

EFFORTS TO INTRODUCE THE TARAKAN CITY THROUGH IRAW TENGGAYU CULTURAL TOURISM

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Abstrak: The city of Tarakan also has interesting customs and cultures of the community, such as the traditional ceremony of Iraw Tenggayu, which is one of the cultures of the city of Tarakan and comes from the Tidung tribe. Tarakan City is a city that has great tourism potential, but obstacles in the form of a lack of information, exposure, and facilities make it difficult to develop this potential. This study aims to explore the efforts that can be made to introduce the City of Tarakan through cultural tourism and the Iraw Tenggayu traditional ceremony. The method used is descriptive, with data obtained through literature studies. The results of this study indicate that the efforts made to introduce the tourism sector in Tarakan City through Iraw Tenggayu are carried out through increasing tourist attractions, increasing digital promotions, and increasing collaboration and community participation. This is done to increase tourist interest, create positive images and perceptions through the original culture of Tarakan City, and influence the decision-making process and preferences of tourist destinations.

Kata kunci: *Wisata Budaya, Iraw Tenggayu, Kota Tarakan*

Abstract: The city of Tarakan also has interesting customs and cultures of the community, such as the traditional ceremony of Iraw Tenggayu, which is one of the cultures of the city of Tarakan and comes from the Tidung tribe. Tarakan City is a city that has great tourism potential, but obstacles in the form of a lack of information, exposure, and facilities make it difficult to develop this potential. This study aims to explore the efforts that can be made to introduce the City of Tarakan through cultural tourism and the Iraw Tenggayu traditional ceremony. The method used is descriptive, with data obtained through literature studies. The results of this study indicate that the efforts made to introduce the tourism sector in Tarakan City through Iraw Tenggayu are carried out through improving tourist attractions, increasing digital promotions, and enhancing collaboration and community participation. This is done to increase tourist interest, create positive images and perceptions through the original culture of Tarakan City, and influence the decision-making process and preferences of tourist destinations.

Keywords : *Cultural Tourism, Iraw Tenggayu, Tarakan City*

A. INTRODUCTION

Cultural tourism is tourism that has a particular interest in the participation and new experiences of tourists in search of novelty, authenticity, and cultural experiences such as aesthetic, intellectual, emotional, and psychological (Seyfi et al., 2019). Cultural tourism is an interesting thing

for tourists to do because they can gain new knowledge and experience about the culture of a certain area. The destinations of this cultural tourism refer to geographical areas consisting of man-made resources, natural resources related to natural historical events, community activities, and individual aspects (Malik, 2020). Therefore, tourists will come to

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tourist destinations related to the cultural background of these sites, especially in villages, small towns, and others.

Cultural tourism, when developed, will be able to support the community's economy and preserve the culture itself. This cultural tourism can be seen in three groups: institutionalized culture such as museums, exhibitions, historical sites, and performing arts; popular folk culture such as food, products, crafts, customs, and traditions; and symbolic ethnic culture such as folkways, vernacular architecture, education, transportation, religion, and education (Mudana et al., 2021). One of the popular folk cultures in Indonesia is the Iraw Tenggayu traditional ceremony, located in Tarakan City, North Kalimantan. Tarakan City is a city that has great tourism potential, but obstacles in the form of a lack of information, exposure, and facilities make it difficult to develop this potential (Chandra & Hartono, 2020).

The city of Tarakan, as one of the largest cities and the main gate of North Kalimantan Province, is not only a producer of petroleum and has potential natural beauty (Ilham & Sukmawati, 2021). The Tarakan City also has interesting community customs and culture, such as traditional ceremonies. Iraw Tenggayu is one of the cultures of Tarakan City and comes from the Tidung language as a combination of the words Iraw (celebration or party) and Tenggayu

(saltwater area or coastal area). Iraw Tenggayu is a traditional ritual in the form of a ceremony of thanksgiving and gratitude to the creator for the sustenance obtained from marine products and is expected to be able to obtain better results in the future (Siteu et al., 2023). The traditional ceremony of Iraw Tenggayu has its own very interesting characteristics, and with this potential, Iraw Tenggayu can become a cultural tour that is able to introduce the Tarakan City to domestic and international tourists.

It is interesting for the author to find out how Iraw Tenggayu, as a cultural tourism organization, is able to introduce Tarakan City as a city that has a lot of tourism potential. Obstacles such as a lack of information and exposure from the Tarakan City need to be given a solution by introducing its potential tours. By focusing on the cultural tourism of Iraw Tenggayu, this study aims to explore efforts that can be made to introduce the Tarakan City through the cultural tourism of Iraw Tenggayu traditional ceremonies.

B. METHOD

The method used in this research is descriptive. Descriptive research methods are directed at systematically and accurately exploring symptoms, facts, or events about the characteristics of certain populations or areas (Hardani et al., 2020). By using a descriptive

method, this study will use a case approach to explore data in depth and analyze intensively the interactions between the factors involved in a phenomenon.

Data collection in this study will be carried out by means of literature studies, where data is obtained through books, journals, articles, and other literature related to research. Then, the analysis will be carried out through Miles and Huberman's interactive model analysis, which includes data condensation, data display, and conclusion or verification.

C. RESULT AND DISCUSSION

C.1 RESULT

Iraw Tengkeyu is a traditional ceremony and competition held by the Tidung Tribe in Tarakan City. The Iraw Tengkeyu Festival is carried out as a ritual ceremony in which offerings are washed away into the sea in various kinds of competitions. Iraw Tengkeyu is a hereditary ceremony carried out by the Tidung Tribe as a celebration of a small island surrounded by the sea, namely Tarakan Island (Chaniago, 2023). The essence of this festival is the traditional ritual of the Padaw Tuju Dulung Parade, which is a parade of decorative boats that are paraded around the city and then floated out to sea.

The Padaw Tuju Dulung Parade uses a boat attached to a number of bamboo slats, which have three branches known as the prow. The bow in the

middle is made of three levels. Meanwhile, the other two bows located on the right and left are made of two levels. If added up, the total of all levels in each bow is seven levels. The number seven represents the number of days in a week, which has a symbolic meaning as a symbol of the journey of human life, which has repeated days once a week (Disbudporapar Kota Tarakan, 2022b).

Padaw Tuju Dulung uses a boat that has three different colors, namely yellow, green, and red. The very top of the boat has yellow paint; in Tidung culture, the yellow color symbolizes honor or something that is exalted. In addition, there is one highest pillar, which symbolizes the ruler of the universe, Allah SWT. Then, the middle part of Padaw Tuju Dulung has five pillars, which symbolize the five daily prayers in Muslim worship. This pole is used to tie the cloth used as a roof, and this cloth is called *pari-pari*. The pole is also used as a place to tie cloth, which is connected to the bows of the right and left boats. Under the *pari-pari*, there is a house-shaped place equipped with a three-story roof called *meligay*. Under the *meligay*, there are doors on all four sides, and offerings filled with food are placed under the *meligay*, which will later be released into the sea (Disbudporapar Kota Tarakan, 2022b).

The Mayor of Tarakan, Khairul, declared the Iraw Tengkeyu Festival as a

cultural festival for the indigenous Tidung Tribe as a form of gratitude for the Tidung Tribe to Allah SWT. for the sustenance and favors they receive every year with the hope that in the future they will receive more abundant sustenance (Merdeka.com, 2022). The carrying out of this traditional ceremony at sea also symbolizes the livelihood of the Tidung people as fishermen. Beside, it's important to maintain the sustainable of environmental (Sumarmi et al., 2022).

Mr. Khairul also stated that the Iraw Tengkeyu festival had been held since 1955, when Tarakan City still had the status of an administrative city (Merdeka.com, 2022). Iraw Tengkeyu has since been carried out every two years. With the peak event of the Pelarung Padaw Tuju Dulung, the Iraw Tengkeyu festival also has a boat procession from the manufacturing site to the sea at Amal Beach. Not only that, at this time Iraw Tengkeyu was also given a cultural touch by performing a colossal dance which was attended by hundreds of high school students in Tarakan City and a Tarakan cultural festival.

The Tarakan City is a city that has a variety of cultures and tribes, so its tourism potential is also high. Iraw Tengkeyu, as one of the traditional cultures, has great potential to be developed as a tourist destination. Therefore, efforts are needed to deal with the obstacles in Tarakan City by

promoting and increasing tourist information about the tourist attractions there. The Iraw Tengkeyu Festival itself is held to coincide with the anniversary of Tarakan City every December 15th. Efforts made by the Tarakan City Government to introduce Iraw Tengkeyu to the public include increasing tourist attractions, increasing digital promotions, and increasing collaboration and participation.

Improving Tourist Attractions

In pursuing the tourism potential of Tarakan City, the Tarakan City Government is trying to increase tourist attractions, especially in the Iraw Tengkeyu traditional ceremony. Increasing tourist attractions themselves can help attract the attention of tourists and can be enjoyed and sold as tourism products (Khairi & Darmawan, 2021). The existence of tourist attractions is also the main impetus for tourists to visit a tourist object and is even able to attract tourists to make a repeat visit. Therefore, in order to increase tourist visits, Iraw Tengkeyu, as one of the tourist attractions in Tarakan City, does not only refer to the Padaw Tuju Dulung traditional ritual but also other tourist attractions that involve the local community.

This increase in tourist attractions is carried out by presenting interesting programs to be watched or carried out by visitors who come, so that tourists not

only enjoy traditional rituals but also other events. The tourist attractions included in the traditional rituals of Iraw Tengkeyu include cultural expos, exhibitions, bazaars, arts and cultural performances, indie band competitions, and others (KSMTour, 2020). Iraw Tengkeyu is also carrying out traditional games and sports competitions to attract tourists.

The improvement in tourist attractions can be considered a bonus added to the core attraction, notably the traditional Iraw Tengkeyu rite. In this case, the Tarakan City Government is also working to improve cultural facilities by involving the creative economy to provide comfort and interest for tourists to come to Tarakan City (Asmalyah, 2022). Thus, an increase in tourist attractions and tourist facilities is the first attempt to utilise the traditional rituals of Iraw Tengkeyu to introduce Tarakan City as a tourist destination.

Increasing Digital Promotions

Basically, tourism is a service industry that has an administrative process center that refers to the ability and capability to exchange information (Valeri & Baggio, 2021). Digital promotion is an important part of increasing tourist arrivals in the modern economy. Currently, each major market segment is also growing with the help of the digital economy, where it is used to increase sales, brand image, and create

certain trends related to tourism activities (Natocheeva et al., 2020). Therefore, in order to introduce the Tarakan City, digital promotion is an important thing to do so that tourist attractions can be further recognized by potential tourists.

Iraw Tengkeyu is one of the tourist attractions with high potential to attract tourists to Tarakan City. Digital promotion can be used via the internet, which is currently used by almost all people, both nationally and internationally. This digital promotion is carried out through the distribution of information regarding travel and recreation that potential tourists can see and experience on the internet.

In order to promote Iraw Tengkeyu, the Tarakan City Government is intensifying digital promotions in a number of ways. First, Iraw Tengkeyu is promoted through the news media on the internet to provide an overview of the tourist attractions it has. This is not only done through conventional news media but also through the government's official website, through the website of the Dinas Kebudayaan Kepemudaan dan Olahraga serta Pariwisata Kota Tarakan. With this news and website, brand awareness in the community will increase, and there will be information dissemination regarding Iraw Tengkeyu's tourist attractions.

Second, digital promotion is also carried out through social media. Iraw Tengkeyu is promoted through

Instagram, which has many users, and promotions are not only carried out on the official Instagram of the Tarakan City Government but also through tourism promotion Instagram accounts, the Instagram of the Ministry of Tourism and Creative Economy, and others. Not only that, Iraw Tengkeyu tourism is also promoted through hashtags that can be spread by tourists who have visited and the people of Tarakan City themselves in Irawtengkeyu.

Through the use of technology, especially the internet, Iraw Tengkeyu seeks to be introduced to the wider community in order to create a brand image and brand awareness in the minds of tourists. The distribution of information about the excitement and tourist attractions provided during the Iraw Tengkeyu festival will create positive perceptions in the minds of the public and create tourist interest in visiting Tarakan City. Thus, digital promotion is very important to introduce tourism because, in today's contemporary economic era, people are looking for information about something through the internet or social media.

Enhancing Collaboration and Participation

In various economic fields, tourism is a place for collaboration, partnerships, and the creation of the most essential formal and informal networks (Valeri &

Baggio, 2021), because tourism industry is part of the hugest industrial sector (Astina et al., 2021). In the study of tourism development itself, collaboration and community participation are also general concepts that arise because of the human need to work together to make the industry sustainable (Eyisi et al., 2021). Therefore, using Iraw Tengkeyu to introduce Tarakan City as a tourist destination, collaboration between stakeholders and community participation are needed to increase tourism potential and foster sustainable tourism.

The Tarakan City Government is trying to introduce tourism through Iraw Tengkeyu by collaborating with the Coordination of Regional Leaders, DPRD, Regional Apparatus Leaders within the Tarakan City Government, and community leaders (Asmalyah, 2022). This collaboration is carried out through invitations for these stakeholders to come to the Iraw Tengkeyu festival to show the advantages and potential possessed by Iraw Tengkeyu tourism, with the aim of gaining awareness for stakeholders regarding tourist objects.

Iraw Tengkeyu was also held in collaboration with the Ministry of Tourism and Creative Economy. This is done by promoting tourism in Tarakan City, especially in Iraw Tengkeyu. The existence of this collaboration also increases the knowledge of the national

community about tourism, which is located in the North Kalimantan area, especially in the City of Tarakan. The collaboration with the Ministry of Tourism and Creative Economy can also be seen in the participation of the Iraw Tengkeyu festival in the best domestic tourist destinations, such as Iraw Tengkeyu's entry into the 100 Kharisma Event Nusantara (KEN) (Chaniago, 2023). In addition, the Iraw Tengkeyu festival has also been included in the 100 National Tourism Events Calendar (Asmalyah, 2022).

The existence of this collaboration has helped increase the urgency of the community regarding the beauty and potential possessed by Iraw Tengkeyu tourism. Apart from focusing on collaboration, the Tarakan City Government is also increasing community participation to enliven the traditional rituals of Iraw Tengkeyu. This can be seen in the community's participation in traditional games and sports competitions held during the Iraw Tengkeyu festival (Disbudporapar Kota Tarakan, 2022c). Then, the community also participates in dance performances, such as the Zapin dance performance at the Iraw Tengkeyu 2022 festival (Asmalyah, 2022). In 2022, the public and tourists took part in enlivening the cultural parade with as many as 197 vehicles, 67 groups of pedestrians, and

6,792 personnel from all categories (Disbudporapar Kota Tarakan, 2022a).

By collaborating with stakeholders to introduce Iraw Tengkeyu tourist attractions and high community participation, the Tarakan City Government is also working to open a Cultural Plaza that involves the creative economy. This is based on MSMEs, which support 67% of the people of Tarakan City and are able to absorb 93% of the workforce (Asmalyah, 2022). Therefore, it is necessary to increase the promotion and transfer of information regarding tourism in Tarakan City through Iraw Tengkeyu to realize sustainable tourism and to introduce Tarakan City nationally and internationally.

C.2 DISCUSSION

Efforts made by utilizing the Iraw Tengkeyu festival refer to solutions to obstacles related to the lack of information, exposure, and existing facilities in Tarakan City. In fact, Tarakan City itself is one of the largest cities and is the main entrance to North Kalimantan Province. Therefore, through the efforts made, Tarakan City is expected to be better known as a tourist destination that is able to attract tourists because it has better potential, tourist attractions, and tourist facilities than before.

Through increasing tourist attractions, tourists can gain new tourist

experiences due to the emergence of parades, cultural expos, exhibitions, bazaars, arts and cultural performances, and fun competitions. This is also done to introduce the culture of Tarakan City so that cultural tourism through this traditional ceremony can increase people's curiosity to come as tourists. With this effort, tourists can also learn about native Indonesian culture originating from the North Kalimantan Province.

On the other hand, with the increasingly rapid economic development due to globalization, digital promotion efforts are being made to increase brand awareness and image regarding the City of Tarakan. Promotions carried out digitally are important for optimizing the tourism sector and achieving strategic goals for stakeholders in Tarakan City (Kozak & Buhalis, 2019). So, with the digital promotion being carried out, reflection on Iraw Tengkeyu is needed as a cultural tour that can meet tourist preferences.

The existence of collaboration with stakeholders and participation from the community is also an effort that is very capable of supporting the City of Tarakan in introducing its tourism outside the region. Iraw Tengkeyu, as a leading tourist attraction, is used to become the main tourism promotion in Tarakan City. With Iraw Tengkeyu's inclusion in the 100 *Kharisma Event Nusantara* and the

National Tourism 100 Event Calendar, Tarakan City has gained an advantage in promoting the tourism sector.

Additionally, the people who participate in building the tourism sector are also very helpful. The existence of the Iraw Tengkeyu festival, which was attended by thousands of people, has given it a positive perception in the minds of potential tourists. Perceptions that arise from community participation will also help create the image of Tarakan City and be able to influence tourist decision-making processes, destination preferences, future behavioral intentions of tourists, or tourists' contextual understanding (Chaulagain et al., 2019). Therefore, this effort needs to be sustainable so that the collaboration carried out by the Government does not only refer to stakeholders but also public awareness to develop their region (Stylidis, 2020).

These three efforts can be regarded as fundamental efforts that must be carried out in order to develop the tourism sector. With an increase in tourist attractions through events supporting tourist objects and improving facilities, implementing more intensified digital promotions, and increasing collaboration and participation, a tourist destination will be able to develop more. Within this scope, urgency is also needed to make tourist destinations sustainable. This can be done by the City of Tarakan through

creating positive perceptions in the minds of tourists, community participation in promoting and recommending the City of Tarakan to others, and creating tourism that remains based on the environmental economy to maintain tourist areas.

Iraw Tarakan, as a cultural and historical attraction that is utilized, is a substantial determinant of the image of Tarakan City. It is something that can be emulated by the city of Tarakan because it can use local cultural attractions to attract tourists. The image that emerges from Iraw Tengakayu is also able to have a positive impact, such as preserving indigenous culture and regional history (Lee & Xue, 2020). Thus, further preservation is needed in Iraw Tengakayu so that it remains sustainable with the identity and values of the community that remain the same while attracting and retaining tourists.

D. CONCLUSION

The Tarakan City is a city that has a variety of cultures and tribes, so its tourism potential is also high. Iraw Tengakayu, as one of the traditional cultures, has great potential to be developed as a tourist destination. Iraw Tengakayu is a traditional ceremony and competition held by the Tidung Tribe in Tarakan City.

The Iraw Tengakayu Festival is carried out as a ritual ceremony in which offerings are washed away into the sea in various kinds of competitions. Iraw

Tengakayu is a hereditary ceremony carried out by the Tidung Tribe as a celebration of a small island surrounded by the sea, namely Tarakan Island. Therefore, efforts are needed to deal with the obstacles in Tarakan City by promoting and increasing tourist information about the tourist attractions.

Efforts have been made to introduce the tourism sector of Tarakan City through Iraw Tengakayu by improving tourist attractions, increasing digital promotions, and enhancing collaboration and community participation. These three efforts can be regarded as fundamental efforts that must be carried out in order to develop the tourism sector. Not only that, that effort also make tourists gain new tourist experiences through the emergence of parades, cultural expos, exhibitions, bazaars, arts and cultural performances, and fun competitions.

On the other hand, the use of the internet for promotion can also optimize efforts to introduce Tarakan City through the image of cultural tourism that is original and can only be found in Tarakan City. The use of collaboration with stakeholders also helps the City of Tarakan demonstrate its tourism potential through Iraw Tengakayu being included in the 100 *Kharisma Event Nusantara* and the 100 National Tourism Event Calendar.

Community participation is also an important factor in pursuing the tourism sector in Tarakan City because it has given it a positive perception in the minds of potential tourists. These emerging perceptions will also help create an image of Tarakan City and exert influence over tourist decision-making processes, destination preferences, future tourist behavioral intentions, and tourists' contextual understanding.

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