

c) Conditions of the Field of Travel Against Visitor Security

To go to Coban Rais, visitors have to pass through the forest with apprehensive terrain. Many of the trails are rock cliffs that allow visitors to slip and get caught in boulders or experience fractures. Not to mention the danger posed by falling rocks and falling trees.

C. Tourist Attraction

The attractions that can attract tourists to visit Coban Rais include:

1. Nature Tourism

The natural attractions in this tourist attraction are:

a) Coban Rais Waterfall

Coban Rais Waterfall has a height of 84 m above sea level, an average temperature of 22 c. The waterfall comes from rainwater that is collected in the Watershed (DAS). The Coban Rais watershed area is estimated to be 1,252.58 and the rainfall is approximately 1,721 mm per year. So that on the surface of the Coban Rais watershed, it accommodates around 21.8 billion liters of rainwater per year and is flowed through the Coban Rais river with the lowest discharge of about per second. Coban Rais is a natural phenomenon that is very amazing and interesting to learn.

Coban Rais is a steep and rocky river. The path to the waterfall is still natural and crosses cliffs and is filled with cypresses and pines, making the atmosphere feel cool and comfortable. If visitors want to bathe and swim, they must ensure that the conditions are good because the water in the waterfall has the same temperature as ice water. So if you're not healthy, you can sit on the side of Coban Rais to enjoy the natural scenery.

b) Rose Garden

In the Coban Rais and Batu Flower Garden Ecotourism areas, there is a garden area containing rose plants, this is a new potential being developed in the Coban Rais tourist area. In this area there are many kinds of roses ranging from red, yellow, pink etc.

c) Green Kiosk

This green kiosk provides various types of flowers and visitors can buy flowers of various shapes and prices. Such as ground orchids, anthurium, spinach-spinach, bamboo water, black begonias, lizard flowers, cypresses, ephorbia, jasmine, pandan bali, ferns, pentrin, mini croton, Bangkok girlfriend, rosmeri, sambaing blood, broomstick, green sente, ornamental green betel, pilung shoes, sweet sri, and many more. The price of flowers at this green kiosk is relatively cheap, ranging from Rp. 3,000 to Rp. 25,000.

2. Artificial Tourism

a) Outbound

Coban Rais and Batu Flower Garden attractions provide many outbound programs for both adults and children. Such as Jungle Trekking for 35,000 per 30 pax, wet trekking / bag for 60,000 per 30 pax, night trekking for 75,000 per 30 pax, air soft gun for 70,000 per 20 pax, paint ball for 125,000 per 20 pax, and rafting for 125,000 per pax. .

b) Camping Ground

At the location of this campsite, tent rentals are provided for camping either for students or for visitors who want to stay overnight using tents. At the location of the campsite for visitors who only want to camp, they only need to pay an entrance ticket for the camp of IDR 6,000 without paying an entrance ticket to the object. Rental locations for camping are IDR 200,000 per day. The location of this campground is so wide that visitors who wish to camp can choose their own location.

c) Spot Photos at Batu Flower Garden

If visitors want to stop by Batu Flower Garden, they have to pay an additional ticket of around IDR 25,000 plus IDR 10,000 to bring an action camera, IDR 15,000 for a DSLR camera and IDR 75,000 for a drone. By paying for an additional ticket, tourists can explore every corner of the Batu Flower Garden while enjoying the beautiful view of the garden decorated with flowers. In addition, tourists can take pictures at 2 spots for free, namely the love spot and the flower garden spot. The photographer officer will take the camera up to 3 times for each spot and one of the photo files that can be selected and given to tourists.

D. Coban Rais Ecotourism Development Model in the Socio-Economic Aspects of the Community

The management of Coban Rais ecotourism carried out by Perhutani is still limited for production and nature conservation functions so that it has not improved the tourism aspect. Tourism is an activity that directly touches and involves the community, so that it has various impacts on the communities around tourist sites (Ramadan 2019). Coban Rais Waterfall Ecotourism is ecotourism located in Batu City which provides natural scenery in the form of Coban Rais waterfall and a wealth of flora and fauna so that many tourists camp there. Prior to collaborative activities between PT Batu Flower Garden, Perhutani had implemented the Coban Rais tourism concept as an industry, namely activities to generate added value, namely selective cutting of old trees and reforestation to maintain the continuity of wood production which is processed into finished materials in the form of furnitures. Profits from furniture for Kota Batu retribution. For the invisible product aspect that can be marketed, the existence of a camping permit in the Coban Rais area is able to increase local income and local residents (Aryandiny, Afifuddin & Abidin, (2020). After that Perhutani and the community collaborated with PT Batu Flower Garden to develop sustainable ecotourism.

Coban Rais Tourism Object is a natural resource that can be renewed because the source is not replenished - once used, everything is lost forever (Sinuraya, 2017). There is a tripartite collaboration, namely cooperation between the government, private sector and the community in the development of ecotourism in Coban Rais.

E. The Social Economic Impact of Coban Rais Ecotourism

The government, through Perhutani, is tasked with reforestation to preserve forests and PT Batu Garden Flower to build facilities and flower gardens that attract tourists' attention accompanied by promotions in social media that have led many tourists to visit Coban Rais Ecotourism. This has an impact on increasing fees and the economic condition of the surrounding community.

The following are the social and economic impacts of Coban Rais ecotourism on the economic conditions of the community, namely:

1. Opening Jobs

Local governments will feel a positive impact from the existence of the regional tourism sector, such as an increase in District or City PAD. The surrounding community is also from the regional tourism sector, employment, providing business opportunities, and so on (Suastika & Yasa 2017). The economic impact of Coban Rais Ecotourism is that more and more tourists can open jobs such as motorcycle taxi officers who take tourists to tourist attractions and campgrounds, residents can rent camping equipment, residents expand parking lots for buses and private vehicles.

2. Increase Income

Income is the amount of income received by residents for their work performance during a certain period (Sukirno, 2011). Residents around Coban Rais Ecotourism experience an increase in income when the number of tourists increases, especially students who want to camp so that it can improve community welfare. The tourism sector is able to produce a spread effect in the form of an increase in tourists, an increase in tourist spending, so that residents can get an increase in income from selling products and services to increased tourists (Arifin, Wasman & Fitriyani, (2017).

3. Increase Community Participation

Lauer (in Ranjabar, 2015, p. 4-5 in Rahmayanti & Pinasti, 2018)) says that social change as an inclusive concept that refers to changes in social phenomena at various levels of human life, and from individual to global. The social change in the Coban Rais Ecotourism community is a personality that used to be rough and likes to steal wood to become a soft person. The community actively participates in ecotourism development and keeps tourism clean. The increase in tourism is able to improve social and economic aspects such as the implementation of hygiene and health programs, cultural preservation, environmental preservation, and so on which can have a positive impact on both local communities and tourists (Ardiansyah, Hakim and Azis, 2019).

This is supported by research Luthfi, (2012) and Dristasto and Anggraeni, (2013) stated that tourism development can increase income even though it is not continuous and still small. Wihasta and Prakoso (2012) state that the impact on economic conditions is highest on the level of welfare while the lowest is on changes in livelihoods. Alfatianda and Djuwendah (2017) state that the social impact occurs in increasing the quality of community cohesiveness in social activities such as mutual cooperation to maintain cleanliness, security, construction of public facilities and community social activities, increasing public knowledge, increasing the quality of holding festive traditional and cultural ceremonies.

F. Impact of Ecotourism Coban Rais for the Environment

The concept of sustainable tourism in tourism apart from economic sustainability also includes environmental sustainability, every tourist attraction in its development efforts must pay attention to the risks and benefits in a sustainable manner so that it can be utilized by the next generation and so that it can continue to be utilized. Risman et al., (2016). The activity of the Coban Rais Ecotourism community is to carry out reforestation to preserve the environment.

Reforestation is the planting of forests that have been deforested due to logging or natural disasters which aim to improve the quality of life, especially humans, by increasing natural resources. The reforestation activities carried out by residents in Coban Rais Ecotourism include planting hard trees and large rivers to prevent landslides and erosion as well as increasing water reserves and water infiltration. Priambodo and Suhartini (2016) argue that the government of Batu City must develop the economy by utilizing the agricultural sector and the beauty of Batu City to attract tourists, so reforestation activities are very important to maintain the local potential of the beautiful Batu City.

CONCLUSION

A. Conclusion

The conclusions from the research on the economic and environmental impacts of Coban Rais tourism development in Batu City are: The Coban Rais development model was previously carried out by the Forestry Service through Perhutani in the conservation and production of wood. After the Tripartite collaboration between Perhutani, PT Batu Flower Garden and the community in the construction of 20% Coban Rais ecotourism for infrastructure and facilities to increase tourist visits. The socio-economic impact is increasing employment, increasing income and increasing community participation.

B. Suggestions

a. The community must increase participation in the development of Coban Rais tourism objects such as cleaning up trash, displaying traditional culture to attract visitors' attention, being friendly to tourists and having a merchant leader who coordinates traders so as not to cheat, raise prices and force tourists to buy goods.

- b. There is a collaboration between Ecotourism and travel agents in order to increase the number of tourists. The construction of facilities and infrastructure at Coban Rais Ecotourism and increasing promotion in social and electronic media to increase the number of tourists.
- c. The government, in this case Perhutani, is expected to make regulations on entrance fees and other additional costs such as photo spots in tourist locations. The number of separate payments between entrance fees for tourist sites, parking fees, motorcycle taxi fees, entrance fees for the Batu Flower Garden area, photo fees in the Batu Flower Garden area and other fees make many visitors or tourists complain. It would be nice to pay once for all locations and photo spots with one price and one place of payment.

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