

## Increasing the Existence of Urban Tourism Through the Development Strategy of Marine Tourism Destinations in Kendari City

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### KEYWORDS

Urban tourism; existence  
marine tourism destinations

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### ABSTRACT

The purpose of this study is to determine the Increasing the Existence of Urban Tourism. The research method used is a qualitative method with a descriptive approach. Qualitative research is a method based on the philosophy of postpositivism used to examine the natural condition of objects where researchers are key instruments in data collection techniques. The result obtained is the geographical characteristics of the city of Kendari with the urban area surrounding the bay illustrates the uniqueness of the urban area owned, therefore the Kendari City Government should make this bay as a branding in introducing itself to attract the attention and interest of tourists to visit Kendari City. The conclusion that can be is that the development of tourism facilities and infrastructure has not been optimal, especially the arrangement of the Kendari Bay area as marine tourism that is not in accordance with the tourism architecture because it does not have good management management, so that it can have an impact on damage to natural ecosystems and socio-cultural gaps in the community.

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### 1. Introduction

Archipelago is the name for Indonesia as the largest archipelagic country in the world with an area of almost 70 percent of the total territory of the Republic of Indonesia, which is 5,180,053 km<sup>2</sup> and has a coastline of 98,181 km with more than 17,504 thousand islands. In order to sustainably conserve marine resources, Indonesia has developed marine protected areas to reach 22.69 million hectares. Of this area, 5.34 million hectares are managed by the Ministry of Marine Affairs and Fisheries (MMAF), 4.63 million hectares are managed by the Ministry of Environment and Forestry (KLHK), and another 12.68 million hectares are managed by Regional Governments (MMAF Press Release 2019). Indonesia ranks at the top of the total 50 countries with the most beautiful natural beauty in the world above average with offshore conditions in Indonesia which has beautiful coral reefs and full of life, Haqqi - money.co.uk (seconds travel 13 Feb 2022). One of the exotic marine

tourism destinations that has been designated as a priority tourism destination is the Wakatobi Islands in Southeast Sulawesi Province (Gârbea, 2013).

Southeast Sulawesi Province consists of 15 regencies and 2 cities, namely Kendari City and Bau Bau, geographically located in the southern part of the equator between 02°45' - 06°15' South Latitude and 120°45' - 124°30' East Longitude. The land area of Southeast Sulawesi reaches 38,140 km<sup>2</sup> (3,814,000 ha) less dominant than the water area of 110,000 km<sup>2</sup> (11,000,000 ha) with a population of approximately 2,571,562 people. One of the tourist attractions that has been quite famous for a long time is the attraction of marine tourism in the Wakatobi islands which is the target of tourists who are interested in beautiful and fascinating marine life. Among the city districts in Southeast Sulawesi Province, one of the provincial capitals is Kendari City as the main entrance to access to other regencies in Southeast Sulawesi, it can also be said to be a distribution channel for mobilizing people who travel, including tourist trips (Romero-García, Aguilar-Gallegos, Morales-Matamoros, Badillo-Piña, & Tejeida-Padilla, 2019).

Southeast Sulawesi Province is located in the southeast of Sulawesi Island, with the western part bounded by Bone Bay. The northern part of Southeast Sulawesi is a mountainous area. South Konawe Regency is the district with the largest area of 5,779.47 km<sup>2</sup> while Bau-Bau City is the city with the smallest area of 221.00 km<sup>2</sup>.

Southeast Sulawesi is also known for its abundant mining resources, with the capital Kendari as the center of government and business economy. This makes the province of Southeast Sulawesi has many mining industries that explore and exploit natural resources to benefit in this Southeast Sulawesi earth. However, this has not been directly proportional to the Regional Original Revenue (PAD) generated, even though all mining activities are said to always pay attention to and apply to the interests and welfare of the region, state and people. The fact shows that almost all districts in Southeast Sulawesi are filled with mining companies with various sources of tabang types ranging from asphalt, nickel, to gold. According to Ali Mazi, with the many potentials currently possessed such as Natural Resources (Ashworth & Page, 2011),

Tourism and Mining should have very high PAD on Earth Anoa' (Media Kendari Com. 12/30/2018)

The development of infrastructure or public infrastructure in Southeast Sulawesi includes the development of connectivity and rehabilitation, especially in Kendari City which supports the development of public facilities and tourism facilities in Southeast Sulawesi in the last five years showing a fairly good existence including abrasion resistance in Kendari bay, Kendari bay bridge and the expansion of Halo Uleo Airport, all of the infrastructure developments above that make the existence of opportunities increased development of tourist attractions in Kendari City as an Urban Tourism destination. What strengthens this explanation is supported by previous research that tourism development will not be separated from physical and non-physical elements that will be considered in matters related to the carrying capacity of tourist attractions and consideration of the impact of tourism development (Ihsan, Li, & Alexis, 2020)

As the capital of Southeast Sulawesi Province, Kendari City has 11 sub-districts of 64 urban villages with an area of 300.89 and a total population of 334,335, has a lot of potential and existence of tourist attractions, especially marine tourism with the advantages of Kendari City bay. There are 18 tourist attractions in Kendari City both cultural, artificial and natural including 7 of them are

marine tourism such as Nambo Beach, Kendari Bay, Kendari Bay Bridge or commonly known as the Golden Ark bridge, Kendari Bay Pavilion Tour, Kendari Beach, Mangroove Forest Bungkutoko Kendari Papalimbang Tour, Kendari Water Front City (<https://www.senangrekreasi.com> March 8, 2023).

Kendari City tourism destination planning is contained in PERDA No.2 of 2019 concerning the Kendari City Tourism Development Master Plan 2018-2028. Article 7 of the Kendari City Tourism Development Vision reads as follows: Regional Tourism Development is In 2028, Kendari City will become a National and International Tourism Destination based on natural and cultural resources for sustainable improvement of community welfare. To realize the vision of tourism development above, it is necessary to plan the management of tourism destinations, arrangement of tourist attraction areas including tourism facilities and increase accessibility from domestic and international tourist resource centers to Kendari City as well as ease of accessibility from the center of Kendari City to tourist attractions, more specifically is the increase in tourism human resources as upstream in order to accelerate the development of Kendari City to National and International Tourist Destinations.

Kendari City Regional Regulation Number 1 of 2012 concerning Kendari City Regional Spatial Planning 2010-2030, article 11 concerning the System of Kendari City activity service centers Tourism is included in Zone 2, namely the Kendari Bay area is a Central Business Area, Tourism and Health Activity Center in Kambu District, Poasia District and Mandonga District.

The above policy strengthens the tourism development of Kendari City and strengthens its existence to continue to promote good and correct planning and management of both tourist attractions, utilization of tourism area space and improvement of air transportation facilities services to Kendari which in reality the development referred to above has not been optimal. One of the goals of tourism development is to prosper the community. Kendari tourism destinations still need improvement and structuring, supported by the implementation of the strong policies above, Kendari City tourism should be more developed than before to pursue the vision stated in the Kendari City RIPP Regional Regulation. There are four aspects that need to be considered in the development of tourism in Kendari City, namely aspects of tourism destination development, aspects of tourism marketing development, aspects of tourism industry development and aspects of institutional development and human resources. This aspect can run well if it works integrated and synergized with stakeholders related to the tourism sector.

Kendari City has a strategic position as the capital of Southeast Sulawesi Province in the distribution channel of visitors and tourists to other regencies, but Kendari City is still referred to as a transit city both by local governments and the community, so Kendari City has not been able to be used as an Urban Tourism destination. On the other hand, the city of Kendari has Kendari bay and around it there is a lot of potential and existence of tourist attractions, especially marine tourism in the nearest regency. The Kendari City area surrounded by the coast has a great opportunity to be developed, because the coastline, sea surface and sea depth can be used for various marine tourism activities, this is reinforced by the opinion that marine tourism includes three dimensions of the use of marine tourism activities, namely marine tourism activities on the coast, marine activities on the sea surface, and marine activities at sea depth (Farid 2023). Kendari City already has amenities such as tourism facilities such as hotels, restaurants, public facilities, other supporting facilities,

attractions and accessibility from tourist destinations tourist sources support the length of stay of tourists, but Kendari City does not yet have adequate culinary centers, conference centers, sports and entertainment centers, on the other hand the growth of service and mining businesses continues to increase and the city of Kendari is the largest city in the province of Southeast Sulawesi.

The flow of domestic and foreign tourists to a tourist destination certainly takes into account various aspects, people's interest in traveling depends on the purpose of travel there are business purposes, traveling, visiting family and other destinations. All of this will be easier if tourists can read previous information through the internet or websites and social media but in fact information about tourist attractions and other tourism facilities cannot be obtained, even though after getting what information is needed, tourists can decide to look for a Travel Agency or directly to contact flights whose lines or access are easier and more affordable or usually choose Direct flights without stopovers to other destinations so as not to spend time in transit. Therefore, accessibility is the main element, especially transportation because transportation is the lifeblood of tourism, without the ease of transportation being one of the obstacles to the intention of prospective tourists to visit a tourist destination.

Kendari City tourism destinations have been successful in the 90s with mangrove tourist attractions and floating restaurants in front of Kendari Beach shows the existence of Kendari City tourism destinations to become Urban Tourism destinations (Urban Tourism) needs to be developed even better than before, especially marine tourism, but marine tourism destination planning has not been identified, formulation and optimal strategies to run and maintain and Understand the management system because marine tourism has high-risk management.

The above conditions are also inseparable from a number of problems and challenges in developing marine tourism in Kendari City itself related to regulations / policies, budget availability, human resources, and product packaging. Marine tourism was developed with the main aim is to prosper the community, especially those who live around the coast of Kendari City Bay through the concept of sustainable marine tourism. This is in line with the opinion that tourism must be driven through positive changes from the results of benefits obtained by local communities and the environment, which is fundamental from the nation or region that tourism is able to make a positive contribution to recovery and healing is a key condition that must be created for a sustainable life in the long term. (Weiner-Lastinger et al., 2020).

Kendari City as the capital of Southeast Sulawesi Province can be optimized as an urban tourism destination (Urban Tourism) supported by Kendari Bay has not been able to be used as an urban tourism destination to increase the flow of tourist visits, both foreign tourists and domestic tourists which until now have not increased significantly. On the other hand, the market opportunity is quite large for Kendari City as an urban tourism destination (Urban Tourism) with the main market being mining workers located approximately in five districts in Southeast Sulawesi both workers from abroad and domestic mining workers who need culinary center services, entertainment, sports, meetings and conferences and weekend holidays or long holidays to enjoy the potential and existence of cultural tourism attractions, artificial, and nature, especially marine with the diversity of coastal cultures owned.

BPS data for 2021 Kendari City shows that the length of stay of foreign tourists for 1.89 days does not reach 2 days and foreign tourists 3.08 days, as well as the highest hotel expansion of 53.36

percent The above conditions show that all of this will not be operational if it is not developed professionally and integrated and supported by three elements of marine tourism actors, namely the Government, the tourism industry and the community itself.

The total number of foreign workers in Sultra is now 3,000 people. This number is quite volatile. They worked within six months. So if the data is from April and now, then it can be more or it can also decrease," spread across 19 mining companies in Sultra. "At most, these TKAs work in two big companies: VDNi and OSS in Morosi," said the head of the SULTRA Disnakertrans, La Ode Ali Haswandi to

Kendari Pos (Kendari Pos, 22/9/2022)

By referring to the background above, researchers will dig deeper into the phenomenon of the existence of urban tourism concepts that display various marine natural attractions in Kendari City, Southeast Sulawesi Province, to be developed into a major tourist destination after Wakatobi, which will make a positive contribution as a buffer tourism destination for Wakatobi district in Southeast Sulawesi province for the benefit and welfare of the community. Therefore, the researcher chose the title of this study is Increasing the Existence of Urban Tourism through the Development Strategy of Marine Tourism Destinations in Kendari City.

Benefits This research is expected to be a reference for the development of applied knowledge in the field of urban tourism destinations in Indonesia

## **2. Materials and Methods**

The research method used is a qualitative method with a descriptive approach. Qualitative research is a method based on the philosophy of postpositivism used to examine the natural condition of objects where researchers are key instruments in data collection techniques. Qualitative descriptive research is inductive in nature developing concepts based on existing data, following a flexible research design according to the context (Arikunto, 2021). Qualitative research aims to describe, record, analyze and interpret phenomena that currently occur. Qualitative research methods are carried out through in-depth analysis, which is analyzing and reviewing problem phenomena on a case-by-case basis because the nature of a case is different from cases arising from another problem.

Qualitative approach research is research whose questions and data are made before the research begins or are inductive, questions use a holistic perspective to obtain as much information as possible to support data processing and can avoid manipulation in the context of research or commonly called organic development which intends to limit focus and can adjust research developments that are not influenced by hypotheses.

The data sources used are primary data through direct and indirect observation. The primary data sources were taken through semi-structured interviews from three groups of informants/narasumber, semi-structured interviews with key informants in this case policy makers at the leadership level of the Southeast Sulawesi Provincial Tourism Office, Kendari City Culture and Tourism Office and BAPPEDA, Air Transportation Management Unit, finally tourism actors who are directly involved, namely coastal communities. Additional informants from tourism industry company associations and tourism professional associations, POKDARWIS, the public and tourism

users, namely other tourism industries. Secondary data are taken from relevant regional documents and previous research that supports this study.

In addition, secondary data from various sources, especially Kendari City regional policy documents (RTRW, RIPPAN), scientific journals obtained from national and international scientific journals, open access journals and Scopus, google scholar, while previous research data is expected to be published no more than the last 10 years, and data derived from textbooks, literature books and e-books is not more than ten percent.

This data collection technique is taken through interviews, observation and documentation of the results of deep interviews asking questions directly to informants, focus group discussions and field observations associated with literacy on previous research cases on community-based marine tourism development cases or community local wisdom and theories related to tourism development collaboration, especially community-based marine tourism.

Data analysis techniques in this method are carried out through SWOT analysis with stages through problem identification, followed by plan formulation and implementation, and finally by evaluating the strategy plan. This data analysis technique does not emphasize population size in determining the number of samples because not many people understand the concept of marine tourism development.

### 3. Result and Discussion

#### Kendari City Regional Strategy Plan

The formulation of the Kendari city regional strategy plan using the SO, WO, ST, and WT matrix is as follows.

**Table 2 SWOT Matrix – Regional Strategy Plan**

	<b>STRENGTH</b>	<b>WEAKNESS</b>
	Peculiarities of geographical regions	Not optimal utilization of sarpras
	Strong tourism regulation	Bay arrangement that is not in accordance with tourism architecture
	The urban area surrounds the bay Availability of land to develop There is an exotic marine tourism not far from the center of Kendari City	Management of managers that are not optimal
<b>OPPORTUNITY</b>	<b>Strategi - SO</b>	<b>Strategi - WO</b>

Development of Kendari bay as a center of tourism activities and souvenir sales	Improve urban tourism facilities to become centers of tourism activity.	Optimize management by forming a body Manager
Location close to industry Mining	With the uniqueness of geographical areas, it can attract investors to develop urban areas	Arranging Kendari bay according to architecture pariwisata
Large number of investors / partners	Branding the Kendari city area as a bay city	
With the existence of DTW outside the city center of Kendari, it will increase the number of hotel occupancy in the city of Kendari	Actively promote through making travel patterns (travel patterns)	
	Optimize the development of tourism activities and attractions around Kendari bay by involving investors/partners	
<b>TREAT</b>	<b>Strategi - ST</b>	<b>Strategi - WT</b>
Ecosystem damage	Building tourism-based facilities	Create a socialization program for
Socioeconomic inequality of society	milieu	Ecosystem Preservation
Shifting culture and local wisdom	Creating culinary centers and souvenir shops by MSMEs to reduce socio-economic disparities in the community	Create a bay arrangement design based on local wisdom.
	Organizing cultural performances and various other events	

*Source: Processed by Researchers*

Based on the table above, it shows that the implementation of the strategic plan for the regional city of Kendari in supporting tourism is:

Improving urban tourism facilities to become centers of tourism activity.

To realize the vision of the Kendari city government as stated in PERDA No.2 of 2019 to make the city of Kendari a national and international tourist destination, the government must improve and procure urban tourism facilities such as cinemas, museums and art galleries, exhibition halls, performance halls, stadiums, rivers and canals, nightclubs, malls, markets, and other supporting elements such as special facilities for tourism activities in the form of tourist parks, information center, tour guide, etc. This is in line with the opinion of (Christopher & R

Towill, 2002) who divides urban tourism facilities into 3 groups, namely primary, secondary, and additional elements.

With the uniqueness of geographic areas can attract investors to develop urban areas

Kendari City has a unique geographical uniqueness consisting of cities, hills, beaches, and bays that can be different attractions (Suryadana, 2015) to attract investors to cooperate in developing their DTW. This development can be in the form of the construction or provision of public facilities and tourism facilities at the DTW location (Ihsan et al., 2020).

#### **Building the branding of the Kendari city area as a bay city.**

The geographical characteristics of the city of Kendari with the urban area surrounding the bay illustrate the uniqueness of the urban area owned, therefore the Kendari City Government should make this bay as a branding in introducing itself to attract the attention and interest of tourists to visit Kendari City. This is in line with the opinion of (Pitana & Kobayashi, 2009) that the uniqueness of the location / region will be an allure for people to visit.

Actively promote and market tourist attractions

Promotional and marketing activities must be massively carried out by the Government

Kendari City in order to be better known by tourists both local and foreign to realize its Vision as a local and international tourist destination. This is reinforced by (Claveria & Poluzzi, 2016) and (Wen et al., 2022) that the government has a function to market its destination elements so that they can run sustainably. This promotional activity can be done through *Youtube channels*, television, magazines, posters, especially through Instagram accounts owned by the local government. This is important to do considering the large potential of the tourist market sourced from the mining industry not far from the city of Kendari.

#### **Optimizing the development of tourism activities and attractions around the bay as an icon of the city's tourist attraction**

Optimizing the development of tourism activities and attractions around the bay needs to be done considering the branding of Kendari city as a Bay City. Coastal utilization of bay bridges and along the bay can be done involving MSMEs and other business partners so that the selling value of Kendari bay will increase for tourists visiting (Farid, 2023).

#### **Optimize management by forming a management body**

The development that has been carried out needs to be managed optimally so that it is not neglected and has a contribution to the government. This management can be done by creating a Management Agency by the government or by collaborating with other third parties. As emphasized by (Wirakusuma, Samudra, & Sumartini, 2021) that tourism governance is very necessary because it will have implications for tourism products.

#### **Improve the arrangement according to tourism architecture**

To make the bay as a branding of the Kendari city area, the government must improve the arrangement of the bay in accordance with tourism architecture in order to increase the selling value and tourist attraction.

#### **Construction of environment-based tourism facilities**

The development of tourism facilities carried out both for urban tourism and in other natural tourism attraction locations needs to pay attention to the ecosystem so as not to have an impact on the environment and local communities (Chen, Sun, Lin, & Xu, 2020); (Lucrezi et



al., 2017) Wang, 2019). Environment-based development with good waste management and SPAL provision of course.

### **Creating culinary centers and souvenir shops by MSMEs to reduce socio-economic disparities in the community**

(Santoso et al., 2020) argue that the participation of the government, private sector, and community in tourism governance is needed. Therefore, it takes an active role of the surrounding community and existing MSMEs to enliven and activate tourism activities at the DTW location by becoming the main actors of culinary tourism centers and souvenir shops so that they can introduce the values and characteristics of the city of Kendari to tourists who visit.

Organizing cultural performances and various other events. Cultural performances to introduce the values, culture, and local wisdom of the region to visiting tourists. In addition, this is also to preserve the existing culture so as not to be eroded by the influence of foreign cultures that enter. Through this show, it is also a regional promotional event to introduce more deeply the values and advantages it has.

### **Create socialization programs to preserve the ecosystem**

In addition to regional development and development, the government still needs to pay attention to the preservation of its natural and cultural ecosystems. Therefore, it is still necessary to carry out socialization both in the form of forums and through government social media and print media in the form of banners / posters.

### **Create a bay arrangement design based on local wisdom.**

Development around the bay area must still consider the arrangement in accordance with tourism architecture to be able to increase value and optimize the community's economy.

## **4. Conclusion**

Based on research that has been conducted in Kendari City related to the existence of territory, tourist attraction, and tourism accessibility, it can be concluded as follows:

### **The Regional Existence of Kendari City**

The development of tourism facilities and infrastructure has not been optimal, especially the arrangement of the Kendari Bay area as marine tourism that is not in accordance with tourism architecture because it does not have good management management, so that it can have an impact on damage to natural ecosystems and socio-cultural gaps of the community, this can be seen in the evaluation of internal factor analysis with a value of 2.90 stronger than the value of external factors of 2.40. This condition shows that regional planning, the development of tourism facilities and infrastructure in Kendari city has not paid attention to opportunities and threats.

### **The Existence of Tourist Attractions**

The development of marine-based artificial tourist attractions has not become a priority program for the local government, so it is difficult to make branding of urban tourist destinations in the city of Kendari and has not been supported by competent tourism human resources in managing tourist attractions and the development of urban tourism facilities according to the aesthetics of tourism architecture, this condition can be seen in the evaluation of internal factor analysis with a value of 2.25 weaker than the factor value external ie 2.30 this shows that the Kendari city government has not been optimal in seeing the conditions of strength and weakness in developing

urban tourism resources including marine tourism attractions so that it cannot grasp existing opportunities.

#### Existence of Accessibility

There is no accessibility route for international flights and domestic flight paths from tourist sources are still limited, as well as public transportation to and from DTW is still not optimal, coupled with limited internet networks reaching all DTWs, making it difficult for tourists to use online transportation, coupled with the guarantee of security and safety of visitors in traveling is still low. This condition can be seen in the evaluation of internal factor analysis with a value of 2.80 weaker than the value of external factors which is 3.05, this shows that the Kendari city government has not been optimal in seeing the strength and weakness conditions to develop accessibility to increase international and domestic direct flight routes from tourist sources such as from Bali and Jogjakarta, and has not been supported by access to tourist attractions, especially internal networks for Make it easier to use online transportation.

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