

IJRTBT | Local Wisdom-Based Tourism: Towards Sustainable Tourism in Kendari, Indonesia, the Capital of Southeast Sulawesi

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Abstract

Tourism is a strategic sector to be improved, especially after the effects of the COVID-19 pandemic. It is currently a national priority in line with increasing foreign exchange, investment, and poverty alleviation. Meanwhile, Kendari City has many tourism objects that are significant and strategic for development. One is the Bungkutoko Island mangrove track, which is a relatively new tourist destination. The main attraction in this area is the mangroves, which require preservation and sustainability to enhance the economy of the local community. Efforts to maintain mangrove areas as tourist destinations should include the internalization of local wisdom in these communities. Therefore, this study discusses the implementation of local wisdom to rebuild tourism through internalizing local wisdom in the mangrove track area. The methods involved literature reviews, field surveys, and interviews with respondents to ascertain the factors that enabled the internalization of local wisdom values. Recommendations were also obtained for tourism sector development in the future. Meanwhile, the results showed that some strategies to internalize local wisdom include socialization involving the significance of mangrove conservation, training in mangrove use as an economically valuable food, and training of tourist guides from residents. Other strategies include the development of various tourist destination infrastructures such as a calendar of events, creative economic products, and souvenirs, and strengthening the institutional management of tourist destinations that involve community components, youth groups, and other elements of society.

Keywords: *Tourist Destination; Local Wisdom; Tourism; Mangrove Track; COVID-19 Pandemic*

Introduction

Tourism is a strategic sector and the largest foreign exchange contributor to Indonesia, as are the agricultural, mining, and oil and gas sectors. After the effects of the COVID-19 pandemic from early 2020 until the end of 2022, the tourism sector is starting to revive (Tania & Sinambela, 2022). Furthermore, the development of this sector is expected to improve the regional economy, which includes efforts to alleviate poverty and create jobs (Antara & Sumarniasih, 2017). Indonesia is rich in cultural, religious, and customary diversity, which is significant for the development of national and regional tourism. The natural wealth that stretches from Sabang in the west to Merauke in the east and from Miangas Island in the north

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to Rote Island in the south also highlights priceless natural, nautical, historical, and cultural wealth. This diversity and wealth are the main capitals in the development of national and regional tourism.

Due to the diversity and richness of nature and culture, the ancestors of the Indonesian nation came up with and passed down ancient local wisdom values. These values enhanced people's lives both in the past, present, and future, therefore, local wisdom values have strategic significance in tourism development (Farhan & Anwar, 2016).

The growth of tourism is a big part of making the communities it affects better places to live. Regional tourism enhanced the implementation of Law Number 10 of 2009 on Tourism Development in Indonesia and Government Regulation Number 50 of 2011 concerning the Master Plan for the Development of Indonesia Tourism in 2010–2025 (Rhama, 2020). In the Tourism Law, the definition of tourist destinations is namely geographical regions located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and interrelated communities that complement the realization of tourism. Furthermore, a tourist destination requires an attraction that determines the interest of tourists in visiting or traveling to the aforementioned destination.

According to the Tourism Law, tourist attractions are destinations with uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made products. Local knowledge is an important part of culture that a tourist destination needs to keep and protect. Also, the local knowledge of a certain community around a tourist site will affect the way tourism works at that place. Local wisdom increases the uniqueness and value of a tourist destination and may give it a competitive advantage compared to other destinations.

Kendari, the capital of Southeast Sulawesi Province, is one of the cities in eastern Indonesia that has many mainstay tourist destinations as well as untapped tourism potential. This potential includes natural, historical, cultural, and special interest tourism such as culinary, sports, and shopping tours. Additionally, Kendari City is the center of tourism development activities besides Wakatobi and Buton Regency, based on the 2014 Southeast Sulawesi Tourism Master Plan.

One of the latest developed tourist attractions in Kendari City is the mangrove track on Bungkutoko Island, located at the entrance of Kendari Bay. Bungkutoko Island is included in the administrative area of Nambo Sub District, and the Bungkutoko Mangrove Track (BMT) tourist attraction was inaugurated by the Mayor of Kendari on January 20, 2016. Therefore, BMT has become one of the mainstay tourist attractions in Kendari City.

Although the main attraction offered at BMT is the atmosphere of beautiful, natural, and well-maintained mangrove forests, efforts are needed to preserve the natural environment in the tourist area. This is highly necessary as BMT is not far from residential areas and Kendari New Port. Meanwhile, the existence of settlements around the mangrove area poses a threat to BMT's sustainability. This is because the local fishermen and other residents earn a livelihood from collecting shellfish, fish, and mangrove crabs.

A strategy is needed to enhance BMT tourist destinations and mangrove presence, which constitute the main attraction, through the internalization of local wisdom values. In tourist destinations, the internalization of local wisdom values will preserve and increase the competitiveness of tourism both nationally and on a regional scale. The completion of the COVID-19 pandemic at the end of 2022 is a good momentum to revive the tourism sector that

slumped during the pandemic. Many tourist attractions need to be reopened and strengthened through strategies to attract tourists to visit these tourist attractions. Local wisdom values that have been ignored can be re-emerged to strengthen existing tourism attractions. Therefore, this research examines how to rebuild the tourism sector based on local wisdom after the COVID-19 pandemic to rebuild the competitiveness of the sector as the country's mainstay sector.

Literature Review

Strengthening the competitiveness of tourist destinations is strategic for developing the tourism potential of an area. According to Ariesta, Sukotjo & Suleman (2020), the framework for developing tourism destinations consists of several main components, namely: (1) attractions that include uniqueness based on nature, culture, and artificiality; (2) accessibility, which includes the ease of transportation facilities and systems; (3) amenities that support facilities and enhance tourism; (4) public facilities or ancillary services that support tourism activities; and (5) institutions that have the authority, responsibility, and role in supporting the implementation of tourism activities. Meanwhile, a significant component mentioned above is cultural uniqueness and attractiveness, which are related to local wisdom values.

Local wisdom is defined as prudent, sound, and valuable ideas that are embedded in and followed by members of the community (Dokhi et al. 2016). Meanwhile, according to Indonesia Environmental Law No. 32 in 2009, local wisdom is defined as the noble values applied in the living system of the community to protect and sustain society (Kartika, 2016). It can also be understood as knowledge developed by ancestors in their relationship with the immediate environment. This is an important aspect of culture that was introduced and passed on between generations. Such knowledge includes stories, legends, chants, and rituals, as well as local rules and laws (Dokhi et al. 2016). In terms of structure, local wisdom is specific to a culture (Hasanah, 2019).

Local wisdom is also observed in human activities. According to Komariah, Saepudin & Yusup (2018), it exists in the lives of people who know their environment well, coexist with nature harmoniously, and understand the wise use of natural resources, and understand the wise use of natural resources. Therefore, tourism based on local wisdom values has a significant potential for each region as it highlights a unique characteristic compared to other regions (Amalia & Purwaningsih, 2017). According to Zahrulianingdyah (2018), it is a business field that jointly creates products and services needed by tourists, thereby enhancing tourist attractions.

The BMT tourist attraction in the mangrove area is one of the newly developed destinations in Kendari City. In Indonesia, many areas use mangrove plants as tourist destinations, such as Surabaya (Ghazali et al. 2014), Denpasar Bali (BIPP, 2017), and the coast of South Sulawesi (Arfan, 2022).

In tourism development, some approaches can be used based on local wisdom, namely: (1) participatory planning approach by involving all theoretical and practical elements in planning and developing the sustainability of tourist areas; (2) potential approaches and characteristics of the availability of cultural products that support the sustainability of tourism area management; (3) community empowerment approach to provide opportunities for the surrounding community to develop personal and group abilities; (4) a regional approach to observe the interrelationship factors of the surrounding area to determine the potential and plan

accordingly; and (5) optimizing potential that can be integrated, taking into account the potential of culture and tourism (Tamaratika & Rosyidie, 2017).

Local wisdom will have a significant effect on stimulating tourism in rural and suburban communities, as well as offer various benefits to the local, regional, and national economies. In several developing countries, local wisdom is necessary for tourism development and forms the basis for the development of small and medium-sized industries in the tourism sector (Magfirah & Muhaimin, 2023). Furthermore, rural and suburban tourism is dominated by small businesses where local people are directly involved in various fields such as accommodation, small hotels (motels, inns), food stalls, food shops, small restaurants, marketing traditional handicrafts, organizing recreational activities of natural tourism, fishing, hunting, etc. The concept of sustainable tourism development emphasizes that community participation is necessary to actively enhance tourism activities in the suburbs. Local people have the opportunity to get jobs and income from rural tourism businesses (Sharif & Lonik, 2017).

Efforts to develop tourist destinations such as the BMT require references and examples from other similar regions. In the case of East Surabaya (*Pamurbaya* mangrove area), local wisdom in mangrove management was carried out through efforts to utilize mangrove resources and the formation of community groups related to mangrove management to meet daily needs. Local wisdom in mangrove management in East Surabaya is not traditional because it was not passed down from generation to generation (Ghazali et al. 2014). However, the local wisdom of the *Pamurbaya* people is included in the tourist experience. According to Wagiran (2012), local wisdom must emerge in a community due to its interaction with the natural environment and with other communities and cultures.

One piece of local knowledge in Pamurbaya is that mangroves can be used to make food. About 2.5% of the profit from the sale of food products is donated for mangrove care and planting, including planting 5 mangrove seedlings every time the fruit is picked, planting 10 mangrove seedlings for people interested in growing them, and cleaning up waste in mangrove areas (Ghazali et al. 2014). Furthermore, the strategy used for the development of mangrove ecotourism is to improve the institutional system, increase the creativity and innovation of ecotourism workers, and increase cooperation with various related parties.

Another reference in terms of mangrove management is the Ngurah Rai Forest Park (Tahura) area in Denpasar, Bali. The Tahura Ngurah Rai is the largest proportion of mangrove areas, covering 63.1% of the total mangrove forests in Bali, or 45.8% of the total mangrove ecosystem in Bali. Tahura Ngurah Rai is highly important for residential living both currently and in the future, as Balinese people mostly have Hindu beliefs. In addition to the ecological aspects and mangrove ecosystems, the community wants the management of Tahura Ngurah Rai to be in line with the sociocultural conditions of the Hindu community (Lugina et al. 2017).

In the context of local wisdom, the community around Tahura Ngurah Rai used Tahura in the form of natural tourism businesses, turtle breeding, the collection of non-timber forest products, and traditional fish and crab farming. Furthermore, Hindu beliefs are a strategic factor in mangrove management based on local wisdom. The *Tri Hita Karana* concept, which signifies three causes of harmony, namely *parahyangan*, *pawongan*, and *palemahan* (in Balinese), can ensure the sustainability of the mangrove area in Tahura Ngurah Rai (Lugina et al. 2017).

Another significant reference is the management of mangrove forests in Indramayu, West Java. In this area, management is supported by one of the state-owned enterprises (BUMN) through

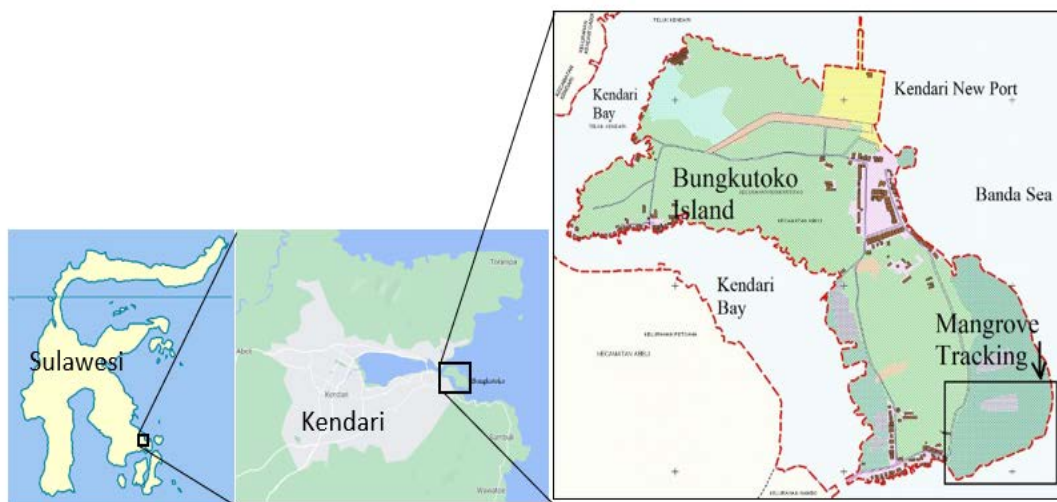
corporate social responsibility (CSR) funds. Due to collaboration with community groups, various non-wood processed products derived from mangrove fruits and seeds are manufactured into *dodol*, *peyek*, jam, chips, *tempeh*, and others (Pertamina, 2018).

Community-based mangrove management isn't just about keeping mangrove forests around. It's also about limiting the use of non-timber forest resources to make food products that have economic value. In some of the examples above, local wisdom is not only implemented in the sustainability of forest areas but also in increasing community income, which significantly influences job creation, poverty alleviation, and the welfare of communities around mangrove areas.

Research Methodology

This study was carried out in the Bungkutoko Mangrove Track (BMT) area located in Bungkutoko Village, Nambo District, Kendari City. Bungkutoko Island is located at the entrance to Kendari Bay. Furthermore, BMT has an area of approximately two hectares located in the eastern part of Bungkutoko Island, as shown in Figure 1.

Figure 1: Map of the study site



This study was done by looking at the literature, interviewing people at the Kendari City Tourism Office, surveying people in the field, and talking to people who took part in the study. Studies of the literature were done to look at national and regional policies about tourism and how local wisdom values spread to other places. Therefore, this study was carried out on three regions in Indonesia that have a mangrove tourism area management model based on local wisdom, namely Surabaya, Bali, and Indramayu, West Java.

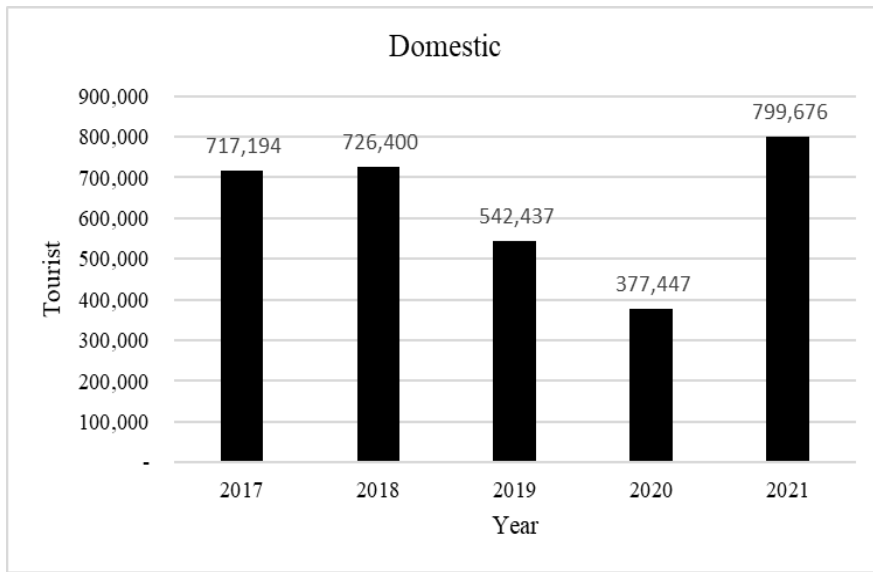
An agency survey was conducted to explore information from management on the issues of concern in building the tourism sector, especially in the BMT area. Five main issues were highlighted: mangrove replanting, limitations in mangrove utilization, improvement of track facilities, community empowerment, and law enforcement. Furthermore, these five issues were confirmed by the surrounding community and BMT visitors.

Results and Discussion

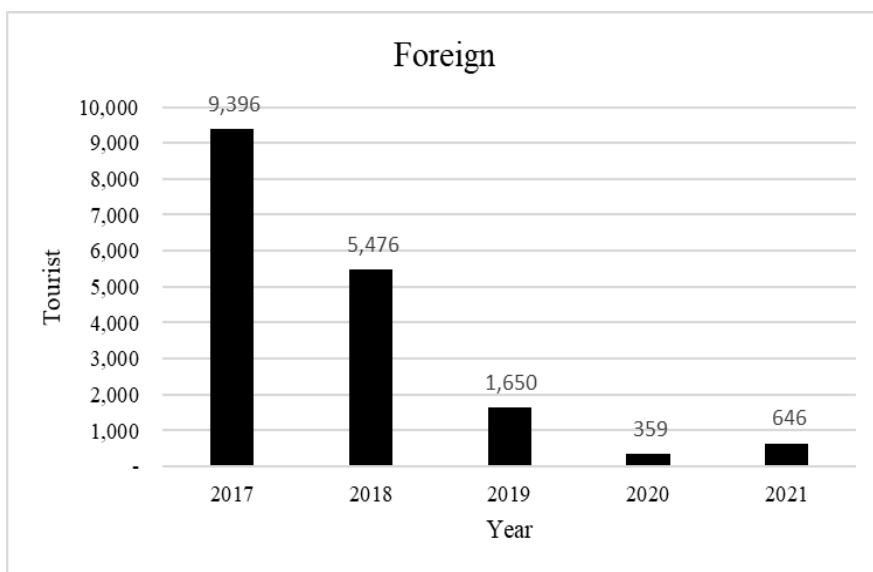
Bungkutoko Mangrove Track (BMT)

The local government in Kendari City is still working on the development of tourism. This is reflected by a continuous increase in the number of domestic and foreign tourists, despite fluctuations in recent years for foreign tourists. Furthermore, this information is shown in Figure 2, including the effect of the COVID-19 pandemic (Pramana et al. 2022).

Figure 2: Graph of the number of visiting tourists, both (a) domestic and (b) foreign, in Kendari City for the period 2017-2021 (BPS, 2021)



(a)



(b)

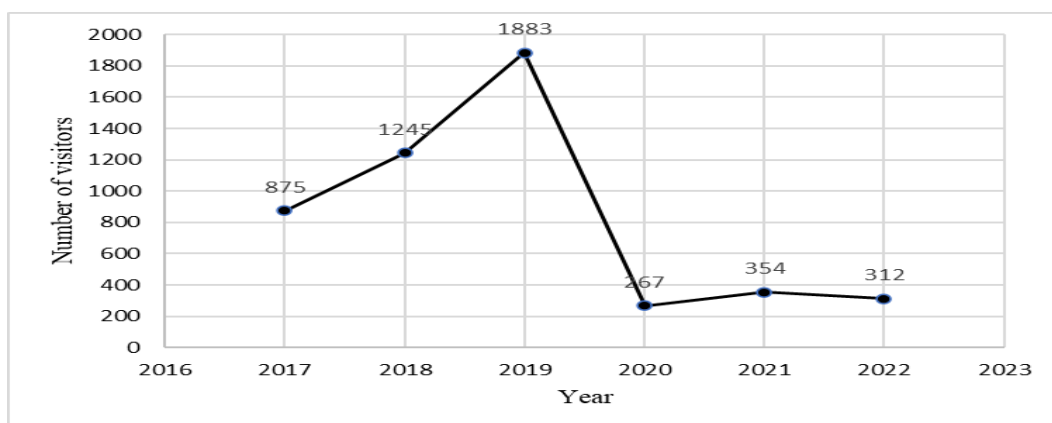
BMT needs to be continuously improved and preserved as a tourist attraction. The mangroves in BMT also need to be maintained for environmental sustainability, which involves the internalization of local wisdom values. Mangrove forest maintenance is necessary because it is a source of livelihood for residents who lived there long before the BMT was established. Furthermore, mangroves have become a comfortable home for various types of fish, shellfish, crabs, and other animals that depend on the ecosystem. The forests also produce fruit that can be processed into various food products that have economic value.

Figure 3: (a) inscriptions marking the opening of the BMT located directly at the entrance of the BMT area, (b) the entrance of the BMT, and (c) one of the tracking lines in the BMT



The Kendari City Government and the Directorate General of Marine Space Management of the Ministry of Marine Affairs and Fisheries in the Republic of Indonesia worked together to open BMT on January 20, 2016 (see Figure 3). The field survey showed that BMT has a track path of approximately 400 meters in the mangrove forest area, which is still relatively natural. In addition, Kendari City also has other mangrove track routes, namely in Lahundape and Tipulu sub-districts. Both locations have also been improved and equipped with several facilities needed by visitors. The view towards Kendari Bay, with the main view to the Al-Alam Mosque (the floating mosque in Kendari Bay), is the main focus of people who visit mangrove tracks in both locations.

Figure 4: Number of visitors of BMT in 2017-2022



Statistical information from BMT's management shows that the number of visitors has changed a lot since 2016. In 2019, BMT had the most visitors (1883), which decreased in 2020 due to the COVID-19 lockdown. Figure 4 shows that this number went up in 2021 and then went down somewhat in 2022. This could be because the effects of the pandemic are still going on and/or because many BMT facilities, especially pedestrian tracks, are starting to break down. Almost all visitors are domestic tourists, with only a small portion being foreign.

When compared to the other two mangrove track locations (namely in Lahundape and Tipulu sub-districts), Bungkutoko Island (BMT) has its advantages, specifically a relatively wider mangrove forest that reached 25 hectares. According to research done in the past, the area is thought to have shrunk since a few years ago (Jaya, 2013). This is because mangroves are often turned into ponds or turned into places to live. Also, the threatened areas show that the mangrove ecosystem, which is the main attraction in BMT, needs an internalization strategy of local wisdom values to keep it healthy.

Mangroves are ecologically beneficial and have economic potential for healthy food, antioxidants, and medicine (Genilar et al. 2021; Kusmana & Sukristijono, 2016). Ecologically, mangroves function as a connector and counterweight between land and ocean ecosystems. There is also high economic potential as a source of food with commercial value. Some food products made from mangroves include flour, syrup, crackers, and even processed cosmetic ingredients (Cruz et al. 2015). There are at least five types of mangroves that can be processed into various confectionery items, including *Sonneratia alba* and *Sonneratia caseolaris*, commonly called star fruit, *Brugueira gymnorhyza* or *tancang*, *Acanthus ilicifolius* or *jeruju* leaves; and *nipah* fruit (*Nypa fruticans*) (Kusmana & Sukristijono, 2016).

Figure 5: (a) BMT entrance ticket payment post, (b) Monitoring tower in the middle of the BMT location, and (c) toilet facilities in BMT.

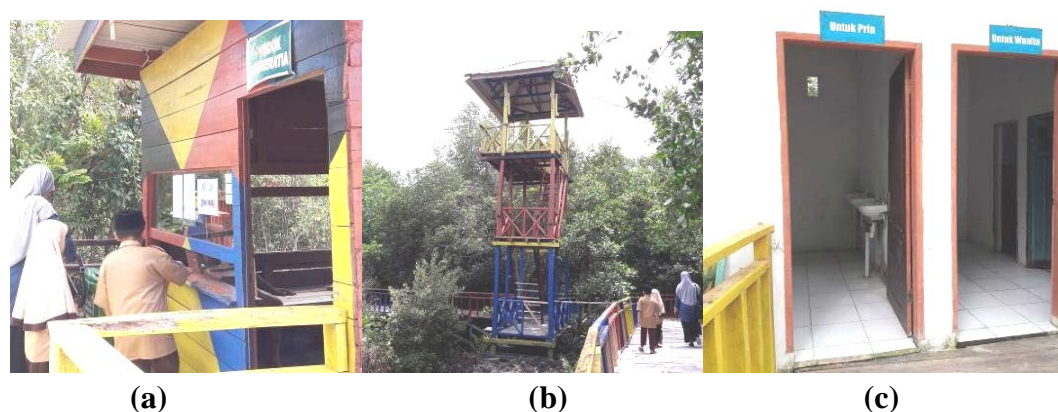


Figure 5 shows several facilities at the BMT location, including entrance ticket payment posts, monitoring towers, and toilets. With good management, the available facilities can bring income to the region and community, for example, through a profit-sharing mechanism. In some mangrove tracks, such as in Bali and the north coast of Jakarta, existing facilities are

utilized by community groups through profit sharing with the government, where the community also earns income and avoids the damage of mangrove trees for sale.

Based on interviews with speakers who are community leaders around BMT, the local wisdom values that have prevailed have only been at the level of customs (folkways) and have not been formed in written regulations (formal legal) both at the village, sub-district, and city levels.

Some of the local wisdom in the Bungkutoko community is as follows:

1. It is forbidden to cut down mangrove trees as mangroves are a place for fish, birds, shellfish, shrimp, and crabs that benefit the residents.
2. It is forbidden to catch fish, shrimp, and crabs in mangrove forests using anesthetics, toxins, or other harmful substances.
3. Mangroves protect the beach from waves and abrasion; therefore, they must be protected.
4. Residents have an obligation to replant mangroves that have been damaged.

In the meantime, 38 locals around BMT gave different answers based on what stakeholders need to think about right away when it comes to rebuilding the tourism sector based on local wisdom values. These answers are summarized in Table 1 below. The table shows that community empowerment made up 39.47% of the overall survey results, which is the largest percentage. The significance of enhancing current track facilities comes after this (26.32%). Another important aspect is the limited use of mangroves for fisheries (18.42%), mangrove replanting (13.16%), and law enforcement (2.63%). Furthermore, respondents suggested that clear and firm rules be enacted regarding settlements and ponds that have begun to appear around the BMT area.

Table 1: Aspects that need attention in development of BMT

No	Aspects	%
1	Mangrove replanting	13.16
2	Limited utilization of mangroves	18.42
3	Improved track facilities	26.32
4	Community empowerment	39.47
5	Law enforcement	2.63
	Total	100

By maintaining local wisdom, BMT aims to maintain the principle of sustainable tourism. This involves contributing to the conservation of nature and cultural heritage, including local communities in planning activities, development, operation, and contribution to the welfare of local communities. BMT also provides a complete and interesting explanation for visitors regarding natural and cultural resources. Furthermore, BMT plays a functional role in education as it is an opportunity to learn to respect nature and local culture and inspires self-reflection due to the beauty of the environment. Other characteristic roles include the aspects

of utilizing local resources, including local staff, finding local product sources, local involvement in decision-making, and organizing tourist activities.

There is currently a chance for BMT to grow since mangrove ecosystems aren't very common in urban areas of Indonesia. Kendari is currently one of the few cities that has sustainable natural mangroves, which is due to the local wisdom values that still exist. Therefore, several internalization strategies are needed to ensure that local wisdom values are not only preserved at the level of implementation in the community but also documented in writing.

Some ways to make sure that local knowledge about how to manage mangroves, which is the main draw for developing and keeping BMT tourist destinations, is taken into account are as follows:

1. Carry out socialization on the benefits of mangrove conservation to the community. These include making short films and brochures, and installing signposts on the importance of conservation, as well as socialization with schools, community groups, cadets, fishing groups, farmers, and other community groups that are directly or indirectly related to the concentration of the BMT.
2. Local governments, universities, experts, or people with a lot of experience making things from mangroves, like cosmetics, detergents, clothing, shoe polish, batik dyes, dishwashing soap, and floor cleaners, work together to organize training on how to use mangroves as food ingredients with economic value. The training will improve the skills of the people in the BMT area and raise awareness of how important it is to protect mangrove plants. This will help keep the economy going for a long time. Furthermore, tour guide training can also be provided for local youth groups (taruna reefs). The training of local residents as tour guides will build a sense of belonging and responsibility for the existence of BMT.
3. Developing various tourist destination infrastructures, namely a calendar of events, creative economy products, and souvenirs related to the BMT, the preparation of a calendar of events will be a reference for organizing promotional activities such as mangrove cruising, food product exhibitions, traditional dance and art attractions, nature painting competitions for children and teenagers, and other activities that encourage increased visits to the BMT. Meanwhile, the development of creative economy products includes manufacturing mangrove raw materials into various kinds of food and processing mangrove wood waste into handicrafts.
4. Institutional strengthening of BMT management. The institutional aspect plays an important role in the development of tourist destinations. Community groups and cadets can be involved in the management of BMT. Collective community management will ensure the sustainability of BMT in the future, for example, in the provision of homestays, places to eat, souvenir shops from the creative economy, etc. that can be managed through cooperatives.

Conclusion

This study showed how the local wisdom values can be used as a way to rebuild the tourism sector. Therefore, this strategy will enable increased competitiveness of the Bungkutoko Mangrove Track tourist destination in Kendari City, particularly in the post-COVID-19 era. From the surveys conducted, the local wisdom values that have historically prevailed are only at the level of customs or folkways and have not been incorporated into written regulations both at the village and sub-district levels. Based on the analysis, the opportunity to develop BMT tourist destinations is still open, with the main attraction being mangrove areas, which are generally quite rare in urban regions. Therefore, some strategies that need to be carried out include socialization on the importance of mangrove conservation and its benefits to the surrounding community, training on the use of mangrove plants as a food source of economic value, and training tour guides from local residents to build a sense of belonging and responsibility for these tourist destinations. Other strategies include the development of various tourist destination infrastructures, such as calendars of events, creative economy products, and souvenirs related to BMT, and strengthening BMT management institutions involving community components, youth groups, and other elements of society.

Conflict of Interests

The authors declare that they have no conflict of interests.

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