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## Tourism Based on Historical Heritage in Langsa, Aceh, Indonesia

Guntur Arie Wibowo <sup>1)</sup>, Aulia Rahman <sup>2)\*</sup>, Chairuddin <sup>3)</sup>, Andi Zulfa Majida <sup>4)</sup>, Devi Hermawan <sup>5)</sup>

1), 2) History Education FKIP, Samudra University, Indonesia

3) English Education FKIP, Samudra University, Indonesia

4) Islamic Family Law FSU, Agama Islam Bakti Negara Tegal Institute, Indonesia

5) State Vocational High School 2 Teacher Langsa, Indonesia

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### Abstrak

Artikel ini membahas keragaman warisan sejarah yang terdapat di Kota Langsa yang berpotensi menjadi warisan sejarah yang berkelanjutan. Tulisan ini juga menggambarkan bagaimana mewujudkan pariwisata berkelanjutan berbasis sejarah dan budaya serta meningkatkan kualitas hidup masyarakat dengan memanfaatkan warisan sejarah dan budaya. Penelitian dilakukan di kota Langsa provinsi Aceh, Indonesia. Penelitian ini menggunakan pendekatan kualitatif dengan melakukan observasi, wawancara mendalam, dan studi dokumentasi. Berdasarkan temuan dan fakta di lapangan, ditemukan tiga potensi yang mampu menjadi ikon pengembangan wisata sejarah dan budaya. Yang pertama, warisan sejarah berupa fisik, yang kedua berupa budaya dan yang ketiga warisan sejarah berupa kuliner. Keberagaman wisata berkelanjutan berbasis historical heritage ini ternyata belum mendapatkan banyak perhatian dalam kajian pariwisata berkelanjutan. Hal itu disebabkan infrastruktur wisata seperti destinasi dan sumber daya manusia belum dipersiapkan dengan baik. Selain itu, pelibatan partisipasi publik untuk membantu terwujudnya wisata berkelanjutan masih belum maksimal. Wisata dengan memanfaatkan modal historical heritage sangat penting bagi lingkungan, dan masyarakat serta memberi dampak ekonomi lokal dan nasional. Mewujudkan pariwisata berkelanjutan berbasis warisan sejarah dan budaya dilakukan dengan menerapkan manajemen destinasi, agar setiap jenis pariwisata mendapatkan perhatian yang sama sehingga semua sektor wisata dapat maju bersama, menaikkan kualitas pariwisata, serta dapat menguntungkan semua pihak. Disarankan juga untuk membangun kerjasama yang baik antara pemerintah, masyarakat dan pihak swasta dalam membangun wisata berkelanjutan berbasis peninggalan sejarah dan budaya. Bangunan cagar budaya yang telah mendapatkan status dan sedang diusulkan oleh pemerintah sebagai cagar budaya agar pemeliharaannya dan pemanfaatannya dapat optimal. selain itu perlu membuka ruang-ruang kerjasama antara pemerintah, akademisi dan masyarakat dalam pengembangan wisata berkelanjutan berbasis historical heritage.

**Kata kunci:** wisata berkelanjutan, peninggalan sejarah, peninggalan budaya.

### Abstract

*This article discusses the diversity of historical heritage found in Langsa City which has the potential to become a sustainable historical heritage. This paper also describes how to realize sustainable tourism based on history and culture and improve the quality of life of the community by utilizing historical and cultural heritage. The research was conducted in Langsa city, Aceh province, Indonesia. This study uses a qualitative approach by conducting observations, in-depth interviews, and documentation studies. Based on the findings and facts in the field, identify three potentials that can become icons for the development of historical and cultural tourism. The first is the historical heritage in the form of physical, the second is in the form of culture and the third is the historical heritage in the form of culinary. This diversity of historical heritage-based sustainable tourism has not received much attention in the study of sustainable tourism. This is because tourism infrastructure such as destinations and human resources have not been well prepared. In addition, the involvement of public participation to help realize sustainable tourism is still not optimal. Tourism by*

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*utilizing historical heritage capital is very important for the environment and society. and have an impact on the local and national economy. Realizing sustainable tourism based on historical and cultural heritage is done by implementing destination management, so that each type of tourism gets the same attention so that all tourism sectors can progress together, increase the quality of tourism, and can benefit all parties. It is also recommended to build good cooperation between the government, the community and the private sector in developing sustainable tourism based on historical and cultural heritage. Cultural heritage buildings that have received status and are being proposed by the government as cultural heritage so that their maintenance and utilization can be optimal. In addition, it is necessary to open spaces for collaboration between the government, academia and the community in the development of sustainable tourism based on historical heritage.*

**Keywords:** Sustainable Tourism, Historical Heritage, Cultural Heritage.

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\*Corresponding author:

E-mail: [auliarahman1985@unsam.ac.id](mailto:auliarahman1985@unsam.ac.id)

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## INTRODUCTION

Sustainable tourism has become a hot issue in the tourism world recently because it is ideal for the sustainability of the tourism industry and society (Astawa et al., 2018; Parga Dans & Alonso González, 2019). The development of the tourism industry should be directly proportional to the development of the surrounding community. Trends that occur in the development of tourism have a negative impact on the environment and socio-culture. The development of tourism actually contributes to environmental damage, social damage and cultural damage (Neto, 2003; Uslu, Abdullah, Gürkan Alagöz, 2020). The concept of sustainable tourism emerged to overcome these problems.

History-based tourism is a tourism concept that emphasizes elements of historical and cultural heritage of the past. The National Trust for Historic Preservation (NTHP) defines historical tourism as a journey to experience places, artifacts, and activities that authentically represent stories and people from the past and present. The scope consists of historical and cultural heritage. Heritage-based tourism uses existing historical, cultural and natural resource assets. Historical heritage-based tourism is a type of destination that looks to the past for a sustainable future (Mahamudul Hasan, 2014). Thus, historical tourism requires investments that are not too large because tourist destinations take advantage of existing ones. For long-term development, there is a need for preservation and restoration aimed at restoring past wealth and improving people's lifestyles because the vibrancy of a heritage site is only significant when the original community remains (Said et al., 2013)

In fact, historical heritage and culture are becoming an increasingly real and significant phenomenon for the economy, so this is necessary and very important to develop. In this sense,

historical heritage is part of the national wealth of a country that has a series of material benefits to society. There is no doubt that the social importance of this historical and cultural heritage also has an invaluable role in cultural development and education (L.N. Safiullin et al., 2014).

Langsa as a city that was founded in the early 18th century, has a very complete journey and historical heritage. Existing historical relics cross over several periods; traditional, colonial, to the era of the struggle for independence. However, the development of history-based sustainable tourism in Langsa City has not been able to be utilized optimally because it is still considered less marketable. History-based tourism or historical tourism in Langsa City is still less attractive than other environmental and educational-based tours. If it continues, it will have a negative impact on the continuity of history-based tourism development, the existence of historical heritage buildings, and the inheritance of values inherent in historical and cultural heritage.

Tourism development in Langsa is currently limited to mangrove ecotourism and protected forests (Andiny, Puti, 2019; Iswahyudi, Teuku Fadlon Haser, 2019). Sustainable tourism based on historical heritage has not been fully explored in Langsa. For historical heritage, only Balee Juang Building is used as a museum and city landmark. The rest, the existing historical heritage is less optimized for its role as a tourist destination. This has an impact on the existence of historical heritage buildings because they are not managed properly so they are in danger of being damaged. In addition, heritage that is not explored and promoted will threaten the existence of historical-cultural heritage and loss of knowledge about historical and cultural heritage.

Historical heritage plays a big role in the development of local tourism. Historical and cultural heritage objects are important city assets that can generate profits and significantly contribute to economic development. Historical and cultural heritage plays a big role in the social field because it revives local cultural values, develops national creativity, and traditions. The historical and cultural heritage encourages the cultural uplift of the local population. The historical and cultural heritage also increases the attractiveness of the area, promotes the development of city services, infrastructure, cultural organizations (Ismagilova et al., 2015). Cultural heritage even manifests and is used in a variety of tourism (Esfehani & Albrecht, 2018). Historical heritage is important to develop the environment dynamically to support life activities in general (Penića et al., 2015).

Historical heritage-based sustainable tourism has not received much attention in the study of sustainable tourism. Tourism by utilizing historical heritage capital includes tourism that has the ability to foster, promote and preserve local culture and traditions and is in line with the perspective of the local community (Graci, 2021). Sustainable tourism is important for the environment, and society. Sustainable tourism protects the environment, social and culture, and has a local and national economic impact.

Several countries in the world support and adopt the concept of sustainable tourism (Carter, 2015). Previous research on historical heritage and sustainable tourism tends to show its success in building tourism that is friendly to the environment, socio-cultural and economic environment (Eom, T., Han, H., 2020; Rasoolimanesh, S. M., & Jaafar, 2017). In addition, building heritage-based sustainable tourism further increases government recognition of the contribution that cultural heritage makes to social welfare by positioning historical-cultural heritage as a major component of quality of life (Tweed, Christopher, 2007).

This paper aims to see whether historical-cultural heritage has succeeded in improving the quality of life of the community by realizing cultural-historical-based sustainable tourism and how the government's policy is to utilize cultural historical heritage for sustainable tourism development. The quality of life of the community and government policies have an important role in the development of sustainable historical tourism, especially when faced with several problems such as not yet optimal excavation of historical and cultural tourist destinations, competition with other

tourist destinations, and low community participation to encourage the realization of sustainable tourism based on history and culture. sub in the introduction.

**RESEARCH METHODS**

The study was conducted for 6 months in Langsa city, Aceh province, Indonesia. This study uses a qualitative approach. Data were obtained by conducting observations, in-depth interviews, and documentation studies. Observations were made by visiting historical and cultural heritages in the Langsa city area. Some of the locations observed were: Balee Juang building, PDAM Langsa tower, Istiqamah Mosque, Tjut Nya' Maneh house. In addition, the researchers also observed the cultural traditions of the Langsa people which are still practiced today, such as: Kuda Kepang, khanduri maulid, khanduri sea, khanduri blang, and rewang. In-depth interviews were conducted using purposive sampling to collect data on the participation of the city government, villages and communities in realizing history-based sustainable tourism in the city of Langsa, Aceh.



Figure 1. Map of Langsa City, Aceh, Source: McCarthy, John F. (Langsa, 2020; McCarthy, 2007)

**RESULTS AND DISCUSSION**

**Forms of Historical and Cultural Heritage**

Society is built through a long history, a winding road, step by step, trial and error. Some places have relics that have existed or are hidden, and will later become cultural heritage. Cultural heritage is defined as "the product or result of physical culture from various traditions and spiritual achievements in the form of values from the past which are the main elements of group or national identity". Cultural heritage is therefore the result of physical culture (material) and cultural values (immaterial) from the past.

There are at least three forms of historical and cultural heritage in Langsa; physical, cultural, and culinary. The form of physical inheritance is most easily recognized because it can be observed by eye sensing. Langsa is rich with physical buildings that have high historical value. The most famous is the Baleejuang Building, which currently functions as a city museum. For more details, the physical building can be seen in table 1:

Building	Picture	Historical Value
Balee Juang Building		The office of the printing press during the colonial period, the office of the railway service during the Dutch colonial period

<p>Istiqamah Mosque, Gampong Teungoh</p>		<p>The first mosque in Langsa which was built in 1901 by Teuku Chik Banta Peuredan (current regional leader)</p>
<p>Nya' maneh house</p>		<p>House of uleebalang/ Territory leader in the 1900s</p>

Table 1: Physical Heritage

Many non-physical relics are also found in Langsa. As an area with a multiethnic society, Langsa holds many cultural relics such as oral traditions about the history of the founding of villages in Langsa, the cultural behavior of multiethnic communities in Langsa, so that attitudes and consensus emerge that the Langsa people live and build a harmonious, peaceful, social life. and harmonious without prioritizing differences. Cultural transformation with subcultures of art, tradition, language and customs can be carried out in its entirety and create a harmonious life, which prioritizes inter-religious harmony. So that each village in Langsa is unique because each village has a distinctive ethnic style. There are villages that have Acehnese, Javanese, Minangkabau, Chinese, and Mandailing cultural characters.

Culinary in the form of food and drink is one of the cultural heritage. The ethnic diversity of the Langsa community provides benefits to existing culinary forms. In Langsa, you can find many traditional Acehnese cuisines with recipes handed down from their ancestors. Some of these culinary delights include: Aceh Coffee, Aceh Noodles, Pliek U Vegetables, Capture Chicken, Aceh Martabak, Sie Kameng, and Gulai Masam Keueng. This local value potential can stimulate the growth of tourism development. The idea was developed with the assumption that the development of tourist attractions depends on the development of the local community and culture. In terms of culinary, with community culture still strong, in Langsa city culinary must be added and people must find innovations so that the taste and presentation looks more modern or contemporary, thereby attracting tourists' tastes. This culinary will directly contribute to the economy and promote culinary tourism. Culinary can be a complementary part of history-based sustainable tourism because of its authentic taste

### **Tourism Conditions in Langsa City**

Langsa City has a tourism sector that has the potential to be developed and marketed, ranging from nature tourism, cultural tourism, and religious tourism in order to improve the creative economy of the people of Langsa City. City Forest Park with the type of educational nature tourism, Manggrove Forest Park with the type of nature tourism and the Langsa city museum with the type of historical tourism which is dominated by the legacy of the Dutch Colonial era.

Attraction Name	Type	Number of Visitors		
		2019	2020	2021
Langsa City Forest Park	Ecotourism, Educational Recreation	380.503	208.432	166.861
Mangrove Forest Park Langsa City	Ecotourism, Educational Recreation	109.222	(not recorded)	47.719
Langsa City Museum	Education	(not recorded)	(not recorded)	3.374

Table 2. Tourist Attractions and Number of Visitors in 2019-2021.  
Source: Central Bureau of Statistics, Langsa City in 2020, 2021, 2022.

Judging from BPS statistical data, historical tourism is still far behind compared to other types of tourism. This lag is a sign that historical tourism is still not a priority. Currently, the Langsa city government is focusing on developing ecotourism-based tourism in Langsa City Forest Park and Mangrove Forest Park.

### **City, Village, and Community Government Strategies in Building Historical Heritage-Based Sustainable Tourism**

#### **City government**

There are many historical and cultural heritages. Some have been designated by the local government as cultural heritage. Others are still in the proposal process. Some of the others still have not received status. Submission of the status of cultural heritage buildings to the city government. Currently there are 5 buildings that have been designated as cultural heritage buildings by the city government in 2016, namely Baleejuang, Langsa Mayor's Hall, SDN 1 Langsa Building, Satpol PP and WH office buildings, and water towers for drinking water companies. With the stipulation of historical heritage as a cultural heritage building, the building is well maintained and can be used as tourism promotion to strengthen identity and improve the quality of life of the community. The list of historical relics that have been designated as cultural heritage buildings can be seen in table 3.

No.	BCB object	Who Determines	Appointment Date
1	Langsa Mayor Hall	Mayor of Langsa	March 7, 2016
2	SDN 1 Langsa Building	Mayor of Langsa	March 7, 2016
3	Satpol PP and WH . Office Building	Mayor of Langsa	March 7, 2016
4	Langsa Regional Water Company Water Tower	Mayor of Langsa	March 7, 2016
5	Balee Juang building, former Bappeda Aceh Timur	Mayor of Langsa	March 7, 2016

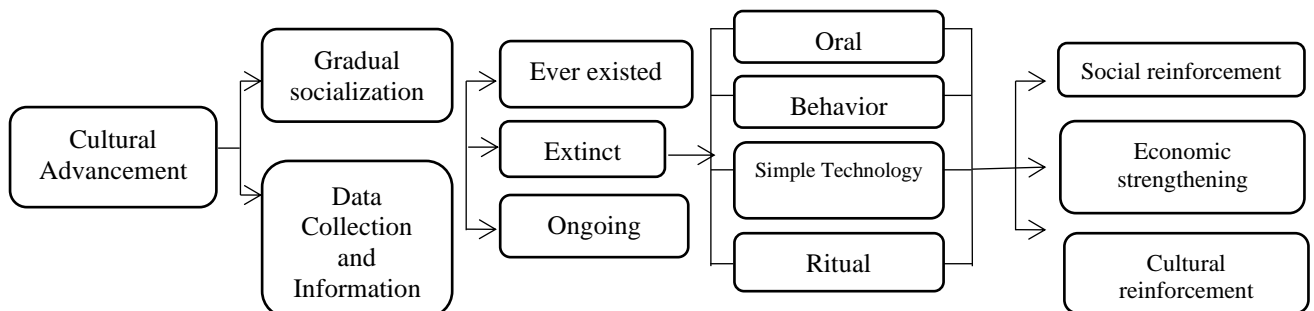
Table 3. Cultural Conservation Buildings With the Decree  
of the Determination of the Mayor in 2016  
Source: Langsa Mayor's Decree About  
Determination of Cultural Heritage Buildings in 2016

In the process, there are still 16 cultural heritage buildings that have not received the status of cultural heritage buildings and are in the process of being proposed to the mayor. The list of proposals can be seen in table 4:

No	Building Object	Status
1	PTPN I Kebun Lama Area	The process of proposing Cultural heritage for the determination of the Mayor's Decree
2	Post office	
3	PLN office	
4	Batu Dormitory (Military Dormitory)	
5	SMPN 1 Langsa City	
6	House of Ulee Balang Gampong Jawa Baro	
7	Dutch Cemetery Site "Kerkhoff" Gampong Jawa Belakang	
8	Langsa City Chinatown (Back Shop)	
9	Langsa Branch Syariah Bank Office	
10	Ancient Tomb Complex in Gampong Baro	
11	Ulee Balang's house in Gampong Baro	
12	Tuha Mosque in Gampong Teungoh	
13	Telaga Tujuh Area, Pusong Island, Langsa	
14	Japanese bunker site in Gampong Birem Puntong	
15	PDAM Tirta Kemuning site	
16	Rumah Sakit Umum Daerah (RSUD) Langsa	

Table 3. Proposed 16 Cultural Conservation Buildings to the Mayor.  
Source: Head of Langsa City History and Tradition section, 2021.

In terms of cultural heritage, the city government through the cultural education office has begun to map the historical and cultural heritage of the village through Focus Group Discussion (FGD) activities. The city government together with the village community held an FGD to explore cultural historical values with the theme of promoting culture. The program has an important role in building community resilience by building an identity based on the cultural character of the community. The advancement of culture is very relevant to the sustainable development of history-based tourism. In the table below, it can be seen the flow of cultural advancement carried out by the Langsa city government in collaboration with the Ministry of Education and Culture in identifying and mapping the culture in the Langsa city.



Source: Research results in 2021

### Village Government and Community

The village is the foundation of sustainable tourism based on historical heritage because all cultural historical relics are in the village. Thus, the role of the village government and village communities is to spearhead the implementation of history-based sustainable tourism development. However, currently the village government does not make the existing cultural historical heritage a priority in the development of sustainable tourism. Information about the historical cultural heritage in the village is very minimal. In fact, some villagers do not know the existence of cultural historical heritage in the village. The lack of knowledge about historical and cultural heritage in the village is reinforced by the results of a statistical survey on the village potential of Langsa City in 2018 which states that there is no potential for village-based tourism in Langsa city (BPS, 2019).

The village is the center of social, cultural activities and the inheritance of community values. The village is the center of community social interaction that produces a culture that is useful for the community. This culture is a form of community adaptation to the surrounding environment. Social interaction in society produces traditions that are practiced from generation to generation. These cultures and traditions are historical heritages that are used as sustainable tourism that provides economic benefits to the community, is environmentally friendly, and preserves its history and culture. Historical and cultural heritage that is not used properly for sustainable tourism development has an impact on not contributing to the social, economic and cultural life of rural communities.

In Langsa there are already historical and cultural individuals and communities. However, its existence is not well organized. The existing community has not been serious about exploring historical and cultural heritage as part of a sustainable tourism strategy. In addition, the historical and cultural community does not yet have a sustainable relationship with the government so that they do not synergize in making policies on history-based tourism.

## **Discussion**

“The past is the key to the future” is a relevant saying for historical preservation and community economic development (local level). History, as represented in cultural resources and the built environment, can serve as a basis for directing the future growth and development of society. By understanding the historical physical patterns in the land and built environment, communities can evaluate how to maintain the desired quality of life attributes, as well as opportunities for improvement.

Sustainable tourism based on historical heritage is tourism that highlights historical elements, both buildings and the culture of the people. The involvement of human resources and tourism institutions is very important in the development of sustainable tourism based on historical heritage. Historical and cultural heritage is an important factor in modern sociocultural and economic development that provides for the use of certain historical and cultural and natural resources (Panasyuk et al., 2015). Historical and cultural heritage provides benefits and a sense of pride to the community. Community engagement, community involvement, and perceived benefits have a significant and positive impact on sustainable tourism development (Olya et al., 2018).

The development of history-based tourism in Langsa is very slow. This is due to the lack of encouragement from the city government in establishing historical-based tourism policies. On the other hand, in terms of branding, historical tourism in Langsa City has received less attention and has not been widely known by visitors. This is due to sub-optimal marketing strategies, carried out by destination managers and communities, and may be highly relevant to tourism branding. In addition, the city government does not yet have a good understanding in realizing sustainable tourism based on historical and cultural heritage. The historical heritage of objects, only explores only exposes certain objects so that there is no equal distribution of destination destinations. Meanwhile, the existing intangible heritage is only used by the community for their interests, preserving and passing on traditions, building diverse social harmony.

History-based tourism still tends to be less attractive than tourist destinations that highlight the environment and education. Whereas the existence of existing history-based tourism can be an additional alternative to tourism in Langsa city and reach wider community participation because it will involve every element of society from the village level. By utilizing existing resources, historical cultural tourism destinations are very abundant. This is in accordance with the concept of sustainable tourism that supports each other. With more choices, there are opportunities to empower local communities in the form of job opportunities for local residents. In the planning process, it is also necessary to have the participation of all parties or stakeholders as stated in Law



Number 25 of 2004 concerning the National Development Planning System which states that "Planning with a participatory approach is carried out by involving all parties (stakeholders) with an interest in development. Their involvement is to get aspirations and create a sense of belonging."

The role of these two factors in the development of historical tourism into a single entity that cannot be separated from each other. Seeing the current situation, Langsa city deserves to be developed. History-based tourism, if properly developed, can be a very important economic activity and can overcome various development challenges such as poverty. The presence of Langsa City is very strategic in building a cultural heritage-based tourism village.

Historical tourism using existing historical heritage will attract visitors. Visitors can learn valuable new things, get unique experiences not found anywhere else. The experience will produce a good impression so that visitors can learn the values of quality after visiting historical tours.

Sustainable tourism based on historical heritage can encourage equitable development between generations now and in the future. Every element of society has the same opportunity to benefit from tourism growth. Environmental aspects are maintained, there is no wastage of natural resources, there is no environmental pollution, and take advantage of everything available to increase tourism.

Cultural heritage tourism also contributes to the preservation of historical heritage (Xing Huibin, Azizan Marzuki, 2012) as well as to the satisfaction of human needs by providing symbolic meaning that binds cultural groups and communities across generations. Not a few local people who do not know about historical heritage. The development of historical heritage tourism also contributes to increasing knowledge, improving aesthetics, understanding tourist attractions, learning conservation techniques and increasing pride in historical and cultural heritage.

## **CONCLUSION**

The findings of this study that the number of historical cultural tourism objects that exist does not guarantee the implementation of sustainable historical tourism. Nevertheless, the deepening of historical tourist destinations must continue to be explored, especially those that have connectivity with the past so that they can help develop new tourism products or cultural routes. This will indirectly expand market share and add economic value to the community and the region.

In addition, policies related to destination management are needed. Langsa as a tourist destination has various types of tourist attractions which in its management involve many stakeholders, both public, private and government. In its management, all tourism secretaries need to work together so that all tourism sectors advance together. Sectors that have been developed can help the tourism sector that is not yet developed, such as tourism based on heritage.

The development of historical tourism should start with; first, preparing all human resources for each administrative department to carry out their respective roles and functions in implementing tourism development management. Second, the funds needed and used for the implementation of tourism development programs. Third, the technology used for tourism development, such as the creation of tourism gmaps and tourism WebGIS. Fourth, the tourism development method used is to create a tourism development program in accordance with the existing tourism potential, so that the tour has a good selling value and many tourists will come to visit. Fifth, marketing is carried out in developing tourism.

Most important for the further development of history-based sustainable tourism is the willingness of destination managers to incorporate historical resources into the destination

offering. In the whole system of sustainable development, it is necessary to rationally use the quality elements of cultural and historical heritage. It is important to adequately protect and evaluate such heritage and it is important to formulate strategies for the possibility of further sustainable development.

Destination management is needed so that each type of tourism gets the same attention so that it can advance all tourism sectors, increase the quality of tourism, and make tourism in Langsa city competitive. This is done to create sustainable tourism that can benefit all parties. It is also recommended to build good cooperation between the government, the community and the private sector in developing sustainable tourism based on historical and cultural heritage. Cultural heritage buildings recognized by the government so that their maintenance and utilization can be optimal. In addition, it is necessary to open spaces for cooperation between the government, academia and the community in developing historical heritage-based tourism.

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