

## The Potential of Tajwid Lake Tourism Development in Langgam Riau

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### Abstract

*This study discussed the tourism of Lake Tajwid in Langgam Village, Langgam District, Pelalawan Regency, Riau. This destination has its own uniqueness because it was built by the Pelalawan Regency government from the customary land of the Domo tribe, and combines natural, cultural tourism with modern rides. This tour manager has not implemented community-based tourism even though its position is in the midst of people who come from customary lands. To conduct this study, the author uses a qualitative method with an ethnographic design. The author stayed at the research location for two months, conducting involved observations and in-depth interviews with informants consisting of community leaders, tourism managers and the wider community. This study found that this tour has a unique characteristic compared to other tourist destinations in Pelalawan Regency, and this tour has been able to contribute to local revenue (PAD). However, this tourist destination has not implemented community-based tourism so that a latent conflict has been found which if the Tajwid Lake tourism manager does not respond immediately, it will open up the possibility of open conflict. Tajwid Lake tourism has the potential to be developed, especially nature tourism and cultural tourism to meet the needs of the working class who work around the Tajwid Lake tourist area. This study contributes to tourism anthropology and the results can be used by tourism managers and the Pelalawan district government and become initial information for researchers who will carry out the same research and in the same place.*

### Keywords

Tajwid lake; tourism development; Langgam Riau



## I. Introduction

Tajwid Lake Tourism is located in Langgam Village, Langgam District, Pelalawan Regency, Riau. This tour is a nature-based tourism with facilities available as modern tourism. The lake is located on the outskirts of the Kampar River, and is in the area of the oil palm plantation industry, the oil company PT EMP (Energi Mega Persada) and the HTI forestry industry, and the pulp industry PT RAPP. This lake was developed and built into a tourist spot by the Regent of Pelalawan to become a tourist spot for the people of Pelalawan, workers in the palm oil, oil, forestry, pulp and paper industries and the wider community to unwind after work.

The strategic position of the Tajwid Lake Tourism has been supported by qualified facilities and infrastructure, the village atmosphere is still beautiful, the panorama of the beautiful and stunning natural forest on the edge of the Kampar river makes this tour increasingly have its own added value for visitors. Around this tourist area it is also easy to find food stalls. Tajwid Lake Tour combines modern rides with nature tourism. The lake is still beautiful and the wealth in it, such as the various types of fish found in the lake, can be a fishing spot for visitors. Lush forests and large trees that stretch across the lake area add to the beauty of this Tajwid Lake tour. On the mainland there are rides for modern tourist games such as paddle ducks, speed boats, flying foxes that can be played on this tourist lake.

A tourist destination that has attractiveness must have four components as stated by Cooper, et al (1995:81), namely attractions, accessibility, facilities and tourism support services. These components can attract and encourage the presence of visitors to tourist destinations, Swantoro (2004:19). In general, Tajwid Lake tourism has a tourist attraction as Cooper's opinion above. In addition, not too far away there are public facilities such as ATMs and refueling stations.

The attraction of this Lake Tajwid tourist must be developed more seriously by considering the three principles of tourist destinations as stated by Yoeti (1996) that must have criteria, what to see, what to buy and something to do.

Long (2012) said that in an effort to develop tourism, managers often face problems with the local community. Therefore, it is necessary to pay attention to these problems for the sustainability and success of tourist destinations. The development of tourist destinations needs to also develop community-based tourism, thus the presence of these tourist destinations can increase people's income because of the creation of business opportunities for the community. Keliwar, (2013:123) states that community-based tourist destinations will increase the role of the community to participate.

The management involves the community in decision making, benefit sharing, involvement in management (Adikampana, 2017: 4-9). Timothy and Boyd also shared a similar opinion as quoted by Adikampana (ibid 2). Community involvement includes decision making on benefit sharing. Telfer and Sharplye, as quoted by Adi Kampana (ibid: 5), should include community involvement as part of the goal of sustainable tourism development.

Tosun (2003: 9) states that there are three levels of community involvement in the tourism development process, namely first, only involving local elites, in this case government figures, with the aim of minimizing risk, from above and in the short term. Tourist destination companies only fulfill basic needs; Second, passive involvement from the community, namely in the form of support for the community. The community only accepts decisions that have been made by the company and is not involved in making decisions for external purposes. Third, spontaneous participation, where the community is directly and actively involved as a collaborative effort of both parties, and each party benefits politically and economically, as decision makers and receives benefits and is involved in implementation.

The development of the tourism potential of Lake Tajwid which was inaugurated in 2015 has also enriched tourism destinations in Pelalawan Regency, Riau. In Pelalawan Regency, it is known that there are several tourist destinations that are well known nationally and internationally. The tourist destinations in question are Bono Waves as a surfing tourist destination which is located in Teluk Meranti District, Lake Betung as

cultural tourism located in Pangkalan Kuras District, Teso Nilo National Park as a natural tourism destination located in Langgam District.

The presence of this Tajwid Lake tourist destination attracted our attention to be investigated because this tourist destination is a village tour of Langgam village, then it was handed over to the Regency and is now managed privately by the former regent of Pelalawan.

## II. Research Method

The method used in this study is a qualitative method using ethnographic techniques. As with ethnographic research, this study describes the daily life practices of people in the tourist destinations of Lake Tajwid, especially tourist attraction activities and community construction of the tourist presence of Lake Tajwid.

The data was obtained in two stages, first, conducting library studies in the library and the internet. The secondary data is processed to serve as an initial guide to find data. Second, the researcher stayed in the field for two months from August 18 to October 18 2021 in Langgam Village, Pelalawan Regency, Riau where the Tajwid Lake tourist attraction is located. The researcher stayed together with the community to make observations, involved observations and in-depth interviews with informants. The informants are Datuk Nasrullah, who is the chief datuk in the style, and the youngest Datuk Mandaro who works in lake management and knows the history and information about the lake, affected fishermen, surrounding communities and so on. The data were validated by cross-questioning with at least three informants, then discussing concepts and theories.

The data were analyzed quantitatively by using the tourism potential analysis method from Gunardi (2010: 33-34), which includes the first potential analysis, local government policies, physical conditions and locations, visitors, surrounding tourism objects, and main tourism analysis; Second, the analysis of the physical development program includes regional development, regional aspects; Third, stakeholder analysis. However, not all aspects of the analysis are discussed in this study. These three aspects are operationalized into three focuses of discussion in this study, namely segmentation-based analysis due to physical conditions and location. The results of the analysis are displayed in writing descriptively.

## III. Result and Discussion

### 3.1 Tajwid Lake

Lake Tajwid is formed from a tributary (suak) of the Kampar river. Tajwid Lake was previously known as *Toluk Kojuik* and Lake Kojuik, is called Toluk Kojuik because there is an island in the lake, which people call it Toluk. The word kojuiK comes from the sakujuik plant or the shy princess that grows evenly on the edge of the lake so that the lake is called lake kojuiK. The name Tajwid that is used now comes from the place where children learn the Koran in Langgam village. In the central part of the island is a place where people learn the Koran and learn tajwid, so the lake is known as Lake Tajwid.

Tajwid Lake Tour is located in the Tajwid lake area itself. Tajwid Lake is located in Langgam Village, Langgam District, Pelalawan Regency, Riau Province. The distance from Pekanbaru is approximately 70 kilometers, while the distance from the capital city of Pelalawan, Pangkalan Kerinci is approximately 40 kilometers. The area of Tajwid Lake is about 22 hectares and the optimal tourist center is about 10 hectares. Lake Tajwid was

formed due to a natural process in the form of silt deposition and erosion that lasted a long time so that the river turned into a lake.

There are 2 ways to access the entrance to the Tajwid Lake. First, through the road that is on the riverbank, entering from under the Langgam bridge, this route is the first route built by the district government and the tourism office. If we pass this route we can see the view of the Kampar river which is quite wide with dense forests on the banks along the river. At this time the road is still dirt and has not been paved. The second path is a road opened by investors who are now managers of Lake Tajwid tourism, the opening and construction of the road was carried out in November 2020, aiming to simplify and shorten the time for visitors who will visit Lake Tajwid. The entrance to the second lane is located on the edge of the highway to Langgam. This road has been equipped with a large billboard that reads Lake Tajwid tourism as a sign for tourists and a form of marketing to people who do not know about Lake Tajwid tourism. At this time the condition of this road is still under construction and has not been asphalted, but the road can already be passed by public transportation.

The process of making Tajwid Lake a place of business began with the Pelalawan Exotic program, where the Pelalawan district government created exotic tourist destinations. Lake Tajwid was chosen because of its uniqueness which is expected to be a sustainable tourist area throughout the year. The Pelalawan Regency Government proposed to Ninik Mamak, Langgam Village, to make Tajwid Lake a tourist area. The requests and proposals from the Pelalawan Regency Government were discussed in a musyawarah involving the tigo twisting rope, namely traditional stakeholders, syarak' stakeholders and the government in 2013, to take a decision on the Pelalawan Regency Government's proposal, taking into account all the good and bad consequences. The datuks agreed to the Pelalawan Regency Government's proposal by not eliminating the village and nephew's income. In 2015 the Tajwid Lake tourism was inaugurated with the management in the hands of the Pelalawan district government.

Lake Tajwid Tourism is managed by the Pelalawan Regency Government, where 70 percent of the revenue from the entrance ticket is allocated for local revenue (PAD) of Pelalawan Regency and 3 percent is handed over to indigenous peoples. Lake Tajwid was formerly a place for the Langgam Village community to fish. This lake is managed by ninik mamak (tribal datuk) through auctions for taking fish every year to other parties to finance village development programs, teacher fees and others for the benefit of the community at large. After 2015, Lake Tajwid was handed over to the Pelalawan Regency government, the community was not limited to fishing activities in the lake so as not to interfere with the smooth activities of tourists, (TT, interview, August 2021).

Tajwid Lake Tourism is a program of the Pelalawan Regency government through the Pelalawan Regency Tourism Office to add tourist destinations from existing destinations. Tourist destinations in Pelalawan Regency are seasonal and do not always exist all the time. Therefore, the Regent of Pelalawan Regency at that time, H. Haris, was looking for an area that could become a tourist destination all the time with its own uniqueness. The tourist area is owned by the Pelalawan Regency Government, while the tourist rides in it are managed privately by the former Pelalawan Regent H Haris.

Tajwid Lake Tour combines cultural tourism, nature and modern rides. Cultural tourism continues the cultural tradition before entering the month of Ramadan, namely the *balimau potang mogang* culture. A long-standing tradition in the people who live on the outskirts of the Kampar river is continued every year, namely by taking a bath together with limes or oranges which are used as self-purification tools. In the *balimau potang mogang* tradition, a series of grave pilgrimage activities, tabligh akbar, art performances and

ornamental pompong competitions and traditional Togak Tanggol rituals are carried out. This religious-based cultural tourism is carried out before entering the month of Ramadan.

While for nature tourism, there is an arli forest with big old trees. Large and small trees on the edge of the lake such as rengas, Bungur Cempedak Forest, Silang trees and other trees. As well as monkey monkeys that roam freely but do not disturb visitors. The large wooden trees and natural forests provide a cool view and cool air, so tourists can breathe fresh air.

For modern tourism, this tour provides various types of game rides, to enjoy these rides costs are required, namely water duck rides for IDR 25,000, flying fox for IDR 30,000, outbound rides for IDR 25,000, pontoon rides for IDR 20,000, speed boat rides for IDR 100,000/ speed boat, and a swimming pool for children Rp. 10,000. This Lake Tajwid tour is the same as tourist attractions in general, for every visitor who wants to travel to Lake Tajwid an entrance fee will be charged, but the fee is relatively cheap at a price of IDR 10,000.

In addition to providing rides for games, Lake Tajwid also provides other supporting facilities as tourist attractions. Like lodging that can be rented for visitors who want to spend the night at Lake Tajwid. Furthermore, this Tajwid Lake tourist spot also provides and rents out places and stages that can be used by parties who want to hold events at Tajwid Lake, such as community birthdays, family gatherings and various other forms of events. To hold an event at Lake Tajwid, the manager has provided people who can be contacted and handle all needs such as a sound system, food, and other needs that need to be prepared according to the request of those who want to hold an event at Lake Tajwid. In addition, there are public facilities that can be used by visitors such as prayer rooms, toilets, seats and several other facilities.

Tajwid Lake Tourism has received tourist destinations, especially the people of Pangkalan Kerinci, Bangkinang, Pekanbaru, Dumai and other cities in Riau. In addition, Tajwid Lake Tourism has also become a meeting place and company family gathering activities. On normal days, Lake Wisata Tajwid is visited by hundreds of tourists on average, on Saturdays and Sundays visitors can reach up to 1000 tourists, but on national holidays, especially fasting and Eid, the visitors exceed 5000 tourists. M Haris stated that Lake Tajwid tourism has contributed to the PAD of Pelalawan Regency.

### **3.2. Potential Development**

The existence of Lake Tajwid in Langgam Village, Langgam District, Pelalawan Regency, as the largest river basin (tributary) in Langgam Village with its natural beauty on offer made the district government at that time interested in making Tajwid Lake as a tourist attraction that has a selling value. . The government is trying to make Lake Tajwid as one of the leading tourist destinations in Pelalawan Regency, especially in Langgam Village.

After going through a long consensus deliberation between adat stakeholders, sarak holders and the government, which is the *tali bapilin tigo*, Lake Tajwid was inaugurated as a tourist spot in 2015. The deliberation held by *tali bapilin tigo* namely adat holders, sarak holders and the government, resulted in a decision where adat hand over the management of Lake Tajwid to the district government, with the hope of building and developing Lake Tajwid as a tourist spot that can contribute to the needs of local communities in various aspects of life. In addition, the utilization of the potential that exists in Lake Tajwid Tourism is also expected to be a trigger for regional economic growth and for the progress of the area.

Tajwid Lake Tourism is a form of tourism program designed by the government and in collaboration with the private sector in providing game rides in the Tajwid Lake tourist area. As a government-run tourism, this tour will continue to be developed, both physically,

rides, and exoticism. These tourism development efforts must be based on the potential that exists in Lake Tajwid, so that it will strengthen the uniqueness of the existing tourism in Riau province. The uniqueness of the Tajwid Lake tourist area is very important to be explored continuously, with the aim of attracting tourists to come and repeat, and make Tajwid Lake Tourism one of the main choices for tourists who want to travel and keep repeating their visits.

Based on the results of the study by Febriani, et al (2019), the Tajwid Lake area has the potential to be developed into a tourist destination for local and foreign tourists. The Tajwid Lake tourist area has good potentials, such as the abundance of flora and fauna in the Tajwid Lake area, the potential for beauty and uniqueness in nature such as having a promontory found in the Tajwid Lake area. In this study, supporting facilities and infrastructure, management and services, as well as security still need good attention and need to be developed so that Tajwid Lake tourism can compete with other existing tours and can attract visitors widely. This of course can be a reference and input so that this tour can be managed and developed properly in the future.

The results of the study by Zulfikar, et al (2021: 24-26) explain that there are several things that need to be developed, namely first, the arrangement of facilities and infrastructure such as sign boards, regular parking lots, places to sell souvenirs that can be taken from the work of local communities, empowerment of local communities. . Second, improving supporting facilities in the form of providing tour packages and building cooperation with various parties, with local communities, tourism service companies and parties that can support the development of this tourism. Third, providing complete information about Lake Tajwid tourism about the exact position of Lake Tajwid, the use of social media as a means of promoting Lake Tajwid Tourism.

Zulfikar et al's explanation above is indeed very important because it relates to the current condition of the need for a place to travel. This study reports that the development of Tajwid Lake Tourism needs to consider the basis of tourist segmentation closest to the Tajwid Lake Tourism area, namely; urban and working class segmentation, office activity segmentation and local community segmentation. This segmentation will be the basis for developing the tourism potential of Tajwid Lake in the future. The management of Lake Tajwid needs to prioritize this segmentation because it considers the position of the location, and the physical condition of Lake Tajwid Tourism itself.

Lake Tajwid Tourism is a lake-based nature tourism that relies on water and a large land area consisting of large trees and small trees. Meanwhile, by location, Lake Tajwid is located in an industrial area for oil palm plantations, oil drilling, industrial forestry HTI (industrial plantation forest) and the pulp industry. The location of Lake Tajwid is also not far from the banks of the Kampar River and close to the Petalangan traditional village. Meanwhile, the distance from Lake Tajwid to the city of Pangkalan Kerinci is only 40 kilometers, while from Pekanbaru it is only 70 kilometers. Physical and tourism position, the main target is to meet the recreational needs of workers who work in the pulp industry, oil palm plantations, HTI and civil servants and private employees in Pelalawan Regency.

This should also be a consideration for managers in seeing what kind of recreational interests are expected by tourists who work in the industrial sector and the government sector. Based on the exposure of several people who work in the industrial sector, many of them are more interested in tourism that presents a beautiful natural atmosphere and tranquility, considering that their daily life is filled with the hustle and bustle of tiring work. Of course, if you look at the pattern of community activity which is quite modern from the form of work, this can be one of the opportunities for the manager of Lake Tajwid Tourism in developing the natural potential of Lake Tajwid. The natural state of Tajwid Lake which

presents tranquility with the condition of the trees that are still fairly lush around it has actually become the basic potential for managers in developing Tajwid Lake Tourism by presenting a more comfortable atmosphere for tourists to enjoy the natural beauty and tranquility of the Tajwid Lake.

In addition, Lake Tajwid is in the area of the Petalangan customary law community, where the majority of the local people work in the agricultural and river sectors. Based on the results of observations made, local people who work daily in the agricultural and river sectors have an interest in tourism in urban areas with various kinds of rides on offer. This shows that by presenting various kinds of rides on Lake Tajwid Tourism, it is also a potential for tourism development itself. That way the manager must be able to present these forms of rides, in order to attract the interest of the local community where the local community is the closest tourist target who will visit the Tajwid Lake Tourism object as a form of fulfilling the tourism needs of the local community

Managers need to take strategic steps in responding to the turmoil that has begun to arise latently in the community. The development of a tourist spot needs to understand the characteristics of the area and the surrounding community, so that Tajwid Lake tourism can develop into a better tourist spot and continue to operate. Assessment of regional characteristics such as the state of the natural environment and existing resources is very important in development and management. For this reason, the utilization of all existing potential must be carried out properly and correctly, so that in the course of developing Tajwid Lake tourism there are no obstacles that will harm many things. The foresight and responsiveness of the Tajwid Lake tourism management sector in seeing the potential for development is very much needed, this is also the key to the sustainability and sustainability of this Tajwid Lake tourism in the future.

The role of the government is also important in achieving success in developing a tourist spot. The government has a role in controlling the course of all forms of Lake Tajwid tourism activities, both from management, development, development and marketing. The government also has a role in supporting various forms of facilities and infrastructure in accordance with the needs of Lake Tajwid as a tourist spot for local communities and the wider community. And it is also necessary to pay attention to how the forms of tourism development in various regions can be applied to Tajwid Lake tourism without eliminating and changing the original shape of the Tajwid Lake. Therefore, in the management and development of Lake Tajwid tourism, it is necessary to pay attention to the potentials that have a selling value and various other interrelated aspects.

### **3.3. Community Based Tourism**

The success of tourism development can be measured if the tourism sector can involve the local community in tourism activities. In business activities, local communities can be involved in several aspects, such as workers, tourist attractions, souvenir providers, security guards and others. One of the aims of the involvement of local communities is to reduce the negative impact of the presence of tourist areas.

Before becoming a tourist area, Tajwid Lake was a source of life for the Langgam village community. Prior to 2015, there were 35 fishermen's families (KK) looking for fish in the lake. After Lake Tajwid became the 35th tourist area, families could no longer freely catch fish in the lake. They have to catch fish in the Kampar river.

“Since we are no longer allowed to fish in the Tajwid lake, our income has decreased significantly. Sometimes we can't even fulfill our daily needs” (RR, interview, 20 September 2021).

The transfer of the function of the Tajwid lake from fishing activities to tourism areas has an ecological impact on the pond. The Pelalawan Regency Government carried out dredging into the lake to clear funds from wood and tree branches. This activity affects the availability of fish nests to lay eggs so that fish are now difficult to find in Lake Tajwid.

In addition, when Lake Tajwid was opened as a tourist spot, the government which was the manager at that time did the dredging of the lake, such as wood or tree branches that became fish nests, dredged and cleaned, so that fish are now hard to find. For people who work as fishermen, Tajwid Lake is a source of income for them, because the lake is a place where there are a lot of fish. Lake Tajwid is also a place for widows to fish. This is due to the consideration that the location is easy to reach so that with the limitations that exist in these widows they can still meet the needs of daily life. The island area of the lake is a place for community plantations where the area is customary land that is distributed to children and nephews to be managed. Lake Tajwid before being used as a tourist spot was a place for people to move to meet the needs of daily life. The lake and the island in the middle of the lake are customary property, but now they have changed to the owner of the Pelalawan Regency Government.

Responding to the unrest of the Langgam Village community, Tajwid Lake tourism must immediately develop the concept of community-based tourism.

The process of determining Lake Tajwid tourism by the Kabupaten Pelalawan government which took over the community's land in this case from the Domo tribe, through a customary meeting process. The community agreed to transfer their tribal land rights to the Pelalawan Regency Government with the construction of the entrance ticket. For the Pelalawan regency government, it is 70 percent, while for traditional stakeholders it is 30 percent. Hand over this land and lake to the Pelalawan Regency Government with the aim that the community is involved in Lake Tajwid tourism activities so as to improve the economy of the Langgam Village community. However, the community assesses that community participation is getting smaller because of the entry of investors in providing tourist rides on Lake Tajwid.

Management of Lake Tajwid is very important and strategic in developing Lake Tajwid based on a community base, namely involving the community in decision making and beneficiaries. This community involvement is important for tourism sustainability which ensures that there is no conflict with the local community. Moreover, there has been a latent conflict in coffee shops asking Ninik Mamak to change the agreement with the Pelalawan Regency Government in terms of managing Tajwid Lake tourism.

Managers of Lake Tajwid need to formulate patterns of involvement of local communities in decision making and receiving benefits. Involving youth-based Tali Berpilin Tigo tourism awareness groups (Pokdarwis) to be involved in decision-making and tourism benefits. Not only young people through Pokdarwis, but involving traditional institutions commanded by the datuk and ninik mamak who act as supervisors for tourism activities and supervisors for Pokdarwis at the same time.

Lake Tajwid Tourism Manager has the potential to develop cultural tourism and nature tourism. Cultural tourism, such as carrying out cultural events not only during balimau before entering Ramadan but also cultural activities that are carried out regularly every month on weekends, cultural activities include cultural attractions, dances, and cultural artifacts. Make souvenirs that are sold and provide space for the community to sell and provide services for tourists, so that it can help the economy of some people in the tourist area. In addition, Lake Tajwid tourism is considered important in developing natural tourism which is the need for workers, in the practice of natural tourism it involves going through Pokdarwis earlier.

## IV. Conclusion

This study concluded that the physical development of Tajwid Lake tourism and the position of tourist attractions is the right step to meet the needs of tourist attractions for the residents of Pelalawan Regency, especially the oil palm plantation industry, HTI, EMP oil companies and pulp companies as well as the wider community. The strategic position of tourist attractions is only 70 kilometers from the city of Pekanbaru and 40 kilometers from the city of Pelalawan. This Tajwid Lake tour has contributed to the PAD of Pelalawan Regency.

Lake Tajwid tourism combines cultural tourism including belimau evenings, installation of various tribes and meetings between local communities; natural tourism with a beautiful natural atmosphere consisting of lush trees and monkeys that do not disturb tourists; and modern rides consisting of various rides such as rowing ducks, speed boats, flying fox which are played in the lake area of the lake. Managers of Lake Tajwid need to develop natural tourism and cultural tourism by involving the Langgam Village community to meet the needs of tourists in Pelalawan Regency. For sustainable tourism development, this Tajwid Lake tourism needs to involve the surrounding community. This is important because there has been a latent conflict from the community that demands community involvement in the management and development of Tajwid Lake tourism.

This study contributes to the anthropology of tourism, especially in the use of customary lands in tourism development and community-based tourism development. This study is useful for Lake Tajwid tourism managers to plan their tourism development and minimize conflicts with local communities. This study can also be used by the Pelalawan Regency Government to develop this tourism and plan other tourist attractions.

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