

Development of Madura Tourism-Based Children's Encyclopedia To Foster Tourism Literacy of Elementary School Students

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DOI: 10.14421/al-bidayah.v16i2.10013

Abstract

The introduction of tourism potential for students, especially elementary school students, is necessary to foster tourism literacy. The study aims to produce and describe the eligibility of developing a Madura Tourism-Based Encyclopedia to increase tourism literacy for elementary school students that is valid, effective, and interesting. The method used in this study is a model 4-D, which consists of four phases, namely the definition, design, development, and dissemination. However, this study only deals with the development stage. Data was collected through validation questionnaires, student response questionnaires, and learning outcomes tests after using the Madura Tourism-Based Encyclopedia. The results of the study show that: (1) the average percentage validation of the Madura tourism-based Encyclopedia from validators is 90.5% with very valid criteria; (2) The results of the class trial were to the aspect of the student response questionnaire to the Madura Tourism-Based Encyclopedia obtaining a score of 85,38% with exciting criteria. (3) The results of the field class trial on the aspect of the student comprehension test show that the percentage of student learning completeness is 93,33 %, which indicates that the Madura Tourism-Based Encyclopedia can be said to be effective.

Keywords: elementary school; encyclopedia; madura tourism; tourism literacy

Introduction

Tourism in Madura Island is very diverse and enchanting for every visitor. The characteristics of Madura tourism include natural tourism, religious tourism, and culinary tourism, which can be abundant in every region of Madura Island (Arifin, 2017). The diverse tourism potential on Madura Island has not yet been fully enjoyed by tourists, both local and from outside the region, even international tourists. The factors of dissatisfaction among tourists are generally not only due to the natural beauty, the completeness of the facilities, or the type of food but also due to the unpreparedness of the local community (Fansuri et al., 2019).

Poor management of the tourism sector can lead to a decline in the number of visiting tourists, the deterioration of tourist attractions, and even the exploitation of one of the existing tourism potentials (Harsana, 2010). To address these issues, a conscious tourism effort is needed through the introduction of Madura tourism to the community. The introduction to tourism can be carried out through a tourism literacy movement.



Tourism literacy can be defined as the ability to understand, communicate, actively participate, and be self-aware of the tourism potential and resources that can be managed and utilized together. In simple terms, tourism literacy helps someone become a smart, ethical, and responsible society, paying attention to local wisdom and maintaining the environmental and social appeal of tourist destinations. Tourism literacy is important to instill in order to raise public awareness about the importance of preserving local culture and environment, encouraging sustainable tourism practices, and reducing the negative impact of tourism on local communities and the environment. In addition, tourism literacy can also be integrated into the education system to teach students about the responsibilities of tourism and the importance of preserving cultural and environmental values at tourist destinations. Through tourism literacy, it is hoped that the community will have knowledge, understanding, and awareness of the tourism potential, especially the tourism potential of Madura for the Madura community (Firda Zhan, 2023).

This tourism literacy can be instilled in children as early as possible. The instillation of tourism literacy in children is very much needed so that tourism awareness is ingrained from a young age. It is important to have a comprehensive approach to tourism with a framework that considers disciplines and relevance to curriculum development (Boluk et al., 2019). Tourism literacy for elementary school students can be implemented during the learning process at school through the use of appropriate supplementary textbooks. The selection of a companion textbook in the form of a Madura tourism encyclopedia is a simple initial step that teachers can take to build students' tourism literacy in elementary schools. According to Noviar and Sulistyawati, an encyclopedia is a collection of writings that contain explanations of various types of information in a broad, complete, and easily understandable manner regarding knowledge or specifically about certain branches of knowledge, organized alphabetically or by category, and printed in book form (Noviar & Sulistyawati, 2014). The encyclopedia has a complete, detailed description and is equipped with illustrations so that people who read it can better understand the information they get (Dewanti & Ilmi, 2022). According to Tantriadi, encyclopedias can be one of the learning media for students by providing visualizations, which can attract students' interest and prevent boredom during the learning process (Tantriadi, 2013). The existence of encyclopedia teaching materials that are arranged systematically means that students' understanding is no longer separate but

becomes a unified whole and enables students to gain meaningful learning (Noviyanti et al., 2022).

Relevant research related to the development of encyclopedias as learning resources includes: 1) the research by Julianti et al. titled *Development of the Encyclopedia of Medicinal Plants of the Kerinci Community as a Learning Resource for Biodiversity Material for High School Students*. The results of this study indicate that the development of the community medicinal plant encyclopedia product has been deemed suitable for use as a learning resource and has been declared effective in improving student learning outcomes (Julianti, 2021); 2) research by Gutama, et al. titled *Development of an Encyclopedia of Pandawa Puppet Figures as a Form of Cultural Preservation for Elementary School Students* (Gutama et al., 2024); and 3) research by Noviar, Dian, and Sulistyawati (2014) titled *Development of an Integrated Science Encyclopedia Based on Local Potential as Independent Learning Materials for Elementary School Students/MI*. The research results show that the quality of the integrated science encyclopedia based on local potential, according to the assessment of reviewers, peer reviewers, and teachers, falls into the outstanding category. The overall ideal percentage of all aspects and the total accumulation of student assessments also fall into the very good category (Noviar & Sulistyawati, 2014).

The above description shows how important the accompanying textbook is, which includes the scope of Madura tourism, in fostering tourism literacy among elementary school students. Through this research, the researcher conducted a development study titled *The Development of a Madura Tourism-based Children's Encyclopedia to foster tourism literacy*. With the hope that this research can contribute to the improvement of the quality of learning in schools and that this encyclopedia is worthy of being used as a learning resource. The objectives of the research on the development of a children's encyclopedia based on Madura tourism are: 1) To determine the validity of the development of a children's encyclopedia based on Madura tourism; 2) To determine the effectiveness of the development of a children's encyclopedia based on Madura tourism, and 3) To determine the attractiveness of the development of a children's encyclopedia based on Madura tourism.

Research Methods

The research that has been conducted is research and developmental. The development product is an encyclopedia for children based on Madura tourism. This research and development model uses the 4-D model developed by Thiagarajan, Semmel, and Semmel, which consists of four stages: the define stage, design stage, develop stage, and disseminate stage (Thiagarajan & Semmel, 1974).

The development procedure for the Madura Tourism-Based Children's Encyclopedia modifies the 4D model with several adjustments so that the development process aligns more closely with the research focus, including conducting development research up to the development stage. (develop). The procedure for developing the Madura Tourism-Based Children's Encyclopedia can be seen in the following image.

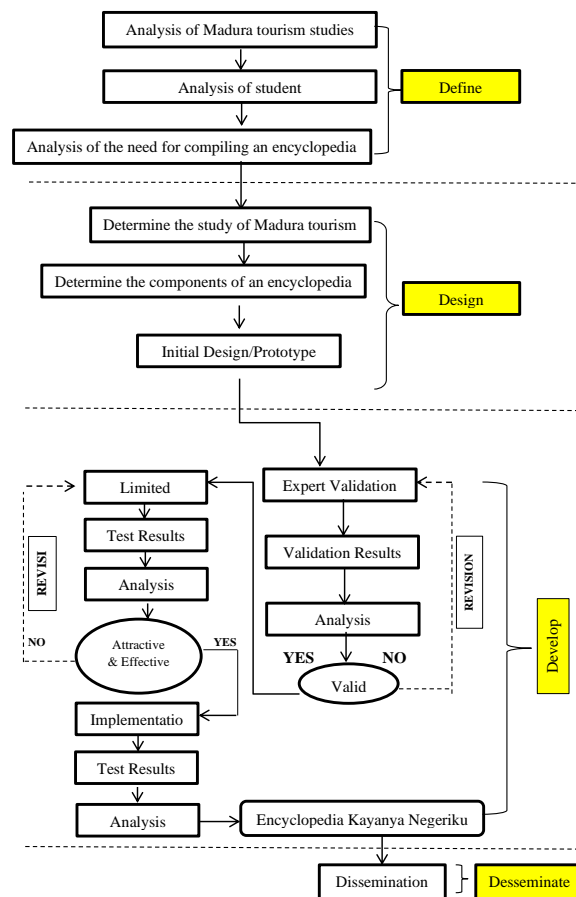


Figure 1
4D Development Model by Thiagarajan Modified by the Researcher
Source: Personal Document

The target trial subjects include a limited trial subject group of 30 students and an implementation trial subject group of 60 elementary school students in Sumenep Regency. The instruments required to collect data on validity, attractiveness, and effectiveness are shown in the following table 1.

Table 1
Aspects Evaluated, Instruments, and Respondents

Aspects Being Assessed	Instrument	Respondents
Validity of the Madura Tourism-Based Children's Encyclopedia	Validation Questionnaire	Teaching material experts and subject matter experts
Effectiveness of the Madura Tourism-Based Children's Encyclopedia	Understanding Test	Test Subject
The Appeal of the Madura Tourism-Based Children's Encyclopedia	Questionnaire	Test Subject

Source: Personal Document

The data analysis used in this research is as follows: (1) Validity Analysis, the Madura Tourism-Based Children's Encyclopedia can be seen from the validation results of teaching material experts and subject matter experts.

Table 2
Product Validity Criteria for the Madura Tourism-Based *Kayanya Negeriku* Encyclopedia

Achievement of Value	Validity Criteria	Description
81,25% < V ≤ 100,00%	Very Valid	Can be used
62,50 % < V < 81,25%	Valid	Can be used
43,75% < V < 62,50%	Less Valid	It is better not to be used
25,00% ≤ V ≤ 43,75%	No Valid	Not allowed to be used

Source: Modified Akbar (2022)(Akbar, 2022)

Effectiveness Analysis, Madura Tourism-Based Children's Encyclopedia measures the extent of effectiveness after being tested in the classroom. The effectiveness indicators of the encyclopedia are analyzed using comprehension test data. The average score obtained by students after taking the test is ≥ 70 . Additionally, an encyclopedia is considered adequate if the classical completeness reaches 85% of all students scoring ≥ 70 . Analysis of Attractiveness, the Encyclopedia of *Kayanya Negeriku* Based on Madura Tourism can be seen from the results of the student response questionnaire requested at the end of the trial implementation regarding (a) the attractiveness of the encyclopedia content, (b) the attractiveness of the images in the encyclopedia, and (c) the language used.

Table 3
Criteria for the Attractiveness of the Encyclopedia Product "Kayanya Negeriku" Based on Madura Tourism

Achievement of Value	Criteria of Attractiveness	Description
$81,25\% < V \leq 100,00\%$	Very interesting	Can be used
$62,50\% < V < 81,25\%$	Interesting	Can be used
$43,75\% < V < 62,50\%$	Less interesting	It is better not to be used
$25,00\% \leq V \leq 43,75\%$	Not interesting	Not allowed to be used

Source: Personal Document

Result

Here are the research results based on the stages that the researcher has carried out:

Define Stage (Definition)

Analysis of Madura Tourism Study At this stage, the researcher conducts several activities, namely: 1) conducting observational studies on various tourist attractions in Sumenep Regency, including natural tourism, religious tourism, and culinary tourism, analyzing tourism literacy-based learning that students need to master, especially starting from the elementary school level, 3) implementing tourism literacy through the development of teaching materials such as tourism-based encyclopedias, and 4) integrating the region's natural and cultural wealth into the learning materials.

Table 4
Integration Between Elementary School Materials and Madura Tourism-Based Encyclopedia

Class	Theme	Material	Encyclopedia of the Richness of My Country (types and tourist attractions in Sumenep Regency, Madura)
4	9 It is like my country	<ul style="list-style-type: none"> •Types of Natural Resources • Utilization of Types of Natural Resources • Map of Distribution of Natural Resources • Examples of Behavior of Rights and Obligations Towards Natural Resources •Environmental Conservation Efforts (Animal and Plant Biodiversity) 	Nature Tourism <ul style="list-style-type: none"> • Ekasoghi Beach • Slopeng Beach • Lombang Beach

Encyclopedia of the Richness of My Country (types and tourist attractions in Sumenep Regency, Madura)			
Class	Theme	Material	
5	3 Healthy food	<ul style="list-style-type: none"> • How to maintain digestive organs • Forms of human interaction with the environment and their influence on Indonesian society's social, cultural, and economic development. 	Culinary tour <ul style="list-style-type: none"> • Cocktail stock • Apple • Pentol Gapek • Petis Sumenep • Rujak Sumenep • Rujak Ceker • Soto Sumenep • Gettas
6	6 Menuju Masyarakat Sejahtera	<ul style="list-style-type: none"> • The meaning of obligations, rights, and responsibilities as citizens in practicing religion • efforts to develop a prosperous national life. 	Religious Tourism <ul style="list-style-type: none"> • Sumenep Palace • Palace Museum • Taman Sari • Asta Tinggi • Sumenep Grand Mosque

Source: Personal Document

Analysis of Student Characteristics; The results of the study observing student characteristics, particularly in the Sumenep Regency area, indicate that students' tourism literacy is still low. Students are aware of several tourist attractions in Sumenep Regency, but generally, they do not know much about the characteristics of each tourist site, the distribution map of tourist sites, and the utilization of these sites. Tourism literacy needs to be fostered so that students become more familiar with and love the wealth of their region. Analysis of the encyclopedia needs preparation Conducting a documentation study on the Teacher's book and the 2013 Elementary School Curriculum Student's book and integrating it with Madura tourism in Sumenep Regency.

Design Stage

Determining the study of Madura tourism materials in Sumenep district that are integrated into the curriculum and subjects of elementary school. The integrated material on Madura tourism in Sumenep Regency selected for elementary schools is the material found in grades 4, 5, and 6. (2) Determining the Components of a Child's Encyclopedia Based on Madura Tourism The components of the Madura tourism-based Children's Encyclopedia is designed to meet several criteria: 1) front and back cover, 2) author page, 3) preface, 4) table of contents, 5) introduction page, 6) page with a map of tourist

locations in Madura, Sumenep Regency, 7) encyclopedia content covering religious tourism, natural tourism, and culinary tourism, 8) bibliography, and 9) author profile. Here is the front cover design of the children's encyclopedia.



Figure 2
Cover of the Children's Encyclopedia
Source: Personal Document

Development Stage

Expert Validation

After the initial design of the Madura-based Children's Encyclopedia was completed, validation questionnaires were distributed to validators to assess the validity of the Madura-based "Kayanya Negeriku" Encyclopedia, which had been developed for expert validation of teaching materials and expert validation of content.

Table 5
Expert Validator Questionnaire Results

No.	Validation Criteria	Validator	Score Obtained	Maximum Score	Percentage Validity	Criteria
1	Subject Matter Expert	Validator Material 1	44	50	88%	Very valid
		Validator Material 2	49	50	98%	Very valid
2	Teaching Material Expert	Validator Teaching Material 1	43	50	86%	Very valid

No.	Validation Criteria	Validator	Score Obtained	Maximum Score	Percentage Validity	Criteria
		Validator Teaching Material	45	50	90%	Very valid
					2	
Average Validity Percentage					90,5 %	Very valid

Source: Personal Document

The input from the teaching materials expert is related to making the design more attractive, specifically by changing the table of contents to include images for each tourist destination in the encyclopedia.

Limited Trial

Pada In the limited trial phase, a comprehension test was conducted on students regarding the validated Madura-based children's tourism encyclopedia to determine its effectiveness and distribute a student response questionnaire to assess the appeal of the Madura-based children's tourism encyclopedia among 30 students from classes 4A, 4B, 5A, and 5B. Below are the comprehension test results from the limited trial.

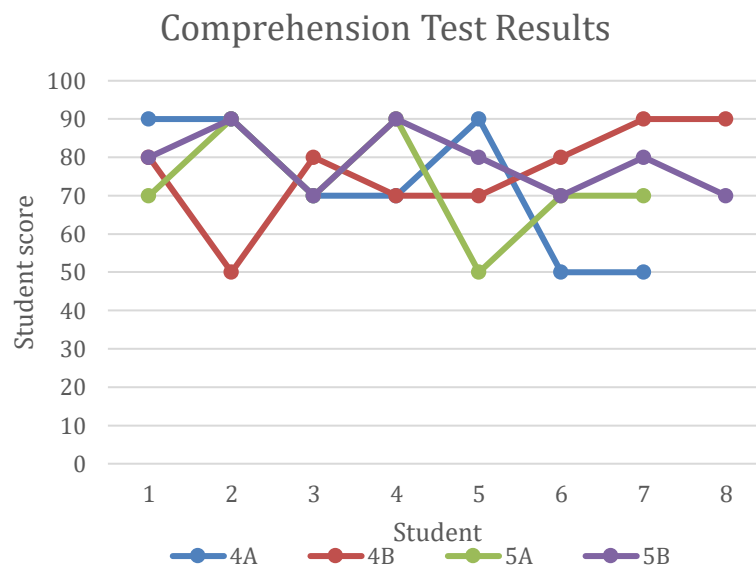


Figure 3
Results of the Limited Trial Understanding Test
Source: Personal Document

Based on Figure 3, according to the following table, an analysis was conducted on the students' understanding of Madura tourism literacy.

Table 6
Results of Effectiveness Test Analysis through Comprehension Test (Limited Trial)

Instrument	Trial subjects	Number of trial subjects (students)	Number of students completed	Number of students not completed
Comprehension Test	4A grade students	7	5	2
	4B grade students	8	7	1
	5A grade students	7	6	1
	5B grade students	8	8	0
TOTAL		30	26	4

Source: Personal Document

Based on Table 5, the classical completeness of the understanding test in the limited trial is 86.67%. The Madura tourism-based children's encyclopedia is declared effective based on this classical completeness percentage.

The attractiveness test of the Madura tourism-based children's encyclopedia in a limited trial was obtained through a student response questionnaire. Here are the results of the student response questionnaire analysis.

Table 7
Results of the Attractiveness Test Analysis through Student Response Questionnaires (Limited Trial)

Trial Phase	Number of trial subjects (students)	Total Score Achievement	Maximum Score (30 students x 40 score)	Average Percentage of Student Response Survey Score
Limited trial	30	995	1200	82,91 %

Source: Personal Document

Based on Table 6, the average percentage of student responses in the limited trial questionnaire is 82.91%. Based on this percentage, the Madura tourism-based children's encyclopedia is declared very interesting.

Implementation Trial

In the implementation trial stage, a comprehension test was conducted on students regarding the Madura tourism-based children's encyclopedia to determine its effectiveness and distribute a student response questionnaire to assess the appeal of the Madura tourism-based children's encyclopedia among 60 students from classes 4A, 4B, 5A, and 5B. Below are the comprehension test results from the implementation trial.

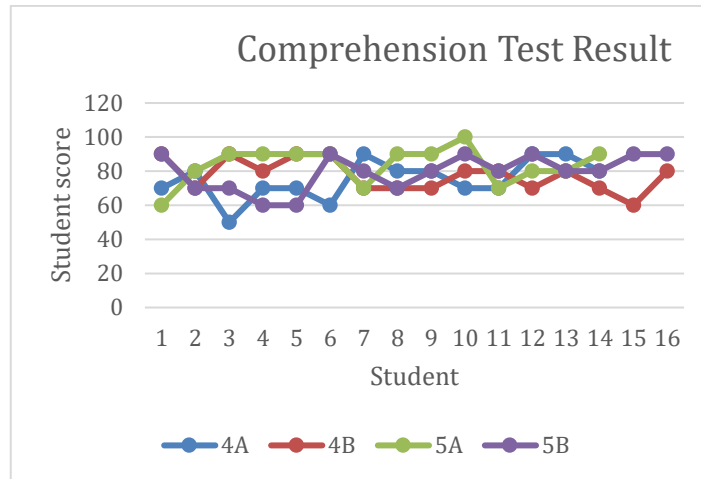


Figure 4
Results of the Understanding Test for Implementation Trial
Source: Personal Document

Based on Figure 4, an analysis was conducted on the students' understanding of Madura tourism literacy according to the following table.

Table 8
Results of the Effectiveness Test Analysis through the Understanding Tes
(Implementation Trial)

Instrument	Trial subjects	Number of trial subjects (students)	Number of students completed	Number of students not completed
Comprehension Test	4A grade students	14	12	2
	4B grade students	16	15	1
	5A grade students	14	13	1
	5B grade students	16	16	2
TOTAL		60	56	6

Source: Personal Document

Based on Table 7, the mastery of the comprehension test in the classical implementation trial is 93.33%. Based on this classical mastery percentage, the Madura tourism-based children's encyclopedia is declared effective.

The attractiveness test of the Madura tourism-based children's encyclopedia in the implementation trial was obtained through a student response questionnaire. Here are the results of the student response questionnaire analysis.

Table 9
Results of the Attractiveness Test Analysis through Student Response Questionnaires
(Implementation Trial)

Trial Phase	Number of trial subjects (students)	Total Score Achievement	Maximum Score (30 students x 40 score)	Average Percentage of Student Response Survey Score
Implementation Trial	60	2049	2400	85,38 %

Source: Personal Document

Based on Table 8, the average percentage of student responses in the implementation trial questionnaire is 85.38%. Based on this percentage, the Madura tourism-based children's encyclopedia is declared very interesting.

Discussion

The development of a Madura tourism-based children's encyclopedia has undergone research and development using the 4D model procedure. Based on statements from instructional material experts and subject matter experts, the Madura tourism-based children's encyclopedia has been declared highly valid with an average validity percentage of 90.5%. Subject matter experts and instructional material experts have expressed that this tourism-based children's encyclopedia is fascinating and highly suitable to be used as one of the supplementary books in classroom learning.

A good learning resource is one that can be maximally utilized by its users, easily understood, and can be used according to the needs of the students. Fadhillah, Rahmi, Yetty Auliaty and Prayuningtyas Angger Wardhani. "Pengembangan Ensiklopedia Digital Tanaman Hias Berbasis Kontekstual Sebagai Sumber Belajar Dalam Pembelajaran Ipa Kelas IV SD." *Educational Technology Journal* (2022). This is in line with Prihartanta's (2015) opinion, which states that encyclopedias have several benefits, including serving as a means to search for basic information on various issues and as the primary tool in the initial steps of conducting a study on a specific object. (Prihartanta, 2015) Therefore, the encyclopedia can be an additional learning resource as it provides visual and concise information that students prefer (Nurdiansyah et al., 2021) (Mulyani & Armiati, 2021).

The effectiveness and appeal of the development of a children's encyclopedia based on Madura tourism are based on the results of student comprehension tests related to Madura tourism, achieving a classical completeness percentage of 93.33% with

effective criteria and student response questionnaire results obtaining a percentage of 85.38% with very appealing criteria. The results of the comprehension test show that the encyclopedia is effective in fostering tourism literacy among elementary school students through readings about tourist attractions in Madura Island, particularly in Sumenep Regency. Students find it easier to remember and understand the content because the encyclopedia also contains images combined with text. This is in accordance with the statement by Tantriadi (2013), which states that encyclopedias can function as supplementary learning media capable of providing accurate explanations and visualizations for their users (Tantriadi, 2013).

Encyclopedia has shown promise as an effective learning tool for elementary students across various subjects. Encyclopedia was found to be feasible and effective for elementary school use (Pastuti & Rossi Iskandar, 2023) (Ardiyanto & Atip Nurharini, 2024). Encyclopedias also significantly improved higher-order thinking skills (HOTS) (Kumala et al., 2020). These studies demonstrate that encyclopedias can enhance learning outcomes, develop HOTS, and effectively engage elementary students across different subject areas, making them a viable and beneficial educational resource for this age group.

An encyclopedia can be used as a literacy medium for elementary school students (Alfian & Ika Maryani, 2020). The encyclopedia is also a learning resource that transfers tourism information. Strategies for disseminating sustainable tourism principles include mini-guides, information materials, educational signs, and social networks (Šimková et al., 2023). The use of encyclopedias is one way to disseminate tourism information to students. Encyclopedias become a medium that provides a comprehensive analysis of a country's cultural, geographical, natural, and social tourism resources (Sajnani, 2001). The existence of an encyclopedia on tourism development provides a useful reference with informative and global coverage of tourism concepts (Jurowski, 2016).

The research results show that the use of a Madura tourism-based children's encyclopedia is not only effective in enhancing students' understanding but also capable of attracting their interest to learn more about local tourism potential. The presentation of information accompanied by engaging images makes it easier for students to understand the concepts conveyed and connect them with real experiences around them. This visualization plays an important role in helping students remember the material they have learned, making the learning process more meaningful and enjoyable. An encyclopedia

containing information about tourist attractions in Sumenep Regency, such as batik crafts, salt ponds, and historical tourism, can enrich students' knowledge about the culture and environment in their area while also fostering a sense of pride in their local identity.

Moreover, the survey results showing very positive responses from students indicate that the encyclopedia-based learning media provides an interactive learning experience that is relevant to their needs. Tourism literacy that students acquire through this encyclopedia not only enriches their knowledge but also motivates them to appreciate and preserve the tourism potential in Madura more. An encyclopedia designed with attention to local wisdom can be an effective medium for introducing the concept of sustainability in tourism from an early age. Thus, the integration of a Madura tourism-based encyclopedia into the learning process in elementary schools has great potential to develop tourism literacy while also preparing students to become a generation that cares about cultural and environmental preservation.

The selection of Madura tourism materials, specifically Sumenep tourism, to be included in the learning process for elementary school students in Sumenep Regency is very suitable for the characteristics of the students. The children's encyclopedia material based on Madura tourism is very contextual to the students' environment, making it easier for them to understand the content of the encyclopedia. Tourism literacy through a children's encyclopedia based on Madura tourism can serve as an educational tool in introducing and optimizing the development of regional tourism potential. In line with Mínguez et al. (2021), there is a need for a policy on the implementation of sustainable tourism pedagogy in the education curriculum (Mínguez & Yubero, 2021). This is supported by Lund-Durlacher (2015), who states that changes in teaching strategies are needed to integrate tourism sustainability into the curriculum (Lund-Durcaher, 2015). A holistic approach to sustainability education in tourism is necessary, encompassing both explicit and implicit learning experiences.

Through tourism literacy, it can help the community learn lifelong about the potential of a particular area or environment. Critical analysis of the social and environmental impacts of tourism can be used as an underlying strategic issue to improve teaching and learning and adapt its approach to the times (Coll-Ramis et al., 2022). In addition, tourism can be an opportunity to promote global sustainability issues and to educate travelers during future trips and in their daily lives at home (Chen et al., 2022).

The integration of Madura tourism in learning in elementary schools is part of early tourism education to foster literacy and awareness of local potential. Educational tourism presents opportunities for economic sustainability, cultural exchange, and improved global connectivity, making it a valuable investment for local communities (Rasool, 2024). Aligning education with societal needs and future opportunities is part of the goal of sustainable development (S  raphin et al., 2021) (Boeren, 2019).

Tourism literacy-based education not only focuses on introducing tourist destinations but also teaches values that support sustainable development in the community. In the context of Madura tourism, the introduction of local potentials such as salt ponds, the Karapan Sapi tradition, and the distinctive Tanean Lanjh  ng architecture can enhance students' awareness of the importance of preserving the surrounding culture and environment. Tourism literacy taught from an early age in elementary school will prepare students to understand how to wisely and responsibly utilize tourism potential. This can also strengthen a sense of local identity and foster pride in their hometown, which in turn can contribute to cultural preservation and local economic development.

Moreover, integrating tourism literacy into learning allows students to hone their critical and creative thinking skills, especially in viewing tourism potential as a solution to various global challenges such as climate change and cultural heritage preservation. Learning activities that involve local tourism can enhance student engagement in hands-on practice in the field, allowing them to connect the theories learned in class with real-life situations in the community. Educational tourism based on local wisdom values also plays an important role in building cross-cultural understanding in the era of globalization. Thus, tourism literacy not only impacts the development of regional potential but also creates a generation that is more aware of the importance of maintaining a balance between economic, social, and environmental poverty on a global scale.

Conclusion

Based on the results of the research data analysis, the following conclusions were obtained: The validity of the Madura tourism-based children's encyclopedia obtained an average percentage based on an expert validation questionnaire, namely 90.5% with very valid criteria. The effectiveness of the Madura tourism-based children's encyclopedia in obtaining a classical completion percentage based on the results of the comprehension

test, namely 93.33% with effective criteria. The attractiveness of the Madura tourism-based children's encyclopedia obtained a classical completion percentage based on the results of the student response questionnaire, namely 85.38% with very interesting criteria.

Acknowledgment

The researchers are grateful to the Institute for Research and Community Service (LPPM) of Trunojoyo University Madura for supporting this research through the Research Group Research grant.


Declaration Of Conflicting Interests


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Funding

The research funding was obtained from the LPPM Trunojoyo University Madura through the 2022 Research Group research grant scheme.

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