

IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT GOALS (SDGs) RELATED TO SUSTAINABLE TOURISM DEVELOPMENT IN BANGKALAN REGENCY

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ABSTRACT

Sustainable Development Goals (SDGs) are a global agenda for sustainable development. Tourism and sustainable development cannot be separated, these two things help each other. The aim of this research is to: 1. Analyze the implementation of SDGs in developing sustainable tourism in Bangkalan district, and 2. Analyze the role of multi-stakeholders in developing sustainable tourism, 3. Analyze the policies implemented by the Bangkalan Regency Government in developing sustainable tourism. The type of research used in this research is qualitative descriptive research, with a case study approach. The results of this research are (1) The implementation of SDGs in developing sustainable tourism in Bangkalan district is actually already visible but needs to be expanded to other tourist destinations. Apart from that, it needs to be expanded, both marine and land ecosystem-based tourism. (2). The role of multi-stakeholders in developing sustainable tourism is not yet fully visible. Collaboration that is able to connect elements of business, government, academic community, media so that sustainable tourism can be realized. Attention and commitment from multi-stakeholders is needed, especially the Bangkalan district government. Collaboration between actors, between sectors and between lines in tourism development must be maintained in a sustainable and integrated manner. (3). The policies implemented by the Bangkalan Regency Government in developing sustainable tourism are contained in several documents, including: 1. Regional Medium Development Plan (RPJMD) 2018-2023, 2. Regency Tourism Development Master Plan (RIPPARKAB), and 3. Regional Innovation System (SIDa) . Current policy emphasizes the development of cultural and culinary-based tourism as an effort to improve the community's economy.

Keywords: SDGs, Tourism, Sustainable

INTRODUCTION

Sustainable Development Goals (SDGs) are a global agenda for sustainable development. Based on a report from the United Nation (2015), the United Nations general assembly held in New York on September 25 2015 has established the SDGs or Sustainable Development Agenda. The content of the SDGs consists of 17 goals and 163 targets of the global action plan for the next 15 years (2015-2030). This sustainable development agenda applies universally to all countries in the world and countries have an obligation to make existing goals and targets a success.



Figure 1. Sustainable development goals (source: www.un.org)

Tourism and sustainable development are interrelated and cannot be separated. Tourism is an important part of the sustainable development agenda. Tourism is one of the development strategies in developing countries to increase economic growth. Tourism has the potential to generate foreign exchange earnings, attract international investment, increase tax revenues and create new jobs. If tourist visits to an area increase, it can increase the Gross Regional Domestic Product (GRDP) and the growth of the MSME industrial sector in tourism locations. Another impact is the creation of more jobs in the tourism sector.

Economic growth is one measure of a country's success in running its government. Indonesia, as an archipelagic country and has diversity in both society and culture, is required to advance its economy. Tourism is one sector that can help the country advance the economy. Investment activities in the tourism sector are beneficial for the government, society, and investors or private parties.

A survey from the United Nation World Trade Organization (UNWTO) states that international tourists will reach 1.8 billion in 2030. Growth in world tourist visits reaches 3.3% per year. This has spurred multi-stakeholders to pay attention to the tourism sector, making it increasingly attractive as an economic base. The tourism sector is expected to be able to create many jobs, as well as encourage the government to strengthen infrastructure. One area that has the potential to advance the tourism sector in East Java province is the economic area around the Suramadu Bridge which is located in Bangkalan Regency. Other tourism potential in Bangkalan district apart from the Suramadu Bridge is 73 destinations with the following Table 1.

Table 1. Tourism potential in Bangkalan regency

Type of Tourism	Amount
Beach	8
Natural	20
Religion	5
Culinary	30
Artificial	10
Total	73

Source: Bangkalan regency tourism office (2024)

Table 1 shows that the tourism sector can be a cornerstone for advancing the regional economy. According to BPS data, in 2023 the number of restaurants in Bangkalan Regency will be 137 units. The number of tourists in 2023 will reach more than 3.3 million people, including 13 foreign tourists.

The impact of the progress of the tourism sector is that it is able to move other sectors, such as: accommodation, transportation, culinary, craft industries and other sectors. Of course, tourism development efforts must be accompanied by environmental and cultural heritage preservation. In addition, every progress must be planned for sustainable development. The sustainability aspect is an important aspect so that the main tourism products are increasingly renewable and friendly to tourists. Apart from that, the tourism sector is expected to be able to preserve local cultural riches.

Every aspect of tourism is part of the sustainable development goals. Investment activities are one way to realize tourism development in Bangkalan regency. According to Ashley et al (2000), tourism is a challenge for a region to reduce the poverty of its people, because: (1) when tourists come it becomes an opportunity to offer goods and services, such as souvenirs, (2) tourism provides an opportunity to diversify the local economy, (3) tourism offers more people's interest in working.

This research aims to: 1. Analyze the implementation of SDGs in developing sustainable tourism in Bangkalan district, and 2. Analyze the role of multi-stakeholders in developing sustainable tourism, 3. Analyze the policies implemented by the Bangkalan Regency Government in developing sustainable tourism. This paper describes cases from several areas in Bangkalan district that demonstrate the implementation of SDGs related to sustainable tourism.

LITERATURE REVIEW

Sustainable Development Concept

The meaning of sustainable development was first introduced by the World Commission on Environment and Development (WCED) as stated in Our Common Future or the Brundtland report. However, until now it is still in the realm of debate among environmental experts. This gives rise to many interpretations of the definition of sustainable development. Following are several definitions related to sustainable development according to: (1) The International Union for Conservation of Nature and Natural Resources (IUCN) (1980) in its world conservation strategy defines sustainable development as the implementation of development that takes into account environmental, social and economic factors based on living resources and considers long and short term profits or losses from an alternative action; (2) The Food and Agriculture Organization (1995) defines sustainable development as the preservation and management of natural resources aimed at ensuring the sustainability of the needs of present and future generations; (3) Law Number 32 of 2009 concerning Environmental Protection and Management, sustainable development is defined as a conscious and planned effort that combines environmental, social and economic aspects into development strategies; (4) Ordóñez and Duinker (2010), sustainable development contains 6 things, namely: a. capacity to maintain ecological, social and economic stability in the transformation of biosphere services to humans, b. optimization of current and future generation needs, c. persistence of a necessary and desired system (socio-political or natural) indefinitely, d. integration of ethical, economic, social and environmental aspects in a coherent manner so that generations of humans and other living creatures can live now and in the future. e. meet needs and aspirations under environmental, social and technological limiting factors, f. living in harmony with nature and others and seventh maintaining the quality of the relationship between humans and nature. The manifestation of the concept of sustainable development is maintaining a balance between ecological and economic functions (ecological and economic balance) (Gordon et al, 2017; Liu and Cote, 2017; Budianto, 2008). According to Rosana (2018), and Junyuan et al, (2019), the environmental dimension in sustainable development needs to be considered. Development must consider aspects of the environment and the lives of other living creatures. The principles of sustainable development according to Zulkifli (2013), namely: (1). Equity and social justice. (2). Appreciate diversity. (3). Using an integrative approach. (4). Long term perspective.

Sustainable Tourism Concept

Based on UNWTO (United Nations World Tourism Organization) quoted from the Sustainable Tourism and Green Jobs Strategy Plan for Indonesia (Ministry of Tourism and Creative Economy of the Republic of Indonesia), guidelines and practices in managing sustainable tourism development can be applied to all forms of tourism and all destinations. Therefore, sustainable tourism must be formed based on three conditions, namely: (1) Utilizing environmental resources, (2) Respecting the socio-cultural authenticity of the host community, and (3) Providing long-term economic benefits.

According to Murdiastuti et al, (2014), the mission of developing sustainable tourism in Indonesia includes efforts to: (1) promote the local community's economy, (2) maintain the nation's personality, (3) preserve the function of the environment, (4) foster a sense of love for the homeland and nation, and (5) making the destination a tourist icon that can be recognized by foreign tourists

According to Sutiarmo (2017), tourism development is an effort carried out in a structured manner to improve tourism objects and areas and build new objects and areas intended for tourists. For tourism development, several efforts can be made, namely: (1) Promotion to introduce tourist attractions outside the region. (2) Having smooth access and transportation. (3) Ease of immigration. (4) Having comfortable accommodation for tourists staying overnight. (5) Tour guides who are skilled at speaking. (6) Offering goods and services of guaranteed quality at reasonable prices. (7) There are interesting attractions for visitors to see. (8) Have a clean and healthy living environment.

METHODS

The type of research used in this research is qualitative descriptive research, with a case study approach. This research was carried out by exploring literature reviews regarding sustainable development and tourism, as well as looking for several statistical data publications to get an overview of tourism in Bangkalan district. The qualitative and quantitative data collected were studied using a tourism sector relations approach in the context of sustainable development.

RESULTS

Implementation of the SDGs Program in the Tourism Sector

Tourism and sustainable development cannot be separated. Tourism is part of sustainable development. The relationship between tourism and sustainable development (UNWTO, 2015), namely: (1) Sustainable tourism development is linked to the goal of poverty alleviation (SDGs-1). Tourism can play an important role in ensuring access to water, cleanliness and sanitation in all destinations (SDGs-6). (3) Tourism is a sector that encourages economic growth, improves community welfare and provides access to decent work opportunities (SDGs-8). (4) Sustainable tourism has the potential to improve urban infrastructure and overall accessibility, encourage the recovery of degraded areas, and preserve the cultural and natural heritage that is the basis of tourism (SDGs -11). (5). Tourism must be part of integrated coastal area management to contribute to the conservation and protection of marine ecosystems and encourage the blue economy (SDGs-14). (6) Sustainable tourism can play an important role in preserving biodiversity, including terrestrial ecosystems (SDGs-15).

Best practices related to the implementation of SDGs in encouraging sustainable tourism development in Bangkalan district have been carried out in mangrove conservation tourism and White Beach in Labuhan village and mangroves in Tlangoh village. One of them is the implementation of corporate social responsibility (CSR) carried out by Pertamina Hulu Energi West Madura Offshore (PHE WMO) in collaboration with the Bangkalan district Environmental Service and the surrounding community to support the SDGs program. This program is related to efforts to support inclusive and sustainable economic growth through developing regional resources, as well as creating decent jobs for its residents.

The efforts made were: (1) Several village residents were invited to take part in a comparative study at the Tuban Mangrove Center in 2014. During the four-day comparative study, the residents gained knowledge about mangrove cultivation and seeding; (2) Strengthening group institutions accompanied by PHE WMO; (3) Planting mangrove seedlings through PHE WMO assistance. Mangrove seeds were imported from the Tuban Mangrove Center for an independent seeding process. No less than 10 thousand mangrove and sea pine seeds were planted in an area of 30 hectares in Labuhan village. The mangrove and sea pine seeds planted include *Sonneratia alba* (Prapat), *Rizophora stylosa*, Stenggi, *Rhizophora apiculata*, *Rhizophora mucronata*, *Ceriops tagal*, *Avicennia marina*, and *Cemara casuarina*. (4) The idea is to make the village a tourist destination. With the assistance of PHR WMO, road infrastructure to the village was repaired. Supporting facilities were also built, such as trekking paths, huts and halls. The Labuhan Mangrove was designed by combining the concepts of conservation, education and

community empowerment. (5) Conservation of the condition of damaged coral reefs on the village coast to improve the marine ecosystem around the waters of Labuhan Village in 2017; (6) In 2019, the residents of Together with PHE WMO finally changed the concept of mangrove and pine conservation into a white beach tourist location; (7) Building roads as transportation access, developing coastal locations, and establishing Pokdarwis as well as providing tourism programs, are efforts carried out by PHE WMO. Supporting facilities such as: toilets, swings, gates, beach umbrellas and cafeterias were built. A road was also built on White Beach, so over time many tourists came. To add to the appeal, there are also ATV and boat rentals managed by Pokdarwis members and local residents. (8) PHE WMO provides assistance to micro, small and medium enterprises (MSMEs) and street vendors (PKL) around White Beach (NGI, 2020).

Quoted from data provided by the Tlangoh Village Pokdarwis, there were at least 9,500 visitors who came to the Pasir Putih location with total entrance and parking ticket income reaching more than IDR 40 million during the July-September 2020 period. Through this concrete action, Labuhan and Tlangoh Villages have turned into education-based tourism destination. People who previously migrated are now slowly returning and feeling the economic impact of these two tourist attractions. It was recorded that as many as 918 visitors visited the two parks during the opening season in 2020. The arrival of tourists certainly supports the economy of the Labuhan Village community as well as becoming a sustainable tourist destination (NGI, 2020).

The Role of Multistakeholders in Sustainable Tourism Development

Tourism represents a complex multiactor system because it involves various public institutions, private companies, local public bodies and communities working together for mutual benefit (Farsari et al, 2011). From a cooperation perspective, tourism is a heterogeneous relationship between various actors that form a hybrid network that benefits all parties (Erdogan & Erdogan, 2010). Therefore, it is a necessity to involve all actors in planning the development of successful tourism destinations (Avelino and Wittmayer, 2016). An actor is an institution, group, or individual that plays a major role in a system (Rees and MacDonell, 2017).

Based on the research results of Mah and Hills (2012), sustainable tourism should pay attention to collaborative planning or if collaborative planning can be realized, what must be considered is: (a) All parties involved are willing to open themselves up, so that "trust" or trust emerges; (b) The approach must be cooperation or synergy; (c) Each party positions itself as the same or there is equality so no one is high or low, but they are different in their roles. Government as mediator, facilitator. Private sector as practitioners and investors.

One of the strategies launched by the government in developing tourism is through the use of the Pentahelix Model collaboration. The Pentahelix model was introduced and outlined in the Minister of Tourism Regulation (Permen) of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations that is to create orchestration and ensure the quality of activities, facilities, services, and to create tourism experiences and value benefits in order to provide profits and benefits. in society and the environment, it is necessary to encourage the tourism system through optimizing the role of business, government, community, academic and media (BGCAM).

This concept is further explained by Fosler (2002) as follows: a. Business (private/business world) Acting as a tourism business organizer, b. Government (Government) The government plays a role in preparing basic infrastructure and facilities to support tourism development, preparing various regulations relating to tourism, facilitating ease of travel and business and carrying out promotional and marketing activities for destinations. c. Community. The community in question is society and communities (NGO/NGO); The community plays a role in supporting Sapta Pesona/Darwis plus providing tourism/creative economy services. d. Academicians (Academics) Academics play a role in research or community service related to tourism development, in order to build research-based

tourism. e. Media Online media is currently a mainstay information force in tourism promotion, tourism promotion and marketing can now be done by utilizing social media. From this multiactor approach in sustainable tourism development, actors are defined as entities that have a position in the system being studied and play a role in mobilizing the resources they have to influence outcomes directly or indirectly through their influence on other actors (Fauzi, 2019).

Government Policy in Sustainable Tourism Development

The condition of the development of the number of tourists visiting both domestic and foreign tourists in Bangkalan Regency can be seen in the Table 2.

Table 2. Tourist visits to Bangkalan

Tourist	2019	2020	2021	2022	2023
Domestic	2.538.237	961.151	961.151	3.393.979	3.393.827
Foreign	170	39	39	13	13
Total	2.538.407	961.190	961.190	3.393.992	3.393.840

Source: BPS Bangkalan (2024)

Table 2 shows that the number of tourist visits is increasing even though there was a decline in 2020 due to the Covid-19 pandemic. The increase in the number of tourist visits shows the seriousness of the Bangkalan Regency Government regarding policies to promote its tourism potential.

Tourism management is a government matter which is the responsibility of the Central Government and Regional Government, in Regional Government there is still a division of roles in terms of management. The Provincial Government carries out the management of tourist destinations based on the provisions made by the Central Government. The Regency/City Regional Government will continue management based on the policies made by the Provincial Government, and so on until the implementation of management that is in direct contact with tourist destinations. Evidence of the continuity of the role of the parties in tourism development can be seen in article 4 paragraph 3 of the Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) for 2010 – 2025. That RIPPARNAS and RIPPARKAB serve as guidelines for the preparation of Regency RIPPARKAB.

Tourism development is a development priority in the Bangkalan Regency Regional Medium Development Plan (RPJMD) for 2018-2023. Strategic Issues in the RPJMD state that Tourism is a potential regional sector apart from the agricultural sector in a broad sense, the industrial and trade sectors. Specifically, Bangkalan Regency has a Bangkalan Regency Tourism Development Master Plan (RIPPARKAB) as a strong legal umbrella for tourism development that is integrated with all fields. The vision for Bangkalan tourism development is "Realizing Bangkalan as a Tourism Destination Based on Local Wisdom, Bangkalan Regency Ecotourism: Creative Industry Development Welcoming the Industrial Era 4.0 3 Quality, Competitive and Sustainable for Community Welfare".

The Bangkalan Regency Regional Research and Development Agency (BALITBANGDA) has also published the Bangkalan Regency Regional Innovation System (SIDa) document. The SIDa document pays great attention to tourism development, including mapping zones that have great potential for tourism development. Tourism development zoning is concentrated in Region I Development Zone, covering the sub-districts: Socah, Burneh, Bangkalan and Tragah. Development Zone I focuses on: Agropolitan, Tourism, Culinary and Crafts. Development Area Zone II consists of the sub-districts: Arosbaya, Klampis, Sepuluh and Tanjung Bumi. Development Area II focuses on: Fisheries, Tourism and Crafts. Meanwhile, Development Zone III consists of the sub-districts: Kamal, Labang, Kwanyar and Modung. Development Area III focuses on Tourism and Fisheries.

Table 3. Tourism development zoning in Bangkalan

Regional Development Zone	District Area	Focus
I	Socah, Burneh, Bangkalan dan Tragah	Agropolitan, , Pariwisata, Kuliner dan Kerajinan
II	Arosbaya, Klampis, Sepuluh dan Tanjung Bumi	Perikanan, Pariwisata dan Kerajinan.
III	Kamal, Labang, Kwanyar dan Modung	Pariwisata dan Perikanan

Source: SIDA Bangkalan Regency (2020)

The Bangkalan regency government has established a policy to develop cultural and culinary-based tourism as an effort to improve the community's economy. According to the Acting Regent of Bangkalan, Arief M Edie, in Bangkalan, he explained that the policy in developing a cultural and culinary-based tourism economy is based on the local potential that exists in Bangkalan Regency. In Bangkalan there are many cultural tourist attractions which have long been tourist destinations, both local Madurese tourists and those from outside Madura. Bangkalan is also known as a culinary city. Since the Suramadu bridge was operated, many micro, small and medium enterprises (MSMEs) have opened businesses in the field of culinary and Madurese craft products. (ANTARA, 2024).

Based on the research results of Khotimah and Pawestri (2022), the Regional Government of Bangkalan Regency has carried out its role but has not yet maximized it because there are several obstacles that hinder the implementation of the government's role in managing coastal tourist attractions. Some of the obstacles include human resources, coordination and capital. Efforts to optimize the role of local government in managing coastal tourist attractions can be made by adding workforce, maximizing coordination by providing good coordination media and collaborating with other organizations. Several research regarding the development of tourism potential in Bangkalan, such as those conducted by Maulana and Hasyim (2019), Apridia and Dahruji (2022), Wulandari (2020) and Atika et al. (2022), provides an overview of the potential for tourism development in Bangkalan Regency, but it has not yet led to sustainable tourism development.

CONCLUSION

The results of this research can be concluded that: (1) The implementation of SDGs in developing sustainable tourism in Bangkalan district is actually already visible but needs to be expanded to other tourist destinations. Apart from that, it needs to be expanded, both marine and land ecosystem-based tourism. (2). The role of multi-stakeholders in developing sustainable tourism is not yet fully visible. Collaboration that is able to connect elements of business, government, academic community, media so that sustainable tourism can be realized. Attention and commitment from multi-stakeholders is needed, especially the Bangkalan district government. Collaboration between actors, between sectors and between lines in tourism development must be maintained in a sustainable and integrated manner. (3). The policies implemented by the Bangkalan Regency Government in developing sustainable tourism are contained in several documents, including: 1. Regional Medium Development Plan (RPJMD) 2018-2023, 2. Regency Tourism Development Master Plan (RIPPARKAB), and 3. Regional Innovation System (SIDa). Current policy emphasizes the development of cultural and culinary-based tourism as an effort to improve the community's economy.

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