

DEVELOPMENT OF RUPAT ISLAND AS CULTURAL TOURISM BASED ON MALAY CULTURE IN RIAU

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ABSTRACT

Development is basically from and for all people, it must involve and be recognized at all levels of society in order to achieve the intended development goals. The usage of the Rupert Island center as a historical tour in Bengkalis regency is an example of eco-education, in which cultural heritage item preservation is linked to educational renewal. This is a qualitative research project that uses participant observation and in-depth interviews. The findings suggest that regional growth on Rupert Island can be accomplished by leveraging a variety of factors, including districts, suburbs, landmarks, nodes, and paths that require government authorization in the Malacca area. If access to tourist locations is made easier, the development of Rupert Island as a cultural tourism destination has a lot of potential and appeal for regional cultural tourism destinations.

Keywords: *Cultural Tourism, Development Area, Malay Culture, Rupert Island*

ABSTRAK

Pembangunan pada dasarnya dari dan untuk semua orang, maka harus melibatkan dan diakui oleh semua lapisan masyarakat untuk mencapai tujuan pembangunan yang dimaksud. Pemanfaatan pusat Pulau Rupert sebagai wisata sejarah di Kabupaten Bengkalis merupakan salah satu contoh *eco-education*, dimana pelestarian benda cagar budaya dikaitkan dengan pembaharuan pendidikan. Ini adalah proyek penelitian kualitatif yang menggunakan observasi partisipan dan wawancara mendalam. Temuan menunjukkan bahwa pertumbuhan regional di Pulau Rupert dapat dicapai dengan memanfaatkan berbagai faktor, termasuk distrik, pinggiran kota, landmark, simpul, dan jalur yang memerlukan otorisasi pemerintah di wilayah Malaka. Jika akses menuju lokasi wisata dipermudah, pengembangan Pulau Rupert sebagai destinasi wisata budaya memiliki banyak potensi dan daya tarik destinasi wisata budaya daerah.

Kata kunci: *Budaya Melayu, Pengembangan Wisata, Pulau Rupert*

Introduction

Development is fundamentally from and for all people, thus in order to accomplish the desired development goals, it must engage and be appreciated by all levels of society. Globalization allows for the production of universal cultural goods, which are then absorbed by local cultural products, or vice versa, resulting in a tug of war between the two. This technique is known as Community-Based Tourist Development in the tourism industry (CBT) (Suroyo, Wirata, & Kamaruddin, 2017). Visitors are urged to identify local culture and communities, sights, values and ways of local life, museums and historical sites, performing arts, customs and cuisines of the local people or indigenous community during cultural

tourism. In theory, this CBT structure is one of the fundamental principles in the development of modern tourism based on the uniqueness of the local community. The success of the development is a measure of the government's effectiveness in producing justice and benefiting its people. This is mentioned in article 67 of Law No. 23 of 2014 on regional governance (Al Hafis, 2018). The benefit of an area-owned historical tourism is that it may boost economic growth in the region, which can involve local community activities in promoting history-based tourist. It may also be used as a "branding" technique to improve a region's reputation. (G. Ismagilova, Safiullin, & Gafurov, 2015); (Kelfaoui & Rezzaz, 2021). In this provision, it is a program designated by the President as having a national strategic nature in order to enhance growth and equitable development while maintaining defense and security in order to improve welfare. (Zuhdi, 2018); Cultural tourism, also known as heritage tourism, generally focuses on living or built cultural components, resulting in tourist study of the physical and intangible past. This notion for historical tourism is connected to "Spice City" refers to Rupert Island, a spice trading center. (Chomchalow, 1996) (Rahman, 2019). Historic items found in Rupert Island may be turned into historical tourism objects by making them an essential asset in local tourist sites (M. T. Astuti & Noor, 2016). The restoration of historical tourism will also boost tourist interest in the Rupert Island's culture (Karunanithy, 2013), so that the development of historical tourism-based regions can increase tourist interest and have an influence on cultural promotion (G. N. Ismagilova, Saifullin, & Bagautdinova, 2014).

The use of the Rupert Island center as a historical tour in Bengkalis regency is a type of eco-education idea, in which the preservation of cultural heritage artifacts is connected to the renewal of education (Wilaela, 2018). The result is a growth in the economics and knowledge in the educational sector. Furthermore, the rehabilitation of historical tourism has become a significant resource in the field of tourism, emphasizing "local history" as a tourist destination (Raji, Ab Karim, Ishak, & Arshad, 2017); (Seyfi, Hall, & Rasoolimanesh, 2020). The notion of cultural studies in historical tourism has subjective value and evolves, subjective value demonstrates that history contains ancient relics with their own historical worth. As a result, it must be safeguarded and designated as a cultural heritage. The development of history-based cultural tourism includes important elements intended to develop the potential of a Rupert Island (McNulty & Koff, 2014) and regional development is ongoing with the goal of making the region better (Primawardani, 2018). Essentially, the problems and potentials of Rupert Island are in the process of renewing the region for the better. Because of the presence of a boundary that faces Malacca, the heart of Rupert Island offers historical tourist potential. As a consequence, the analysis on the resurrection of this sector may be pursued in more depth (P. Astuti, 2016).

To be outstanding and integrated, the development of the core area of Rupert Island and the surrounding region needs the use of facilities with integrated standards. The restoration of Rupert Island's central area as a historical tour has the potential to enhance economic growth in the tourism sector (Che, Yang, Wu, & Gao, 2021); (Li, Zhou, Dai, & Hu, 2022), allowing it to profit from a variety of supporting industries. Economic concerns in this context highlight

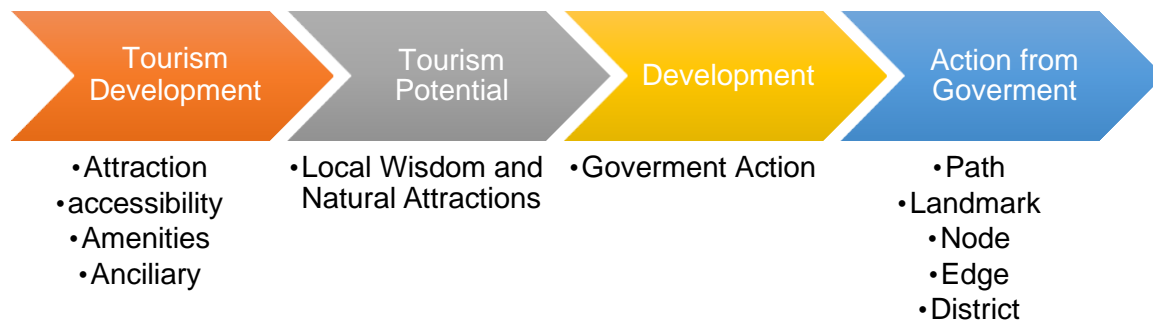
the rehabilitation and management of the economic needs of the people who live in the region surrounding Rupert Island's center. (Ngangi, Franklin, & Mononimbar, 2018)(Suroyo, 2018). The research's originality is the development of Rupert Island as a cultural tourist hub, with an overview of the need for facilities with integrated standards, so that they can be good and integrated. The originality of this research is in the developmental of Malay rural township based on local cultural resources, with the notion of the twenty-first century as the fundamental theme. As a result, the local government is assisting in the development of a tourism history based on cultural assets (Luku, 2018); (Kaźmierczak et al., 2019); (Ignasiak-Szulc, 2020). However, The goal of this research is to explain cultural values that can be used in the tourist sector in Rupert Island, as well as a revitalization plan of local culture-based tourism area that can be used to improve the existence of Malay culture in Riau, with the novelty of this research to provide a view of revitalization and an option for government to develop Rupert Island as Malay cultural heritage and to determine ways to revive tourist development policies and goal of this research is to explain cultural values that can be used in the tourist sector in Rupert Island, as well as a revitalization plan of local culture-based tourism area that can be used to improve the existence of Malay culture in Riau, with the novelty of this research to provide a view of revitalization and an option for government to develop Rupert Island as Malay cultural heritage and to determine ways to revive tourist development policies.

Methods

This is a qualitative study that employs participant observation and in-depth interview approaches. In addition, the snowballing approach is employed in this technique, where the study can be terminated if the data has been repeated and it is deemed that the data is adequate or saturated (where there is no new information anymore). This research was conducted in Rupert Island in terms of historical objects such as local wisdom such as *Mandi Safar (Showering Safar)*, *Bedekkeh* ritual, and *Zapin Api* and several other natural attractions such as beach and mangrove plantation. This study employs a descriptive method as part of a qualitative research methodology. The goal of the examination of local wisdom and natural attractions that are still standing now is to create a complete description of the picture. Informants with knowledge of Rupert Island civilization and local Malay cultural are the topics of the research. The technique sampling of this research is purposive sampling, which means the participants chosen for this study are thought to be able to add to the information needed in this investigation to improve the data gathered. In this study, the subject was chosen on purpose based on specific criteria. Bengkalis government staff who are living in Rupert is the informant of this research, indigenous people of Rupert are informants of this research. This research also intends to map the Rupert object area based on the architectural and local wisdom values included within it. Informants with knowledge of Rupert Island civilization and indigenous cultural people are the topics of the research. The analysis of this method will be divided into four aspects, Attraction, accessibility,

amenities, and ancillary those aspects will be related into local wisdom and natural attraction such as beach and Rupert local wisdom. The next step is the development of government of action with the result is recommendation of action from Government such as path, landmark, node, edge, and district aspects (Chart 1). The result of this research could be recommendation for government that could develop Rupert Island.

Figure 1. Analysis of Development



Result and Discussion

Riau's 2020 goal aims to "realize Riau as the heart of the Malay economy and culture in a religiously and spiritually wealthy Southeast Asian civilization by 2020." (Perda Number 36, 2001). This vision envisions Riau in 2020 as a hub for arts and culture preservation, activity, and creation, as well as events for the extension and diffusion (dissemination) of Malay cultural arts goods across the archipelago (Southeast Asia). The development of Rupert Island has had a considerable influence on the area's physical state (Firdausyah & Dewi, 2020). Some sites, including as the Akit tribal and other nature assets of the departed, are not permitted to be explored further without the assistance of a tour agency from a tourism-conscious group based on visitor criteria such as ethnicity and religion. The attitude of certain local residents and tourism aware groups has a bit disrupted the interest of tourists who wish to visit Rupert Island's cultural tourism. The historical significance of historical tourism has its own importance in the history of Rupert Island City's growth. Regional development in Rupert Island can be accomplished through the use of several points, namely districts, edges, landmarks, nodes, and paths that require government approval in the area which heading to Malacca (**Fig 1; Fig 2**). If access to tourist attractions is made simpler, the historical notion of this spice route offers enormous potential and appeal for visiting visitors. However, the preservation of Malay structures and some access to see the tourist attraction are severely restricted; travelers are not able to see or enter the tourist attraction unless a tourism awareness group is in control. The flowing bridge that will be utilized to reach Rupert Island by bus and other modes of transportation is insufficient.

Figure 1. Rupa Island Map



From Okezone.com

Figure 2. Rupa Island Map



From Riaus.indo.com

Table 1. Development of Rupert Island

Aspect	Locations	Description
District	<ul style="list-style-type: none"> Malay Village 	<ul style="list-style-type: none"> The concept of township and Malay village in rural area to develop economic and other aspect such as education, health and business. The development adapt the concept of 21st century along Malacca that is face right in front of Rupert Island
Edges	<ul style="list-style-type: none"> Rupert Island 	<ul style="list-style-type: none"> The resort could be a plan to increase technology in Rupert for visitors to enjoy the nature tourism such as the beach and mangrove forest. The school and University also could be built in Rupert for the citizen of Rupert. Other facilities such as local authentic food and other facilities such as shopping mall and other could attract the tourist as well. The rural township with eco friendly could increase the population of Rupatisland The palm oil is the main source of Rupert Island could be an attraction and source of economic in Rupert Island.
Landmark	<ul style="list-style-type: none"> Beach Mangrove forest Malay village 	<ul style="list-style-type: none"> The increasing of facilities for tourist could increase the visitors to Rupert such as the resort and hotel. The commercial and MICE (Meeting Incentives, Conferences, Executives) to gain the investors from outside the country The nature source such as farm and other could be kept to increase the economic of Rupert Island.
Node	<ul style="list-style-type: none"> A Village of Malay Akit Tribal 	<ul style="list-style-type: none"> The rural township with Malay concept and other tourist side such as thematic hotel and resort that give the indigenous attraction such as local traditional and <i>Bedekkeh</i> Ritual could affect population of tourist.
Path	<ul style="list-style-type: none"> Transportation to Rupert Island Road/highway to tourist attraction 	<ul style="list-style-type: none"> The facilities of transportation to reach Rupert, Dumai and Malacca by a flowing bridge. The road that is connected to Rupert and Dumai, and Rupert to Malacca. The eco-airport that bring international tourist to see the nature and Malay culture of Rupert. The bus station that will bring tourist from Singapore and Malacca directly to Rupert could increase the visitors in Rupert Island.

From Development of Rupert Island as Cultural Tourism Based on Malay Culture in Riau (2022)

North Rupert regional development, such as portraying Rupert Island's ancient city, should have an appealing idea for both domestic and foreign tourists. There must be a connection

with the local indigenous community in Rupert Island by focusing various areas such as the nature tourism and economic assets.

“we want, to develop Rupert for tourist, but we want to not disturb certain areas such as the forest and others which are important for our people” said Yanti (Local Indigenous people in Rupert Island).

The Idea of Hotel and resort in Rupert Island have also shown to be adequate and sufficient for travelers. The inclusion the use of residents' houses as home stays is considered to benefit the local community's economy. (Sihombing & Pabendon, 2020). The sale of souvenirs with the notion of the Malay culture in Ruppatt adds to its own attractiveness, so that numerous beaches in Rupert are not the only emblem of Rupert Island, but also a Mangrove and nature forest that have existed above around people in Rupert. Several commercial building could be an innovation to build in Rupert to attract the tourists. Furthermore, the preservation of Malay structures and some access to see the tourist attraction are highly limited; without a tourism awareness group in charge, tourists are not permitted to see or enter the tourist attraction. The flowing bridge that will be used for bus and other transportation to enter Rupert Island are insufficient.

Apart from that, public facilities such as toilets are one of the development facilities that the government must provide in developing tourist attractions such as school, hospital, shopping mall, and rural population. The growth of nature tourism in Rupert Island is linked to a number of other sites, Akit Tribal and other local Malay cultures. The necessity for the development of various regional items in the neighborhood is also a concern for the government in order to increase tourist interest in these locations.

“...many people who come to here to work (teachers) and people who want to see the beach near North Rupert. Unfortunately, we don't facilitate good school for children, hospital that we have to go to Dumai. That we want the government to improve the development of our island (Rupert)...” said Yanti (local indigenous of Rupert Island).

“...Akit tribal is linked to Rupert Island, there is a traditional ritual which is called Bedekkeh that is our local wisdom. This is one of the local wisdom that could attract tourist especially researchers of cultural studies.” said Aseng (local Indigenous of Rupert Island).

Tourist development necessitates community awareness as well as some roles from tourism awareness groups. Because historical tourism is created by community groups and tourism-aware organizations, it is more difficult for visitors to appreciate. Some overseas tourists who want to visit Rupert are put off by this problem as well. The Rupert Island is located on the coast of the river, which, in addition to being a spice route, serves as a source of life for the local population, such as the need to wash and clean dining utensils and clothes. The investors from Malaysia are about to begin construction of the bridge linking the Rupert Island with the potentials of Rupert ceased to function.

The existence of an urban heritage region should be protected, cared for, and preserved in order to improve certain aspects of tourism (Arimbi, Husain, Khusyairi, Rabani, & Kasuma, 2011). Tourists drawn to the state of the Malay original cultural buildings are those interested in the history of the spice trade that passes through the center of Rupert. Regardless, the Malay kingdom era left a cultural heritage in the shape of items in the form of structures. Several historical objects, such as shelter houses and perch palaces, clearly demonstrate the Malay concept (Raus & Hsb, 2011); (Syah & Hajarrahmah, 2019). Some architectural designs, such as those for tourist attractions such as the beach and mangrove forest, have a building form that defines the character rather than the Malay culture itself, resulting in a building design that reflects the typical Malay culture.

“we are close to Malaysia, we speak Malay and our entertainment (TV) are from Malaysia, we never watch Indonesian TV because we don't get any Indonesian channel... the good thing, our nature is still good that could attract tourist. We have mangrove forest and the beach that the government built the resort near it (the beach). I hope we could improve for tourist but we still protect the nature and our culture (Malay culture)...” said Batin Belimbing (indigenous people in Rupert Island).

As a consequence, the historical tourist has a definition that encompasses a city's civilization from the Dutch colonial era to the present. (Kartika, Fajri, & Kharimah, 2017). It will become a new icon for the city of Bengkalis if it is connected with historical tourism. The Akit Tribe, which has a Malay civilization heritage on Rupert Island, might be developed as a tourism attraction, with green open spaces and green lines to enjoy the ambience of Riau's Rupert Island. However, the current residential districts along the island's shore show that Rupert Island's design is untidy and the government may consider restructuring the residents' settlements. The necessity for rehabilitation in order to maximize tourism potential and the establishment of Rupert Island, which can bring economic advantages from tourism and investor to increase the economic and technology in Rupert (Setiawati, 2019).

“we built the resort and we held ‘the festival of Rupert’ to attract the tourist who come to Rupert Island. The resort is good and we could make it great that might be compete to beaches in Bali or Lombok...” said A (Bengkalis Government staff who is living in Rupert).

Tourists will flock to these tourist sites as a result of this tourist attraction. However, historical tourist relics in Rupert Island City should be promoted to its full potential and positively contribute to the economy in sectors related to these attractions especially in 21st century (Suroyo et al., 2017). When the holy month for Muslim community in Rupert Island arrives, one of the attractions for local tourists is the *mandisafar* (Safar Bathing) as tourist attraction, which is still located in the Rupert Island (Chandra, Asteriani, & Zaim, 2016). It needs bravery and smart actions on the part of the Bengkalis and Riau Government to maximize all of the potential tourism items in Rupert Island (Tauhid, Argubi, Ramadhoan, & Kamaluddin, 2020). The reference for the revival of Malay culture must encompass all related components, not just technical and architectural qualities, but also tourist and socio-cultural

sectors, as well as the economy-business, including urban spatial planning. (Adi, Hakim, Saputro, & Dihan, 2012).

The policy-making process considers the manner in which issues are brought to the attention of the appropriate authorities. Traditionally, the government formulates options and chooses policy solutions based on consultations. Both legislation for the goal of destination development and policymaking for the purpose of empowering the industry's broad economic and regulatory characteristics. When compared to a wide range of public policy and political science literature, tourism, as one of the sectoral areas of public policy, has not received enough scholarly attention. Furthermore, there is only a little amount of research being done to examine the proper tourist theories. Due to the nature of tourism as a catalyst for national economic development and a utilization machine for national workforces, it is unavoidable that the tourist context be held accountable, and it is relatively vital as an integrated public with the concept of Malay culture in Rupat Island.

"This is really a political issue. The ministry of tourism, as well as research organizations like ours, cannot rely on what the legislation says because political networks and elites often have a stronger influence over some significant initiatives. However, I am convinced that legislation for alternative, cultural tourism, such as we have on Rupat Island, would be encouraged within the tourism administration, both national and provincial". Said A (Bengkalis Government Staff who is living in Rupat).

The approach to the tourist public policy architecture that preserves Rupat appears to be confronting long-term attempts to grab the attention of the public and tourism networks. This is according to information provided by Riau University experts on political issues, national legislation, and current zoning regulations in the Rupat area:

"Despite the fact that the national, provincial, and regency governments are all aware of Akit's cultural competitiveness, the provincial government's focus on tourism development in Rupat is primarily directed to major areas of attraction, such as those in the main cities of resort areas, it is unfortunate that the platforms that direct both policy initiatives and local government are currently unavailable" said Tono (Indigenous people and scholars from Riau University)

A government official in Rupat Island emphasized the difficulty in determining the necessary networks for establishing cultural tourism public policy in Akit Village, North Rupat:

"Despite the fact that the national, provincial, and regency governments are well aware of Akit's cultural competitiveness, the provincial government's focus on tourism development in Rupat is primarily directed to the major areas of attractions, such as those in the main district of resorts areas (North Rupat), it is unfortunate that, at this time, the platforms that direct both policy initiatives and local government budget for a tourism development initiative" said Z. (Bengkalis Government staff in Rupat Island)

The construct of the advocacy policy is the last thing to expect from the proposed diverse approach to the developing development case of Bayan Cultural Village tourism's public policy. This is then proposed and briefly explained through the use of public-private partnership practices in the construction of policy stream pipelines, which, according to this

logic, allows all participants in the approach, including group networks, elites, and government, to have full access to a right acknowledgement in the policy interchanges processes management-know-how. The collaboration of all associated institutional entities in Akit would result in a defined assessment of group networks, allowing all physical or human development projects supporting the growth of Akit's Cultural Village to refer to the appropriate stakeholders. At this rate, an understanding of how large the government's interventions in the development of the Cultural Village of Akit could be and how much power they need to prioritize to non-governmental group networks would structure the right flow of work and a new way of doing business in Indonesia's tourism sector. Regardless, the Malay people on Rupert Island left a cultural legacy in the form of things in the form of buildings. Several ancient objects, such as shelter homes and perch palaces, vividly show the Malay notion. The existence of an urban historical region should be maintained, cared for, and conserved in order to promote specific elements of tourism. If it is associated with historical tourism, it will become a new icon for the city of Bengkalis. The Akit Tribe, which has a Malay civilization history on Rupert Island, might be promoted as a tourist destination. The purpose of Riau 2020 is to "realize Riau as the core of the Malay economy and culture in a religiously and spiritually affluent Southeast Asian civilisation by 2020." (2001, Perda BPN Number 36) that state Riau is envisioned as a centre for arts and culture preservation, activity, and production in 2020, as well as events for the spread and diffusion (dissemination) of Malay cultural arts items across the archipelago (Southeast Asia).

Proposing a group network under Indonesia's tourism public administration scheme entails a lower level of public participation in the regulatory policy process and decision-making, as well as an open-hands culture in the arena of public governance. From the perspectives of the stakeholders gathered through the observation, it is also vital that the approach provide a solution to the conflicts of overlapped laws issued by various ministries under the Ministry Cultural Tourism Policy. Institutionalism Group and Network Approaches Heterogeneous Decision-Making Approaches The Policy Stream Approach, Elite Approach Governance of Tourism and Creative Economy. Indonesia Statistics Bureau; Ministry of Finance; Ministry of Cooperative Small and Medium Enterprises (Ingrams, Manoharan, Schmidhuber, & Holzer, 2020); (Tambunan, Sibarani, & Asmara, 2021). The most suitable integration of a consequent relationship for the development of a cultural tourist destination, as it is an asset of alternative tourism in the North Rupert area. The strategy would manage a clear identification of job descriptions through strategic integration of all tourism-development-related Indonesia national ministries or local governments to work together to close the regulatory gap in Akit as a destination.

Conclusion

The reference for Malay culture resurrection must include all relevant components, not just technical and architectural features, but also tourist and socio-cultural sectors, as well as the economy-business, including urban spatial planning. Community awareness, as well as some roles from tourism awareness groups, are required for tourist growth. It is more difficult for visitors to understand historical tourism since it is produced by community groups and tourism-aware organizations. Some international tourists who wish to visit Rupert are also turned off by this issue. The Rupert Island is located on the river's coast, which serves as a source of life for the local inhabitants, such as the need to wash and clean eating utensils and clothes. Malaysian investors are ready to start work on a bridge that would connect Rupert Island to the potentials of Rupert. There will be more opportunities for Akit to gain more exposures and development under the policy stream and networks that allow the interchange of policy and regulatory processes. In this scenario, all related stakeholders, including elites, will be well informed about Rupert's existence and rich cultural assets, and Rupert Island will be revitalized as cultural tourism of Malaysian culture. The expectation from this cycle of approach is that it will have a snowball effect, and that the government, as the focal administrator of Akit's development, will include Rupert Island as a Mandalika destination partner in their partnership agenda under a legal regulatory policy that is being formed in collaboration with all related ministries. As an alternate assistance, the Cultural Village of Rupert would be brought in. In the framework of a cultural destination, providing a diverse range of tourist attractions for Bengkalis' tourism while also promoting Rupert Island as a cultural tourism destination.

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