

THE ECONOMIC POTENTIAL OF AGRITOURISM IN SUNGAI GERINGGING VILLAGE, KAMPAR DISTRICT

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ABSTRACT

Kampar is one of the regencies in Riau Province, nicknamed the Veranda of Mecca. Which has 21 Districts and 250 Villages in 2018 (BPS Kampar Regency 2018). One of the villages with the name Geringging river has natural resource potential. Sungai Geringging Village has economic potential in the form of the agricultural and horticultural sectors supported by the Paku River reservoir for irrigation. On the basis of the economic potential that is owned as well as being a place for both groups and individuals to visit, the designation of Agrotourism for Sungai Geringging Village is made. This study took a sample of 76 respondents from a total population of 317 heads of households. To calculate the economic potential of agro-tourism in Sungai Geringging Village, Kampar Regency, it is obtained by calculating the total economic value of the production of agricultural and horticultural activities, animal husbandry and aquaculture. Economic value is formulated as follows, where the total economic potential value (NET), consists of the value of agricultural activities (NKP), livestock activities (NKPeter), fishery cultivation (NEBP) and vegetables (NE Vegetables). The results showed that the economic potential of Sungai Geringging Village from the value of agricultural activities was IDR 2,915,380,000, aquaculture IDR 168,650,000 and livestock sector IDR 1,881,800,000 so that the total economic value was IDR 4,965,830,000. This value is the value of the economic potential possessed by Sungai Geringging Village

Keywords: Economic Potential, Agrotourism

INTRODUCTION

The development of the tourism industry, especially agrotourism, aims to provide for and increase the income of local communities. Agrotourism development efforts consist of choosing strategic locations, providing good service, improving supporting facilities and infrastructure, maintaining the security and safety of tourists, and preserving the environment. The development of tourist areas is carried out by optimizing existing resources in a harmonious and integrated manner through a comprehensive approach covering physical, economic, social, cultural, and environmental aspects for sustainable development.

Tourism development must pay attention to various principles and objectives of tourism. According to Law No. 10 of 2009, tourism is organized based on the principles of benefit, kinship, fairness and equity, balance, independence, sustainability, participatory, sustainable, democratic, equality and unity. The aim of tourism is to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, preserve nature, the environment and resources, advance culture, elevate the nation's image, foster a sense of love for the homeland, strengthen national identity and unity, and strengthen unity among nation. Thus, tourism development must refer to these principles and objectives.

Hermawan (2016), tourism has also been proven to be able to improve the social welfare of local communities, increase awareness of the environment, and motivate people to be more proud of their cultural identity. Various tourism activities are carried out in order to increase the number of people who

come to visit the area with tourism activities such as ecotourism, agrotourism, there are even artificial tourist attractions that are deliberately arranged to attract both domestic and foreign tourists to visit the area.

Rural tourism as a new tourism option through tourist villages. The development of tourist villages has now become an alternative for local economic development that has been implemented in various regions (Susyanti, 2013). Rural tourism is pro-growth, pro-poor and pro-job and has a distinctive character but some of it is in accordance with the cultural characteristics of the community, the characteristics of the tourist attractions they have, and their management system.

Sungai Geringging village is one of the villages in Kampar Regency, based on the 2018 Riau University assisted village report, Sungai Geringging village is one of the villages that has the potential to be developed from an agro village to an agrotourism village, supported by its potential in the fields of agriculture and horticulture. fisheries cultivation and animal husbandry. Starting from the Agro Village, Sungai Geringging Village, Kampar Regency, has become an Agrotourism Village because it utilizes its natural potential in the form of the Paku River Reservoir which is a water source, functioning to irrigate food crop farming and horticulture. The activities of the Sungai Geringging village community involve cultivating rice and corn, as well as horticulture plants such as shallots which have the potential to be developed (Report of Unri-assisted village 2018), apart from functioning in the agricultural sector, the Sungai Paku reservoir also functions to support economic potential in the livestock sector, and the fisheries sector.

The residents of Sungai Geringging Village have been able to support the family economy by meeting necessities for the home thanks to their various endeavors. In the event that this activity is sustained, it will develop into a producer region in the agricultural sector, which would benefit not only the nearby Riau Province but also the Kampar Regency area. Agrotourism is a subset of tourism that makes use of agricultural (or agro) enterprises to draw visitors. intends to increase understanding, leisure activities, and commercial ties within the agriculture industry. In creating agrotourism that prioritizes the use of land by local people in accordance with the local culture, boosting farmers' income while protecting land resources, and preserving local technology and culture (indigenous knowledge), conditions of the natural environment.

According to Palit, Talumangan & Rumagit (2017) Agrotourism is defined as a series of tourism activities that utilize the potential of agriculture as a tourist attraction, both in the form of natural panoramas of agricultural areas and the uniqueness and diversity of production activities and agricultural technology as well as the culture of agricultural communities. Yoeti (2000) said that agrotourism is a potential alternative to be developed in villages. Then the boundaries regarding agrotourism are stated that agrotourism is a type of tourism that specifically uses agricultural, livestock and plantation products as an attraction for tourists. In fact, agrotourism is an activity that seeks to develop the natural resources of an area that has potential in the agricultural sector to become a tourist area. Economic potential is the resources owned by an area that can be assessed economically. According to Suparmoko (2002). The definition of regional economic potential defines as the economic capacity that exists in an area that is possible and feasible to develop so that it will continue to develop into a source of income to meet the living needs of the local community.

The potential contained must be seen in terms of the natural environment, geographical location, types of agricultural products or commodities produced, as well as facilities and infrastructure (Sumarwoto, 1990). Economic value is generally defined as measuring the maximum amount a person is willing to sacrifice

goods and services to obtain other goods and services. Formally, this concept is referred to as a person's Willingness To Pay (WTP) for goods and services produced by natural resources and the environment. The ecological value of ecosystems using these measurements can be translated into economic language by measuring the monetary value of goods and services. (Fauzi 2010).

Agrotourism is a group of travel-related activities that make use of agriculture's potential as a tourist draw, including the natural scenery found in rural areas, the uniqueness and diversity of production activities, and the agricultural technology and farming communities' cultures. The goal of agrotourism is to expand one's knowledge base, recreational opportunities, and commercial connections within the agricultural industry, which encompasses horticulture, food crops, plantations, fisheries, and animal husbandry. Apart from that, agrotourism includes forestry and agricultural resources. A combination of beauty in nature, the lives of rural communities, and agricultural potential, if managed, can properly develop tourist attractions. With the development of agrotourism in a tourist destination area, it will provide benefits for increasing public and government income; in other words, that The function of tourism can be carried out with the functions of agricultural cultivation and rural settlements, while at the same time, conservation functions.

Agrotourism has been developed since the 20th century, when tourism was linked to the production environment of the agricultural sector. Agrotourism is defined as all activities related to tourism activities that also provide learning opportunities for tourists to get to know the production process in the agricultural sector more closely and make the agricultural area a place to enjoy agricultural products directly. The development of agrotourism can create opportunities for local farmers to increase their income and improve their living standards.

METHOD, DATA, AND ANALYSIS

The research location was carried out in Sungai Geringging Village, Kampar Regency. The village selection was based on the 2018 UNRI target village report which is an agrotourism village.

Population

The research uses primary and secondary data. The population is 317 heads of families with 76 heads of families as samples.

For the sample, the following formula is used;

$$n = N / (1 + Ne^2)$$

Where: n = Number of samples

N = Population

e = percent allowance for inaccuracy due to sampling errors that can still be tolerated or desired.

Data analysis method

The potential economic value is formulated as follows:

$$TEV = NKP + NKPeter + NEBP + NE \text{ Vegetables.}$$

Where :

NET = Total Economic Potential Value

NKP = Value of Agricultural Activities

NK Peter = Value of Livestock activities

NEBP = Economic Value of Fisheries Cultivation

NE Vegetables = Economic Value of Vegetables.

RESULT AND DISCUSSION

When developing agrotourism in an agricultural area, it is necessary to pay attention to several aspects or conditions related to the development of agrotourism. According to Widji (2010), in research on "Agrotourism Area Development Planning" in agrotourism planning, there are several requirements that need to be considered by parties who want to manage an agrotourism area, including: 1. Have land resources with suitable agroclimate to develop agricultural commodities that will be used as superior commodities. 2. Have adequate infrastructure to support the development of agrotourism systems and businesses, such as roads, irrigation facilities, raw water sources, markets, terminals, telecommunications networks, banking facilities, agribusiness development information centers, agricultural product processing production facilities, and other public facilities and social facilities. 3. Have human resources (HR) who are willing and have the potential to develop agro-tourism areas.

The development of agrotourism is required to lead to the realization stages of sustainable tourism development. Sustainable tourism development is the principle of development that is based on balance aspects and development as well as future (long-term) orientation, regarding the value of great benefits for local communities, management principles, assets and resources that are not destructive but are sustainable in the long term socially, culturally, and economically, and tourism development must be capable of developing a more sensitive appreciation of society. The main aspects of the development of agrotourism have the aim of increasing the number of tourists so that the welfare of the management and the surrounding community can be guaranteed. agrotourism can provide the following benefits: a. Increasing environmental conservation. b. Increasing aesthetic value and natural beauty c. provides recreational value. d. increasing scientific activities and the development of science. e. Get economic benefits.

According to Bappenas, the criteria for agrotourism areas are as follows: a. Has potential or a regional base in the agro-sector, both agriculture, horticulture, fisheries, and animal husbandry, for example: (i) Primary agricultural business subsystem (on farm), which, among other things, consists of: food crop farming and horticulture, plantations, fisheries, livestock, and forestry. (ii) Agricultural industrial subsystem, which includes, among others, processing industry, crafts, packaging, and marketing, both local and export. (iii) A service subsystem that supports continuity and carrying capacity both for the tourism industry and services as well as the agro-sector, for example, transportation and accommodation, research and development, banking and insurance, telecommunications facilities, and infrastructure. b. There are community activities that are dominated by agricultural activities and tourism with quite high linkages and dependencies, among others agricultural activities that encourage the growth of the tourism industry, and on the contrary, tourism activities spur the development of the sector agriculture. c. There is intensive interaction and mutual support for agro-tourism activities in regional units, including various tourism activities and products that are developed sustainably.

Administratively, Sungai Geringing Village is one of 20 villages in Kampar Kiri District. Initially it was a local transmigration village with a heterogeneous population. Demographically, it has an area of around 519 hectares, with a height of 56 m above sea level. The distance to the Regency Capital is 74 km and to the Provincial Capital is 71 km. The topography of this village area is plain to hilly with moderate rainfall and temperatures of 23° C - 33° C. The administrative boundaries of Sei Geringging Village are:

- a. To the north it borders Sungai Paku Village
- b. To the south it borders North Lipatkain Village

- c. To the west, it borders HPH, PT. HTI
- d. To the east, it borders Lipatkaian Village

Based on administrative data from the village government, the population recorded administratively is, the number of families = 317 heads of families while the number of people is 1,188 people. With details, the male population is 667 people, while the female population is 521 people. can be seen in table 1 below.

Table 1. Number of residents of Sungai Geringging Village by age group

No	Age Group	Man	Woman	Amount	Percentage (%)
1.	0 – 4	55	60	115	13,15
2.	5 – 9	60	57	117	16,98
3.	10 – 14	74	66	140	6,84
4.	15 – 19	70	65	135	10,95
5.	20 – 24	66	33	79	10,95
6.	25 – 29	55	49	101	9,58
7.	30 – 34	50	48	98	6,57
8.	35 – 39	40	39	79	7,12
9.	40 – 44	43	56	99	5,47
10.	45 – 49	35	42	77	2,73
11.	50 – 54	36	28	64	4,10
12.	55 – 59	27	25	52	1,36
13.	>60	15	17	32	4,10
	Amount	667	521	1.188	100%

Data source: 2018 Sungai Geringging village profile book

In Table 1, based on age groups, 62.93% of the population is of productive age, where working age residents are considered capable of producing goods and services in the production process. The population has very diverse ethnicities such as Kampar Malay, Javanese, Sundanese, Batak and Nias. The population is spread across four hamlets, namely Sukajadi, Suka Mulya, Sidomulyo and Pesisir Hamlet. Livelihoods in the agricultural sector, cultivating food crops such as rice, corn, fisheries cultivation and animal husbandry. This activity is a driving force for activities in the field of agro farming, which is carried out by 76 heads of families, whose ages are between 25 years and 65 years. The age range is between 25 – 29 years, there are 4 people with a percentage of 5.26%. Between 30 – 34 years old there are 5 people with a percentage of 6.57%. Between 35 – 39 years old there were 16 people with a percentage of 21.05%. Between 40 – 44 years old there are 8 people with a percentage of 10.52%. Between 45 – 49 there are 23 people with a percentage of 30.26%. Between 50 – 54 years there are 15 people with a percentage of 19.73%. Between 55 – 59 years there are 3 people with a percentage of 3.94%. Between 60 – 64 years old there was 1 person with a percentage of 1.31% and finally over 64 years old there was 1 person with a percentage of 1.31%, so a total of 76 respondents were obtained with a total percentage of 100%.

There are several farmer groups, including the Harapan Maju farmer group, there are 18 people with a percentage of 23.68%. In the Tunas Harapan farmer group there are 11 people with a percentage of 14.47%. In the Mekar Sariada farmer group there are 13 people with a percentage of 17.10%. In the Tani Makmur group there were 15 people with a percentage of 19.73%. In the Umban Sariada farmer group there are 11 people with a percentage of 14.47%. Apart from that, there are also fisheries groups,

including the Berkat Yakin group, there are 2 people with a percentage of 2.63%. In the Terang Bulan group there were 2 people with a percentage of 2.63%. In the Business Development group there are 2 people with a percentage of 2.63%. there are those who are not members of the farmer group, namely 3 people with a percentage of 3.94%.

Agricultural activities in Sungai Geringging Village have long been carried out by the local community, apart from the fact that natural resources are suitable for agriculture and are supported by the existence of irrigation facilities whose water comes from the Sungai Paku reservoir. In the fisheries sector, it is often found in Pesisir hamlets that there are many businesses carried out by households with fish columns owned by the community, with the activities of cultivating catfish, gourami, tilapia and catfish. In the livestock sector, there are broiler and egg-laying chickens, goats and cows which provide assistance for 50 cows for the village. For cattle assistance received by the Village, the management is carried out by the household that received village cattle assistance. On weekdays, Sungai Geringging village is visited by many school children and their teachers to visit agricultural areas. On holidays, many people visit the reservoir. There are longan, durian, cassava and jengkol fruit gardens.

Agrotourism activities combine agricultural activities and tourism, this condition already exists in Sungai Geringging Village, Kampar Regency, such as those who come to the village to buy agricultural products in the form of rice, corn and vegetables. Fishery products that already have certain buyers include catfish, tilapia, gourami and the livestock sector, laying hens or broilers. Activities like this have become routine in the village, but they have not been managed optimally. There has not yet been a combination of the potential of the village, with people visiting the village with different motives for visiting. On the one hand, visiting to buy produce, on the other hand, visiting to enjoy the vast agricultural land. According to Herrera (2004), agrotourism is a series of rural activities, including participating in farming activities, learning local culture, enjoying the scenery and biodiversity, practicing organic and conventional farming, and harvesting tropical fruits and vegetables.

Agrotourism is a subset of tourism that makes use of agricultural (or agro) enterprises to draw visitors. intends to increase understanding, leisure activities, and commercial ties within the agriculture industry. In creating agrotourism that prioritizes the use of land for local culture, boosting farmers' incomes while protecting land resources, and preserving local technology and culture—that is, indigenous knowledge—which is typically in line with environmental circumstances. Because agrotourism tends to develop more sustainable approaches that have a good impact on biodiversity, landscapes, and natural resources, it has been successful in supporting rural development and conserving the environment (Mastronardi et al., 2015).

Each region has different natural resource wealth, which is a potential for the region to be developed, as is the case with Sungai Geringging Village. There are various potentials in terms of the types of commodities produced in the fields of agriculture, horticulture, fisheries cultivation and animal husbandry. To see the economic potential of the various types of commodities produced, see Table 2.

Table 2. Types of Commodities and Economic Value of Sungai Geringging Village, Kampar District

No	Commodity Type	Economic Value (Rp)
1	Paddy	1.974.800.000
2	Long Beans	7.200.000
3	Eggplants	126.620.000
4	Cucumbers	2.000.000
5	Corn	754.800.000

6	Chilies	48.760.000
7	Cassava	1.200.000
8	Tilapia Fish	49.500.000
9	Patin Fish	25.650.000
10	Gourami Fish	19.000.000
11	Pomfret Fish	25.000.000
12	Catfish	36.000.000
13	Gold Fish	13.500.000
14	Broilers	1.440.300.000
15	Cows	364.000.000
16	Goats	77.500.000
	Total amount	Rp 4.965.830.000

Data Source: Processed Primary Data 2020

In table 2 it can be seen the economic potential of agricultural commodities in the fields of Rice, Long Beans, Eggplant, Cucumbers, Corn and Chili and Cassava with an economic value of IDR 2,915,380,000. The most abundant commodity is rice plants with a total of 66 respondents with a total economic value of IDR 1,974,800,000 and the fewest types of commodities are cassava plants and gourami fish, where only 1 respondent each has the total economic value for cassava plants amounting to IDR 1,200,000.

Economic potential can be seen from the ability to produce various types of commodities in the agricultural sector of Rice, Long Beans, Eggplant, Cucumbers, Corn and Chili and Cassava with an economic value of IDR 2,915,380,000. The most commodity is rice. The field of Aquaculture includes Tilapia, Patin, Gurami, Bawal, Catfish and Gold fish. The economic value of IDR 168,650,000 was obtained. The livestock sector produced broiler chickens, cows and goats with an economic value of IDR 1,881,800,000. To see the total economic value by summing up the total economic value of the agricultural sector including horticulture, aquaculture and animal husbandry. In this way, a total economic value of IDR 4,965,830,000 is obtained.

Agricultural activities carried out by a total of 72 heads of families with a percentage of 94.73%. they are of productive age. They are members of farmer groups and non-farmer groups that have carried out a series of activities in the fields of agriculture, aquaculture and animal husbandry. In each sector, both in the field of rice, corn and other horticultural crops, in the fisheries sector, namely Tilapia fish, catfish gourami, we have even sold fish seeds and in the chicken, cow and goat farming sector. The results of this production are all sold to consumers where they pick them up. There were 72 people in the village with a percentage of 94.73% coming to Sungai Geringging Village to buy. Each consumer already understands when the harvest season comes, both for rice, corn and other horticultural crops.

Agrotourism development is essentially an effort to utilize the potential of agricultural tourism attractions. Based on a joint decree (SK) between the Minister of Tourism, Post, and Telecommunications and the Minister of Agriculture No. KM.47/PW.DOW/MPPT-89 and No.204/KPTS/HK050/4/1989 Agrotourism, as a tourist attraction, is defined as a form of activity that utilizes agricultural businesses as a tourist attraction with the aim of expanding knowledge, recreational experiences, and relationships. business in the agricultural sector. Agrotourism is defined as tourism that utilizes agricultural objects (Tirtawinata and Fachruddin, 1996). Agroedutourism itself can be defined as one of the tourism activities with the aim of learning or studying all agricultural activities through agricultural sciences in a broad sense, which includes farming and cultivation, animal husbandry, fisheries, and forestry both inside and outside the field (Andry et al. ., 2017). Agrotourism development is more directed at realizing sustainable tourism

development, namely the principle of development that is based on a balance of aspects and development and is oriented towards the future (long term) both socially, culturally, and economically. According to Pitana (2009), the main aspect of developing agrotourism is to ensure that the welfare of the manager and the surrounding community can be guaranteed by increasing the number of tourists who come. The existence of agrotourism can provide benefits in increasing environmental conservation, aesthetic value, and natural beauty, providing recreational value, increasing scientific activities, developing science, and gaining economic benefits.

The results of agricultural production, aquaculture and livestock are potential natural resources owned by Sungai Geringging Village which can be economically valuable. The main aim of aquaculture is to produce aquatic biota to meet human needs for food, especially protein, and not food. This area can be made into an agro-tourism area because there are already school children who come with their teachers to enjoy this agricultural area. The combination of agricultural potential with economic value and tourist visits can be said to be an Agrotourism village.

CONCLUSION

The economic potential of Sungai Geringging village consists of the economic value of agricultural activities IDR 2,915,380,000,-, fisheries cultivation IDR 168,650,000,- and the livestock sector IDR 1,881,800, so the total economic value is IDR 4,965,830.00.

Suggestion :

1. In order to maintain the existence of the potential, especially in the fields of agriculture, fishery cultivation and animal husbandry.
2. From the potential economic value of natural resources, they can be further developed into tourist visiting areas, especially for school children and the general public.
3. The Infrastructure about the entrance signs to the village of Sungai Geringging is made even bigger, so that people who visit know the existence of the village.

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