

Research Article

Strategy for Developing Man-Made Tourism Destinations Based on Culinary Tourism in Dusun Semilir, Semarang, Indonesia

Santi ^{1*}, Dyan Triana Putra ²

¹⁻² Sekolah Tinggi Ekonomi Pariwisata Indonesia

* Corresponding Author: dyanputra@stiepari.ac.id

Abstract. Tourism development based on educational tourism and traditional culinary potential has emerged as an alternative strategy to enhance destination competitiveness while empowering the local community's economy. This study aims to identify sustainable tourism development strategies based on educational tourism and traditional culinary potential in the Semilir Hamlet area of Semarang that provide optimal benefits for the local community. This research employed a qualitative descriptive approach. Data were collected through surveys involving 45 respondents, in-depth interviews with 12 key informants, field observations conducted over three months, and documentation studies. The results indicate that Semilir Hamlet has significant potential for developing educational tourism attractions based on agriculture, animal husbandry, culture, and environmental activities. In addition, traditional culinary products such as Semarang spring rolls, wingko babat, and milkfish presto demonstrate a high level of readiness to become flagship products. The comprehensive development strategy includes strengthening educational attractions through thematic tour programs and hands-on activities; innovating traditional culinary products with modern touches without diminishing authenticity; improving hygiene and hospitality standards; developing supporting infrastructure; strengthening local institutions through Pokdarwis and BUMDes; implementing the pentahelix collaboration model; and conducting integrated digital promotion through social media and culinary festivals. This study provides practical recommendations for the development of educational and culinary tourism destinations in Semilir Hamlet and may serve as a replicable model for similar tourism areas in Indonesia.

Keywords: Community Empowerment; Educational Tourism; Sustainable Tourism; Traditional Culinary Tourism; Village Tourism.

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1. Introduction

Educational tourism and traditional culinary tourism have become global trends that offer meaningful experiential learning while simultaneously empowering local economies. Rural tourism destinations that integrate educational activities with local culinary heritage are increasingly recognized for their ability to promote environmental awareness, cultural preservation, and community-based economic development. The Semilir Hamlet area in Semarang possesses considerable potential to be developed as a tourism destination that combines educational value with rich traditional culinary resources.

Previous studies indicate that village-based tourism development founded on educational tourism has proven effective in enhancing environmental and cultural awareness while generating economic benefits for local communities (Dadang & Saraswati, 2025; Daniati et al., 2022). Educational tourism models that actively involve local

communities as key stakeholders through Tourism Awareness Groups (Pokdarwis) and Village-Owned Enterprises (BUMDes) have demonstrated positive outcomes in various tourism destinations in Indonesia (Safitri & Nafi'ah, 2025). Edu-tourism not only provides recreational experiences but also facilitates the transfer of knowledge and local wisdom, enriching visitors' understanding of culture, environment, and community traditions (Kiswanto & Susanto, 2021).

Traditional culinary tourism plays a strategic role in sustainable tourism development, as it is capable of strengthening local identity and creating destination differentiation (Antara, 2022; Tinus et al., 2024). Traditional cuisine packaged as a primary tourism attraction not only stimulates rural economic growth but also creates new business opportunities and increases community income (Evrianti et al., 2023; Falahi & Tukimin, 2023). The integration of educational tourism and traditional culinary attractions offers a significant added value compared to conventional recreational tourism by providing holistic experiences that combine learning, hands-on activities, and appreciation of gastronomic heritage (Antara & Trimandala, 2023; Nurfadilah et al., 2023).

Semarang City is widely recognized for its diverse and distinctive traditional culinary heritage. Therefore, the development of culinary tourism destinations in areas such as Semilir Hamlet can strengthen Semarang's position as a leading gastronomic tourism destination in Indonesia (Sumastuti et al., 2021; Tinus et al., 2024). Furthermore, the development of environmentally based educational tourism, particularly agro-eco tourism, has been shown to increase ecological awareness while strengthening local economic resilience (Kiswanto & Susanto, 2021; Risyanti et al., 2025).

The implementation of the pentahelix collaboration model involving government, business actors, higher education institutions, communities, and media has been proven to enhance the competitiveness of educational village tourism destinations (Safitri & Nafi'ah, 2025). However, the development of edu-tourism and traditional culinary-based tourism requires comprehensive strategies encompassing the strengthening of educational attractions, innovation in traditional culinary products, development of supporting infrastructure, reinforcement of local institutions, and integrated digital promotion (Sumastuti et al., 2021; Windiani et al., 2022). Major challenges include limited supporting infrastructure, inadequate local human resource capacity, hygiene and service standards, and suboptimal marketing strategies (Rubiyatno et al., 2022; Watoni et al., 2023).

This study aims to identify tourism development strategies based on educational tourism and traditional culinary potential in the Semilir Hamlet area of Semarang to enhance destination attractiveness while empowering the local community's economy. The study focuses on the development of educational attractions, strengthening traditional culinary identity, improving institutional capacity, and formulating effective promotion and marketing strategies to create sustainable tourism destinations that provide optimal benefits for local communities. This research is expected to contribute practically to the development of Semilir Hamlet and theoretically to the literature on educational and traditional culinary-based village tourism development in Indonesia.

2. Research Method

This study employed a qualitative descriptive approach to explore tourism development strategies based on educational tourism and traditional culinary culture in the Semilir Hamlet area of Semarang. A qualitative method was chosen because it allows for an in-depth exploration of local perspectives, experiences, and contextual factors relevant to tourism destination development (Daniati et al., 2022). Data collection was conducted through surveys, in-depth interviews, field observations, and documentation studies to obtain a comprehensive understanding of the potential and challenges of tourism development in the study area.

The survey involved 45 respondents consisting of tourism and culinary business actors, members of the Tourism Awareness Group (Pokdarwis), representatives of village government, and tourists visiting Semilir Hamlet. Respondents were selected using a purposive sampling technique based on their knowledge and experience related to

tourism development in the area. In-depth interviews were conducted with 12 key informants, including tourism destination managers, traditional culinary business actors, community leaders, and representatives from the local tourism office, to gather detailed information on tourism management practices, development potential, and challenges encountered.

Field observations were carried out over a three-month period to examine the physical conditions of the area, tourism facilities, available educational activities, varieties of traditional culinary products, and interactions between tourism managers and visitors. Documentation data were collected from various sources, including village development planning documents, Pokdarwis activity reports, tourist visitation data, and profiles of local culinary businesses.

Data analysis was conducted using triangulation techniques to ensure the validity and credibility of the findings by comparing data obtained from different sources and data collection methods (Watoni et al., 2023). The analysis process involved data reduction to identify relevant information, data presentation in the form of descriptive narratives and tables, and conclusion drawing based on emerging patterns and themes. The analytical framework referred to community empowerment-based village tourism development models and sustainable tourism concepts that integrate economic, social, cultural, and environmental aspects (Marpaung et al., 2025; Rubiyatno et al., 2022). The research findings are presented descriptively to provide a holistic overview of tourism development strategies that align with the characteristics and local potential of the Semilir Hamlet area.

3. Results and Discussion

Result

The research results indicate that the Semilir Hamlet area possesses significant potential to be developed as a tourism destination based on educational tourism and traditional culinary resources. The identification of tourism potential reveals that the area has notable strengths in local wisdom, the diversity of traditional Semarang culinary products, as well as agricultural and animal husbandry activities that can be packaged as educational tourism attractions.

Survey results show that 78% of local business actors expressed high enthusiasm for being involved in the development of educational tourism activities. In addition, 82% of visiting tourists indicated strong interest in tourism programs that combine cultural learning experiences with authentic traditional culinary experiences. These findings suggest a promising market demand for the integration of educational tourism and traditional culinary attractions in Semilir Hamlet.

From an institutional perspective, field observations indicate that the Tourism Awareness Group (Pokdarwis) in Semilir Hamlet has been established; however, further capacity strengthening is required, particularly in destination management, the development of educational tourism packages, and digital marketing. Currently, Pokdarwis consists of 25 members, most of whom are partially active and primarily engaged as traditional culinary business actors and local tour guides.

Interviews with Pokdarwis administrators revealed that coordination with external stakeholders—such as the local tourism office, higher education institutions, and tourism communities—remains limited. As a result, the implementation of the pentahelix

collaboration model has not yet been fully optimized (Safitri & Nafi'ah, 2025). The mapping of potential educational tourism attractions in the Semilir Hamlet area is presented in Table 1.

Table 1. Potential Educational Tourism Attractions in the Semilir Hamlet Area.

Types of Educational Attractions	Available Activities	Readiness Level	Required Development
Agriculture & Livestock	Organic farming classes, livestock raising demonstrations, vegetable harvesting activities	Medium	Tour guide training, educational materials provision, development of structured tour packages
Traditional Culinary	Cooking classes of <i>lumpia</i> Semarang, <i>wingko babat</i> processing workshops, demonstration of milkfish presto production	High	Recipe standardization, improvement of kitchen hygiene standards, culinary business certification
Culture & Crafts	Introduction to local arts, bamboo craft workshops, storytelling of village history	Low	Training for local narrators, documentation of local history, development of cultural exhibition spaces
Environment & Ecology	Education on organic waste management, water conservation, composting activities	Medium	Construction of demonstration areas, training of environmental facilitators, provision of learning materials

Table 1 shows that traditional culinary attractions have the highest level of readiness to be developed as educational tourism programs, followed by agriculture and livestock-based activities. This finding aligns with previous studies indicating that traditional culinary experiences packaged as educational attractions can provide significant added value and enhance destination differentiation (Kiswanto & Susanto, 2021; Nurfadilah et al., 2023). Semarang lumpia cooking classes and wingko babat processing workshops have been conducted sporadically and have received positive responses from both domestic and international tourists. However, the standardization of procedures, improvement of facilities, and training of tour guides remain urgent priorities to enhance the quality of educational tourism experiences.

The identification of traditional culinary assets reveals that Semilir Hamlet possesses a diverse range of signature products with strong potential to become iconic culinary tourism attractions. These include Semarang spring rolls (*lumpia*), *wingko babat* (a traditional Indonesian snack), milkfish presto, gimbal tofu, and various traditional market snacks still produced using traditional methods. Of the 18 culinary businesses surveyed, 15 are family-owned enterprises that have operated for more than two generations and continue to preserve authentic recipes. Several businesses have diversified their products by introducing modern flavor variations while maintaining authenticity in taste and preserving the original production narratives (Antara & Trimandala, 2023; Evrianti et al., 2023).

Table 2. Assessment of Tourism Infrastructure Conditions and Development Priorities in Semilir Hamlet.

Infrastructure Component	Present condition	Adequacy Level	Priority for Improvement
Road access and transportation	Main roads are paved, while alley roads remain rocky and unpaved	Medium	Widening and repairing alley roads; installation of additional directional signage
Parking area	Two parking locations are available with a capacity of approximately 20 vehicles	Low	Expansion of parking areas; organized parking management
Toilets and sanitation	Four public toilets; generally clean but limited in number	Medium	Addition of toilet units; improvement of cleanliness standards
Worship place	One prayer room with limited capacity	Medium	Renovation and expansion of prayer facilities
Photo zone and public area	Several natural photo spots; not yet well-organized	Low	Development of thematic photo zones; installation of art elements
Signage and tourist information	Limited information boards; no tourist map available	Low	Comprehensive signage development; provision of digital and physical tourist maps
Tourist information center	Not yet available	Low	Development of a fully equipped tourist information center
Food stalls and dining facilities	Twelve local food stalls; conditions vary	Medium	Improvement of hygiene standards; hospitality training

Table 2 indicates that tourism infrastructure and amenities in the Semilir Hamlet area still require significant improvements to support an optimal tourism experience. Key priorities for development include parking areas, photo zones, signage, and tourist information centers, considering the current resource limitations. These deficiencies may hinder tourist comfort and satisfaction (Dadang & Saraswati, 2025; Marpaung et al., 2025; Watoni et al., 2023).

In addition, roadside food stalls offer a diverse range of menus; however, issues related to hygiene and service standards require serious attention. This can be addressed through intensive training and mentoring programs for local business actors (Antara, 2022; Rubiyatno et al., 2022).

From a promotional and marketing perspective, interview results reveal that most tourism and culinary business actors in Semilir Hamlet have utilized social media platforms such as Instagram and Facebook to promote their products. Nevertheless, promotional content remains individualistic and has not yet been integrated into a cohesive destination marketing strategy. Only 40% of business actors demonstrate adequate understanding of digital content optimization and collaboration with food bloggers or travel influencers. Furthermore, the potential use of digital platforms such as TikTok and YouTube to reach younger traveler segments has not been fully maximized (Bagaihing et al., 2025; Putri & Winata, 2024).

Discussion

Development The development of edu-tourism in the Semilir Hamlet area requires a holistic approach that integrates community empowerment, the strengthening of educational attractions, and multi-stakeholder collaboration. A village-based edu-tourism model that actively involves local communities as primary actors has proven effective in creating sustainable destinations while providing direct economic benefits to local residents (Daniati et al., 2022; Safitri & Nafi'ah, 2025). The establishment and strengthening of local tourism awareness groups and Village-Owned Enterprises (BUMDes) play a crucial role in ensuring professional destination management, while also promoting inclusive participation and equitable benefit distribution within the community.

The application of the pentahelix collaboration model—encompassing government, business sectors, higher education institutions, local communities, and media—serves as a strategic framework for enhancing the capacity of village-based edu-tourism development (Safitri & Nafi'ah, 2025). Local governments contribute through the provision of basic infrastructure, regulatory support, and access to tourism development programs. Higher education institutions play an important role by providing technical assistance, research-based recommendations, and capacity-building training for local human resources. Meanwhile, tourism and culinary businesses act as key economic drivers, while local communities, as custodians of local wisdom and cultural heritage, must remain the central stakeholders to ensure authenticity and long-term sustainability.

The design of high-quality educational programs is essential for attracting visitors and creating meaningful tourism experiences. Thematic edu-tourism activities, such as traditional culinary cooking classes, local craft workshops, and cultural heritage tours, offer significant added value compared to conventional recreational tourism (Kiswanto & Susanto, 2021; Nurfadilah et al., 2023). Integrating local narratives and traditional knowledge into these programs not only enhances visitor engagement but also strengthens cultural identity and fosters community pride (Daniati et al., 2022; Risyanti et al., 2025).

Furthermore, environmentally and agriculture-based edu-tourism, packaged as agro-ecotourism, demonstrates strong potential for increasing ecological awareness while simultaneously stimulating the local economy (Dadang & Saraswati, 2025; Risyanti et al., 2025). Activities such as organic farming workshops, composting demonstrations, and natural resource conservation education can become distinctive attractions that differentiate Semilir Hamlet from other tourism destinations. Hands-on experiences in agricultural practices and environmental management encourage active learning and promote sustainable tourism values among visitors. Meaningful learning experiences are increasingly sought by tourists, particularly families and students who prioritize educational value in their travel activities. Strengthening traditional culinary heritage as a destination icon therefore requires a comprehensive strategy encompassing culinary identity mapping, product innovation, and the improvement of service standards. Mapping distinctive culinary products that reflect the local identity of Semarang and Dusun Semilir represents a crucial initial step in positioning the destination within regional and national culinary tourism markets (Sumastuti et al., 2021; Tinus et al., 2024). The identification of signature products such as Semarang spring rolls, wingko babat, and

presto milkfish as culinary icons can enhance brand recognition and establish clear differentiation in an increasingly competitive culinary tourism landscape.

Product innovation and diversification of traditional culinary offerings through modern adaptations constitute an important strategy for attracting millennial and Generation Z travelers without compromising authenticity and original flavors (Antara & Trimandala, 2023; Evrianti et al., 2023; Falahi & Tukimin, 2023). The development of flavor variations, more attractive and hygienic packaging, and visually appealing presentations suitable for social media exposure can increase the appeal of traditional culinary products among younger tourists. Nevertheless, innovation should continue to preserve traditional production methods and origin stories as integral components of product narratives, ensuring authenticity and fostering emotional connections with cultural heritage.

Improving hygiene, sanitation, and hospitality standards is an urgent priority in the development of traditional culinary tourism, given the growing expectations of modern tourists regarding food safety and health (Antara, 2022; Rubiyatno et al., 2022; Watoni et al., 2023). Training and mentoring programs focusing on food safety practices, hygienic management, and service excellence can enhance tourist trust and satisfaction. Furthermore, culinary business certification and the implementation of clear standard operating procedures are essential for building a reputable image of the destination as a high-quality and reliable culinary tourism area.

Traditional culinary tourism packaged as a primary attraction has proven effective in stimulating village economies, creating new business opportunities, and significantly increasing local community income (Evrianti et al., 2023; Falahi & Tukimin, 2023; Rohma, 2024). The development of integrated culinary business clusters linked with educational tourism activities can foster a mutually reinforcing local economic ecosystem. Tourists participating in cooking classes or culinary workshops tend to purchase local food products as souvenirs, visit roadside eateries, and recommend the destination to others, thereby generating a positive multiplier effect across the community. In this context, integrated digital marketing and promotional strategies play a critical role in enhancing destination visibility and attractiveness in the digital era. The strategic use of social media platforms such as Instagram, TikTok, and Facebook through engaging, authentic, and consistent content enables destinations to reach wider audiences with relatively cost-effective promotional efforts (Bagaihing et al., 2025; Putri & Winata, 2024). Collaboration with food vloggers, travel bloggers, and local influencers can accelerate the dissemination of information and generate effective viral marketing that enhances tourist interest in visiting the destination. The development of an official destination website equipped with comprehensive information on educational attractions, traditional culinary tour packages, and available facilities is a fundamental requirement in the digital era (Antara, 2022). In addition, online booking platforms for tour packages and educational classes can simplify travel planning and increase conversion rates from awareness to actual visits. Integrated tourism information systems combined with digital navigation applications can further improve accessibility and enhance visitor experiences during their stay at the destination.

The organization of culinary events and festivals on a regular basis has proven effective in strengthening destination branding and attracting large numbers of tourists

(Antara, 2022; Rohma, 2024; Sumastuti et al., 2021). Traditional culinary festivals featuring local food specialties, cooking competitions, and cultural performances can serve as strategic moments to introduce Dusun Semilir as a unique destination offering both culinary and educational tourism experiences. Well-managed and consistently implemented annual events can create new tourism traditions, generate repeat visits, and reinforce the destination's position within the regional tourism calendar.

The development of adequate tourism infrastructure and amenities forms a critical foundation for delivering comfortable and memorable tourist experiences. Improvements in road access, the expansion of parking areas, the provision of public toilets, and the development of attractive photo zones represent essential investments that must be prioritized (Dadang & Saraswati, 2025; Marpaung et al., 2025; Watoni et al., 2023). Clear and informative signage and tourist information systems also support independent navigation and enhance destination exploration.

Furthermore, the establishment of a well-equipped tourist information center staffed by trained personnel, supported by comprehensive promotional materials, and complemented by facilities such as waiting areas and restrooms can serve as a key initial touchpoint that shapes positive visitor impressions. This center can function as a coordination hub for tourism and culinary business actors while providing personalized recommendations based on visitors' interests and length of stay. Strengthening local institutions and social capital remains a decisive factor for long-term tourism sustainability. Well-organized Pokdarwis and BUMDes, characterized by clear organizational structures, transparent governance, and adequate managerial capacity, can ensure professional and sustainable destination management (Daniati et al., 2022; Sumastuti et al., 2021; Windiani et al., 2022).

Sustainable training programs for tourism administrators and members of tourism awareness groups represent a strategic investment in strengthening local institutional capacity. Training in destination management, tourism product development, customer service, and financial management is essential to enhance professionalism, operational effectiveness, and long-term organizational resilience at the village level.

Networking and collaboration among stakeholders, both internal and external to the destination, constitute valuable social capital in tourism development (Windiani et al., 2022). Strong coordination between tourism groups, village governments, tourism service providers, culinary business associations, higher education institutions, and the media can generate synergistic partnerships that enhance the destination's competitiveness. Furthermore, the implementation of equitable benefit distribution systems and effective conflict resolution mechanisms is crucial for maintaining social cohesion and ensuring sustained community participation in tourism development processes.

4. Conclusion

The development of edu-tourism and traditional culinary tourism in the Semilir Hamlet area of Semarang requires a comprehensive strategy that integrates community empowerment, the strengthening of educational attractions, traditional culinary innovation, infrastructure development, and integrated digital promotion. The area

possesses considerable potential, particularly in terms of local wisdom, the diversity of Semarang's traditional cuisine, and agricultural and livestock activities that can be packaged into meaningful, engaging, and educational tourism programs. Traditional culinary products such as Semarang spring rolls, wingko babat, and presto milkfish demonstrate a high level of readiness to be developed as culinary tourism icons capable of providing competitive differentiation in regional and national tourism markets.

The implementation of the pentahelix model, which emphasizes synergistic collaboration among government, business sectors, higher education institutions, local communities, and the media, is a key success factor in strengthening destination capacity and competitiveness. Strengthening local institutions through professional, transparent, and inclusive management of Pokdarwis and Village-Owned Enterprises (BUMDes) is essential to ensure sustainable destination governance and the equitable distribution of economic benefits among community members. Infrastructure development—including road access, parking areas, sanitation facilities, signage, and tourist information centers—must be prioritized to enhance visitor comfort and satisfaction. In addition, improving hygiene standards, hospitality, and the professionalism of culinary business actors through intensive training and mentoring programs is critical for building destination trust and reputation as a high-quality culinary tourism area.

Furthermore, integrated digital promotion strategies utilizing social media platforms, collaborations with influencers, official destination websites, and the regular organization of culinary events can significantly enhance destination visibility and attractiveness. A harmonious combination of authentic village-based edu-tourism, innovative traditional culinary offerings, adequate infrastructure, strong local institutions, and effective digital promotion provides a promising pathway for the Semilir Hamlet area to develop as a sustainable and competitive edu-tourism and traditional culinary destination that delivers optimal welfare benefits for the local community.

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