

TUNDA ISLAND AS A TOURIST ATTRACTION IN TIRTAYASA DISTRICT, SERANG REGENCYChotibul Umam¹, Evi Novianti²¹chotibulumam@unbaja.ac.id, ²evi.novianti@unpad.ac.id¹Program S1 Kewirausahaan, Fakultas Ekonomi dan Bisnis, Universitas Banten Jaya, Indonesia²Program S2 Pariwisata Berkelanjutan, Sekolah Pascasarjana, Universitas Padjajaran, Indonesia

Abstract

Tourist visits that are still fluctuating require special attention from the Serang Regency Government to optimize development. Therefore, this study's purpose is to identify the existing conditions and tourism potential of Tunda Island. This research used qualitative research methods with a case study design. By purposive sampling, informants who are the community and tourism managers of Tunda Island were selected for in-depth interviews and observations to achieve the research objectives. Secondary data came from literature studies related to previous research and also document studies from data to Tunda Island. The research showed that Tundra Island had a significant potential to be developed as tourist attraction (TA) further for its natural environment and its community's culture, as well as the probability to establish the artificial tourist attraction based on the existing interesting spots, areas or building found in the island. Moreover, the existing facilities and amenities established in the island, although it is still in lack, with proper management and development plans from the related parties, Tundra Island could be more flourished as tourist attraction in the future.

Keyword: Pulau Tunda, tourism attraction, Serang Regency, tourism potential, island tourism

INTRODUCTION

An island with remote area character, a preserved environment, and distinctive culture can be a potential tourist attraction (DTW) (Conlin & Baum 1995; Butler 1995; Butler & Baum 1999). According to Kokkranikal et al (2003), these characteristics can attract large-scale tourist visits as small islands can attract particular tourists (particular interest tourists) who are happy with distant and exotic destinations.

Island tourism can be an important commercial asset that can meet the needs of unique interest tourists through natural and artificial resources arranged in special geographical units (Yang et al, 2016). Because island tourism can give tourists the impression of being in a different space from everyday life (Moon & Han, 2018; Baldacchino, 2016); create extraordinary romantic feelings and experiences, escape, exoticism, culture, and nature to tourists (Scheyvens & Momsen, 2008).

The government by the Law (UU) of the Republic of Indonesia (RI) Number (No) 27 of 2007 has regulated the management of coastal areas and small islands. One of which is for the function of marine tourism through the interaction of local communities that utilize environmental resources and services on the island either directly or indirectly. Serang Regency is one of the regencies that has several island resources such as Pamujan Kecil Island, Pamujan Besar Island, Pisang Island, Lima Island, Kalih Selatan Island, Kalih Utara Island, Sangiang Island, Panjang Island, and Tunda Island. According to the Regional Regulation (Perda) of Serang Regency No. 2 of 2013 concerning Zoning Plans for Coastal Areas and Small Islands of Serang Regency in 2013-2033, the development of marine tourism is one of which is directed at Tunda Island, whose activities can include: 1) Mina tourism, 2) Diving, 3) Fishing tourism, 4) Reef watch, 5) Water sports, 6) Beach recreation, 7) Other tourism development per the potential of the island.

Tunda Island is in Wargasara Village, Tirtayasa District, Serang Regency. Wargasara Village has been designated as a Tourism Village through the Decree of the Serang Regent Number: 556/Kep.154-Huk.Disporapar/2021 concerning the establishment of a Tourism Village in Serang Regency. It has natural potential in the form of the sea, a variety of underwater biotas such as various ornamental fish, coral reefs, seagrass, and a mangrove ecosystem. As the outermost area of Serang Regency and surrounded by the Java Sea, this island has a beautiful underwater garden with fringing reef type that grows at a depth of 1-10 meters (Sulistian et al, 2016).

Based on the Regional Regulation of Serang Regency No. 8 of 2014 concerning the Master Plan for Tourism Development (RIPPAR) of Serang Regency in 2014-2025, Tunda Island is included in the Regional Tourism Destination Area (DPD) of North East Serang. And Regional Tourism Development Area (KPPD) of Tunda Island -

Pulau Tunda Pamujan. The tourism image of Serang Regency, which is the "Amazing Gate of the West End of the Island of Java," makes the management of Tunda Island must be on the principles of safe, comfortable, and environmentally friendly.

Further development of Tunda Island as a tourist attraction need to be carefully planned urgently as in 2018 there were 1500 tourists (foreign and domestic), and in 2019 it decreased to 1301 tourists (data from Wargasara village, 2019). The increase of the tourist visits to the island brings a significant meaning toward many aspects. From the tourism point of view, it shows the value of the Tunda Island as one of the tourist destination is considered good. The tourism activities on the island will bring more opportunity for the development of the community both in physical and economical aspects. The positive flow of development of the island as a tourist destination will help raise the prosperity of the people and open up an easier access for the betterment in their livelihood. Although, it is also important to have a good management to prevent the negative side effect as well. With the rise of the tourist visiting the island, the risk of the environmental damage and possibility of negative change within society cannot be denied. Thus, a good management as well as risk/damage control plan is essential. Therefore, it is interesting to conduct research related to identifying the profile of Tunda Island and its potential as a TA. It is then for consideration in developing Tunda Island tourism to improve the performance of the island's tourist destinations to have a bold pull factor for tourists.

Various studies about the inventory of tourism potential as a guideline for further research by many previous studies, such as an inventory of geo-tourism potential on an island (Permadi et al, 2019; Wulung et al, 2018). The research of geological potential in geopark areas (Tavares et al, 2020). The inventory of potentials to optimize the TA development plan (Putra et al, 2019). An analysis of tourism potential in terms of the climate of an island (Matzarakis & Nastos, 2011); the potential of the island in terms of history and culture (Shackley, 2001); and find destination attributes on an island that can attract the interest and quality of the tourist experience (Moon & Han, 2018).

Ironically, research with the Tunda Island case study is still minimal. The strategy for developing marine ecotourism on Tunda Island by Prameswara & Suryawan (2019) and Umam (2019) only look at the potential in terms of natural (marine) resources; increasing awareness of local communities and tourists regarding protecting the environment of Tunda Island from waste (Lintangkawuryan, 2018); analysis of the suitability of Tunda Island tourism in terms of visual quality (Legowo et al, 2019); and the suitability of snorkeling tourism on Tunda Island (Darmawan et al, 2020).

In contrast to previous research, this study focuses on identifying information related to the existing condition of Tunda Island in terms of profile, infrastructure (amenities), accessibility, socio-demography, etcetera. Then to identify the potential of Tunda Island as a TA by referring to the research of Putra et al (2019), where TA is interpreted as all forms of natural, cultural, or artificial potential.

This research can also be said to have a novelty where the tourism potential identified on Tunda Island is not only seen as a natural (nautical) TA. So it is hoped that all forms of inventory of Tunda Island's potential as a TA can guide the Serang Regency government to optimize the development of Tunda Island tourism in the future.

RESEARCH METHODS

In this study, the researcher used a qualitative approach with a case study design. The object of research in this study was Pulau Tunda in Tirtayasa District, Serang Regency. The informants in this study were selected by purposive sampling technique, namely selecting informants related to the management of Tunda Island as a TA by collecting data through unstructured in-depth interviews. The informants of this research came from village officials, villagers, and local guides from Tunda Island. The criteria of informants who were samples from the community domiciled in Tunda Island; and were involved in managing Tunda Island as a TA. Thus, it met the purpose of identifying the related information of Tunda Island's profile and local tourism potential on Tunda Island.

Through observation, it strengthened the primary data collection. Because the qualitative research method involves researchers in conducting thorough observations and in-depth interviews on the behavior of each individual in the research sample (Khadijah et al, 2016). It was also survey-based. Secondary data collection was through literature studies in journal articles related to island tourism or TA and policy documents from the Serang Regency Government.

The data analysis technique used is an interactive model. These are data condensation activities, data presentation, and island withdrawal or data verification (Miles et al., 2014). Map analysis used a tool in the form of an ArcGIS application to map out tourism potential on Tunda Island. The stages in this research are as below (figure 1).

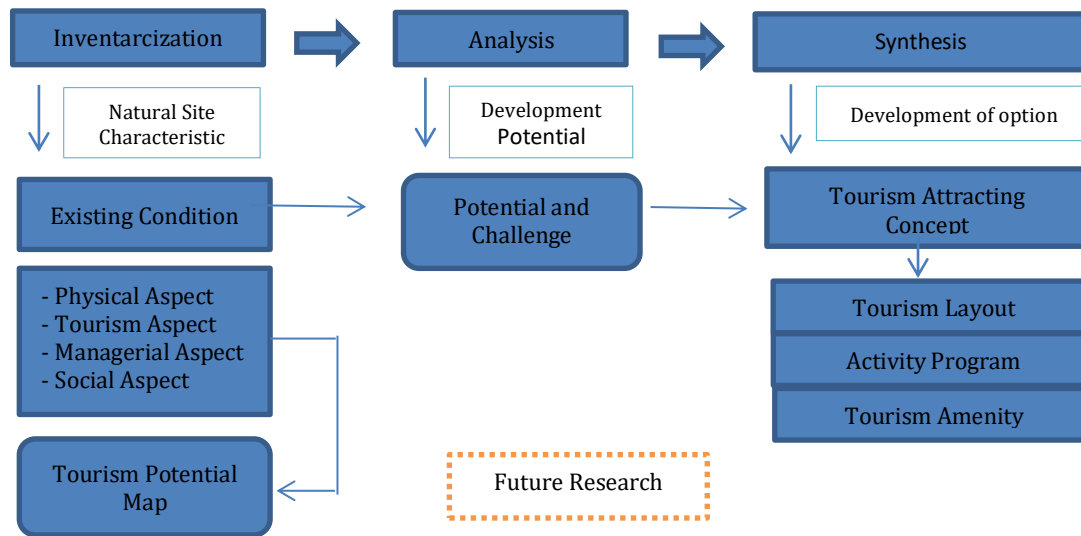


Figure 1 Steps of Research

Source: Adapted from Putra (2018)

RESULTS AND DISCUSSION

1. Profile of Pulau Tunda

In terms of location and accessibility, Pulau Tunda, which is located at coordinates -5.815596 South Latitude – 106.285753 East Longitude or in the northeastern part of Serang, can be accessed by water from the Karangantu Jetty of Serang with a distance of about 2 hours drive or about 18 miles using a Passenger Motor Boat (KMP).) Tunda Express. To go to the island, which is in Wargasara Village, Tirtayasa District, access is still limited because it depends on the weather as the ship's departure schedule is only on Monday, Wednesday, and Saturday of the week. With departure hours at 07.30 WIB from Tunda Island and 14.00 WIB from Karangantu Pier.

The Wargasara Village where Tunda Island is located was named by a community leader, H. Mohammad Toha, meaning "the people obey the law." Before 1986, the village was formerly part of Lontar Village. It then divided into Wargasara Village, Tirtayasa District, Serang Regency.

2. Climate, Weather and Hydrology

Climate and weather are the determining factors for access to this island. When viewed from the hydrological aspect, the waters of Tunda Island have clear visuals. The availability of clean water for tourists and the community is from well water with conditions that are not too exposed to seawater intrusion.

3. Topography

The topography or land elevation of Tunda Island differs between the western part of the island and the eastern part of the island. The western tends to be sloping with an average height of 0-3 meters above sea level (masl). And in the eastern and southern parts based on data from the 2017 Director-General of Marine, Coastal, and Small Islands (KP3K), the morphological conditions are higher than the western part, and the coastal situation in the southern and eastern parts of the island is overgrown by mangrove vegetation.

4. Land Use and Geomorphology

Having 260 hectares (Ha) area, the land use on Tunda Island consists of settlements in two villages (West and East), livestock, plantations, and mangrove forests. Geomorphologically, Tunda Island is a volcanic island formed from frozen lava deposits (Legowo, 2019). So the soil is very suitable for the development of plant species, one of which is coconut tree, breadfruit, and banana.

5. Tunda Island Amenity Conditions

Existing infrastructure facilities on Tunda Island to observations, there is already lighting from two sources of electrical energy, namely the Diesel Power Plant (PLTD) and the Solar Power Plant (PLTS). However, the availability is still limited. There is no source of electrical energy from morning till noon since there is no State Lighting Company on Tunda Island.

Sea transportation as a mode of public transportation for the public or tourists is KMP Tunda Ekspres or regular ships that accommodate approximately 100 passengers at the price of Rp. 20,000 per person. There is also a fishing boat with a rental price of IDR 2,500,000 per boat with a capacity of 35 passengers with a life jacket and toilet facilities. The number of regular ship transportation units belonging to the people of Pulau Tunda is two units with operating hours 3 times a week.

There is also one government-owned health facility, one mosque in Kampung Timur, two educational facilities in the form of a one-roof kindergarten, elementary and junior high school, one lighthouse, and two docks. The only communication network provider, Indosat, already has a signal up to 4G for 24 hours.

For tourist amenities, there are ten homestays (Flamboyan Homestay, Mangrove, Kinkit, Santigi, Bogem, Nyamplung, Tuzkia, Ketapang, Protection, Waruh, Jalar 1 and 2), three villas (1 villa in Kampung Barat and two villas in Kampung Timur), 250 rental units of snorkeling equipment owned by the community, and 18 community-owned stalls. So in terms of access to amenities, whether public or tourist, there are still shortcomings, including lighting and electricity facilities, several ships and ship routes, educational facilities, especially high school or equivalent, and limited providers.

6. Social Conditions of Communities Around Tunda Island

This village consists of 2 villages, namely Kampung Barat and Kampung Timur. Then there are 2 RW and 4 RT. Based on BPS and BAPPEDA of Serang Regency in 2012, the total population of Tunda Island is 1502 people with 436 households (KK). In terms of livelihood, they are fishermen, laborers, farmers, manual laborers, and civil servants. The occupation is dominated by fishermen as many as 310 people or 80% of the total population, then 22 entrepreneurs, 19 carpenters, and four farmers.

The existence of an internet network makes it easier for the merchant community to be aware of literacy in accessing information and doing business online. Communities that netted as local guides have around 15 as several communities have also carried out tourism business activities such as providing villas and homestays, food stalls, tourist boat transportation, etcetera.

7. Existing Management

Tunda Island tourism management existence from the government side is the Serang Regency Tourism, Youth, and Sports Office responsible for all tourism activities in the Serang Regency area. Then Tour Operators, the community as homestay owners, traders, snorkeling operators, villa owners, and a local guide. The Tunda Island tourism management organization formed by the local community is the Jalatunda Tourism Awareness Group (Pokdarwis), with 37 administrators. Indirectly, the management of island tourism is also related to the fisheries and marine services.

8. TA of Pulau Tunda

Based on interviews with the local people, tourism is one of the significant sectors raising the local community economy (Nana, Personal communication, 2020). It is evident in the travel records in 2011 where Tunda Island began to be known and visited by domestic and foreign tourists. Although in its development in 2018 and 2019, there was a decrease in tourist visits. The TA on Pulau Tunda, both existing and potential, is divided into three categories as follows, described and illustrated through a tourism potential map (Figure 2)

9. Natural TA Potential

Natural potential in marine tourism or others, based on interviews with local guides on Tunda Island, existing natural TAs, including snorkeling locations named Labuan Bajo, Karang Donat, Zamad, and others (Suharna. Personal communication, 2020). Meanwhile, based on observations, there were several potential natural TA to be packaged, such as:

- a. Coral reefs
Coral reefs in the waters of the southern part of the island whose quality is better than the other side are potential diving or snorkeling spots. There are coral walls with vertical planes that are also a source of life for marine life and found at a depth of 5-15 meters. When doing diving activities, you can see parrotfish, clown Nemo fish, yellow Nemo fish, remora fish, butterflyfish, damselfish, sergeant fish, and batfish. Several coral reef snorkeling spots, including Zamad, Vila, Cemara, Karang Donat, and Labuan Bajo spots.
- b. Fishery
The potential of fish such as Red Snapper, Ttengiri, Kuwe, Layar, Krapu, Jenaha, and Sea Pomfret, is a good potential for community use or fishing activities or culinary preparations.
- c. Dolphins
Dolphin groups can be an attraction that sometimes appears around Tunda Island when tourists use boats. However, the seasonality of his presence is unpredictable.
- d. Plantation
There are coconut, breadfruit, and banana plantation commodities are one of the livelihoods of the community. The harvest is for its consumption and is traded in the community around the island only. Become a potential for culinary tourism and community culture for its coconut, breadfruit, and bananas processing.
- e. Mangroves
There are approximately 3 hectares of mangrove forest land on Tunda Island. 4 types of mangroves can be an educational tourist attraction for tourists. In addition to educational tours, the mangrove ecosystem contains several biotas living there as mangrove crabs. The mangrove fruit is also for culinary tourism.
- f. Seagrass
Based on the results of observations, there are five types of seagrass on Tunda Island with two kinds of different ecosystem characteristics. The seagrass ecosystem of the north of Tunda Island has a rocky substrate with little sand on the surface and has clear waters. Meanwhile, the seagrass ecosystem on the south side of Tunda Island has a muddy sand substrate and turbid waters because it is adjacent to a nutrient-rich mangrove ecosystem.

10. Potential Cultural TA

Based on observations, potential cultural TA can be packaged either in the form of physical or non-physical. The following is a list of potential cultural TA on Pulau Tunda which are distributed in Kampung Barat and Kampung Timur:

- a. Wedding ceremony
Community traditions such as the procession the day before the wedding, residents are given invitations of 3 cigarettes (male) and one shampoo (female). Then on the day the ceremony begins, there is a series of processions. After the contract is over, the bride must go around entering the houses of residents who are not in the guests. The value of cooperation and caring for each other is the essence of the ceremony.
- b. Shipbuilding and Fisherman Traditions
The majority of fishing communities on Pulau Tunda still make traditional wooden boats. Fishermen's livelihood can also be a potential cultural TA to become an education for tourists starting from the conventional fishing, processing catches, etcetera.
- c. Religious Traditions (Maulid Nabi, Maca Sheikh, and Kasidah)
The majority of the community is religious Muslim, thick with the tradition of celebrating the Prophet's Birthday that is never to be missed. Maca Syeh, reading the history of the great scholar Syech Abdul Qadir Jaelani, is commonly done routinely at various birthday celebrations, weddings, new homes celebrations, and others.
- d. Mini Boat Craft
Craft is a form of work and creativity from the community by utilizing local potential and characteristics. Mini boats are to be souvenirs for tourists because the signature of most people are fishermen.
- e. The Sacred Well of the Jala Tunda
The Jala Tunda well is located near the Mosque of Kampung Timur estimated to be a relic of the 14th century. The well was commonly used by propagators of Islam in Java for community life and performed ablution in the context of worship.
- f. Culinary Fish Crackers, Cuwe, Grilled Fish, Breadfruit Chips
Besides for sold to the market, the community also processes it into crackers, and so on for tourists to enjoy
- g. Birth Process
At the birth of a baby, giving the name of a baby who is 40 days old, there is a procession of reading Marhaban first.

11. Artificial TA Potential

Based on the results of observations, potential artificial DTWs that exist on Tunda Island include:

- a. Bridge of "Galau"
 - Functions as a selfie spot. It also functions as a snorkeling spot and also to enjoy sunrise and sunset.
- b. Lighthouse
 - The Tunda Island Lighthouse owned by the government (central Transportation Service) functioned to regulate ship traffic which is now also used to enjoy the sunset.

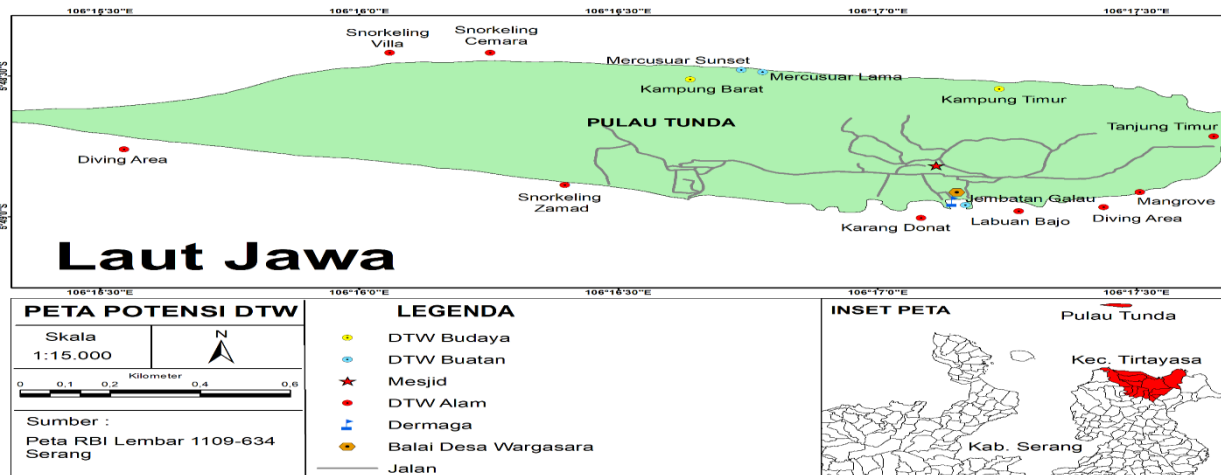


Figure 2 Tunda Island's TA Potential Distribution Map

Source: Result of Researcher's Data Processing (2020)

The existing tourism activities on Tunda Island are marine tourism activities such as fishing, snorkeling, and diving. It can be assumed that there is a lack of awareness of other types of potential TA. For competitive and sustainable tourism, a balance between the pillars of nature (environment), socio-cultural, and people's economic principles are significant.

It also has implications for the lack of previous research studies that only focused on the potential of marine tourism on Tunda Island (Umam, 2019; Prameswara & Suryawan, 2019; Lintangkawuryan, 2018; Legowo et al, 2019; & Darmawan et al, 2020). In other words, recommendations for further research related to the development of tourism activities to integrate natural, cultural, and artificial potentials need to do. Considering the practice of sustainable tourism destinations also requires an innovative tactic in packaging its tourism potential (Rahmat & Cahyadi, 2019).

CONCLUSION

The beautiful and natural landscape of the Tunda Island environment was the reason for it to be one tourist destination. The natural TA of the Tunda Island was supported by the natural condition of the island itself such as the clear visibility of the surrounding water with its coral reefs and occasional dolphin appearance as well as the two different type of seagrass ecosystem. The cultural aspects and tradition from the community of the island could also be further developed as a TA. The island was also opened up for the development of its artificial TA by utilizing its existing spots and infrastructures. Although the facilities and amenities were available for supporting the island to be a tourist destination, its condition and performance still needs to be further optimized. The local community should be better managed and developed for the tourism to be able to flourish in the island. Especially for the lighting and electricity, the communication network, the ship transportation route as well as education institution for the community.

It is necessary to note that tourism is something positive for the community. Of course, it needs to be supported by the government and all stakeholders. The inventory of the potential of Tunda Island as a TA is expected to be a consideration for the Serang Regency Government to help the community to make this potential into a TA with a tourism activity program that integrates the natural, artificial, and cultural potential of the marine community of Tunda Island.

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