T A T A
L O K A

Negative Sentiments Study of Buton Kraton Fortress: How Environmental Factors Play Role in Maintaining the Historical and Cultural Site

Studi Sentimen Negatif Benteng Keraton Buton: Bagaimana Faktor Lingkungan Berperan dalam Menjaga Situs Sejarah dan Budaya

Ray March Syahadat[1], Muhammad Baiquni[1], Chafid Fandeli[1], Dyah Widiyastuti[1]

Abstract. Baubau City has the Buton Kraton Fortress, which is the largest fort in the world and an iconic tourist attraction in the city. Studies regarding tourists' bad experiences related to tourism at the Buton Kraton Fortress have not yet been explored. Bad experiences in cultural tourism activities can give rise to negative sentiments that influence visits to a destination. We used three approaches to explore this negative sentiment, namely interviews with five tourists who had come to enjoy the fort as well as a key person, autoethnography, and netnography. This study aims to explore negative sentiment in the Buton Kraton Fortress. The results show that negative sentiment by tourists, the local community, and online communities most often highlight the problems of waste, spatial and green planning, and city infrastructure. Talking about Buton Kraton Fortress cannot be limited to just the area surrounded by the fort structure but also the surrounding environment. It is very important to note that in planning and managing Buton Kraton Fortress, the approach used must be in line with history and culture itself. The aspects of authenticity, originality, uniqueness, variety, beauty, and integrity are the basis that must always be used because negative sentiment arises when these six aspects are not considered in the planning and management of the Buton Palace Fortress and its surrounding environment.

Keywords: Cultural Landscape, Landscape Management, Waste, Spatial and Green Planning, City Infrastructure

INTRODUCTION

Buton Kraton Fortress is a famous historical tourist attraction in Southeast Sulawesi Province, Indonesia. This fort was recorded as the largest fort in the world by the Guinness Book of Records in 2006. The area of the Buton Kraton Fortress is 23,375 hectares, with a circumference of 2740 m. This fort was built on a cliff, and the fort walls are made of limestone, which comes from the local location. Different from other historical forts in Indonesia, the Buton Kraton Fortress is not a colonial heritage structure but was originally made by the ancestors of the Butonese people. One of the distinguishing characteristics is its organic shape and conforming to the contour of Buton Kraton Fortress, which was once the capital of the Kingdom and Sultanate of Buton. The fort, which was built in 1634 and completed in 1645, previously consisted of small forts that were separate and not attached (Zahari, 1977).

_____

[1]Gadjah Mada University

Correspondence: ray.march.syahadat@mail.ugm.ac.id /mbaiquni@mail.ugm.ac.id

Transformation of the Buton Kraton Fortress. It was once a village that later became the capital of a kingdom and sultanate. Since joining the Republic of Indonesia, this area has remained inhabited by the descendants of the officials of the Kingdom and Sultanate of Buton, but its function has changed from a place of defence and government to a historical and cultural area that has been used as a leading tourist destination because it has many tangible and intangible heritages. Data from the Baubau City Tourism Office shows that total tourist visits in Baubau City increase every year even though it was corrected during the COVID-19 pandemic. Even when the pandemic era began in 2020, the total number of tourist visitors at Buton Kraton Fortress reached 10,910 or 31.02% of total tourist visits in Baubau City. The transformation of the use of the Buton Kraton Fortress into a tourist destination, of course, needs to always be evaluated to maintain quality and ensure its sustainability. There have been quite a lot of studies related to the Buton Kraton Fortress. Some highlight its values, use, and preservation (Azizu et al., 2011; Coppenger & Lee, 2021; (Anggun et al., 2022). However, almost no one has discussed the negative sentiments experienced by tourists while visiting as part of the experience. This topic is important for many reasons. First, cultural and historical tourism experiences can influence high tourism opportunities and income from the tourism sector. Furthermore, cultural and historical tourism experiences can influence the reputation and credibility of the tourism sector. Tourist experience is an important factor in tourism development activities because tourists can provide suggestions and criticism that can become a reference for managers to improve.

This article aims to analyze the negative sentiment received by tourists while visiting the Buton Kraton Fortress. The focus is on negative sentiment because the greater this sentiment, the impact it will have on decreasing quality which threatens the sustainability of tourism and life within it. Moreover, the Buton Kraton Fortress is not only limited to the structure but also the surrounding area which is related to the environmental, economic, social, as well as historical, and cultural values of Buton. Several studies report that negative sentiment can have a significant impact on tourism (Mi et al., 2021; Zhang et al., 2023). Efforts to reduce negative sentiment from local communities and tourists due to tourism activities mean helping to maintain the image of tourism in an area, even at regional and national levels. Therefore, studies regarding the exploration of negative sentiment are very relevant and needed. The results of this study have benefits that can be used by planners and managers of the Buton Kraton Fortress and other areas with similar characteristics.

Theoretical Framework

Tourist attraction is a concept that encompasses various theories and approaches used to understand and analyze tourist attractions. A tourist attraction is anything that has authenticity, originality, uniqueness, variety, and beauty (Damanik & Weber, 2006; Baumgarten, 1983; Baiquni, 2021). Authenticity refers to objects, both tangible and intangible, that can only be found in an area. Originality is the quality of being special and interesting, but similar objects can still be found elsewhere. Uniqueness is an object that has distinctive characteristics that show itself to be different from other objects. Variety refers to the not singular thing whose value will increase if its type increases. Beauty is something that has clarity that can be enjoyed by the five senses without any significant disturbance and causes pleasure. In the case of cultural and historical tourist attractions, the integrity aspect is also often added to complete the five previous things. Integrity refers to the wholeness and completeness of a cultural landscape. Upholding integrity will aid in preventing the loss or fragmentation of tangible and intangible components that are vital to the cultural landscape's overall identity (Wang, 2015).

Sustainability theory in cultural and historical tourism is important to understand because it emphasizes the importance of preserving and promoting local cultures and

Negative Sentiments Study of Buton Kraton Fortress:
How Environmental Factors Play Role in Maintaining
the Historical and Cultural Site

197

traditions in tourist destinations. Cultural and historical tourism should be developed in a way that preserves local cultural heritage and supports the economic and social well-being of local communities, in addition to maintaining tourist satisfaction (Mudana et al., 2023). Cultural and historical tourism experiences also should facilitate the exchange of knowledge, values, and practices between tourists and local communities, promoting mutual understanding and respect (Seyfi et al., 2020).

Tourists' attitudes and intentions to learn about the culture of the destination can influence their tourism experience and satisfaction (Xu et al., 2022). Tourists choose a place to visit because of the attractions provided by a place or object. If there is a discrepancy with their expectations, their satisfaction will decrease and trigger negative sentiment. Negative sentiment in tourism refers to expressing negative feelings, opinions, or experiences related to tourism. Forms of negative sentiment can be negative reviews, complaints, or criticisms. Negative sentiment can influence the perception of potential tourists and affect their decision-making process when choosing a destination or service (Bolici et al., 2020). If negative sentiments by tourists do not receive attention from stakeholders, it can affect the general country image, destination image, and post-visit intentions (De Nisco et al., 2015; De Nisco et al., 2017).

METHOD

The three approaches we took in this research were autoethnography, netnography, and interview (Oktadiana & Pearce, 2020; Kozinets et al., 2018; Kozinets, 2015). The procedure of the study is explained in Figure. 1. Interview activities were carried out to avoid bias due to subjectivity and also to enrich the understanding of the information obtained from the previous stages. Interviews were conducted with five respondents as tourists and a community figure as a key informant. The determination of five tourists as respondents refers to research which aims to explore in-depth meaning related to perceptions and preferences as experiences during travel (Windasari et al., 2022). The five respondents were tourists who came from outside Baubau City and deliberately came there to enjoy the Buton Kraton Fortress. Interviews were conducted after tourists finished visiting the fortress. We asked 12 questions regarding the tourist attraction of the Buton Kraton Fortress. The contents are about their journey to arrive in this area. For example, their reasons for visiting this area, what they imagined beforehand, what they felt afterward, what they liked and didn't like, how likely other people will feel the same way, and what input they want to convey for its sustainability. Although we prepared 12 question items, during the interview process, we also developed new questions according to the information they provided. A key informant was selected based on recommendations from stakeholders at the research location, namely a historian and cultural observer who lives in the Buton Kraton Fortress.
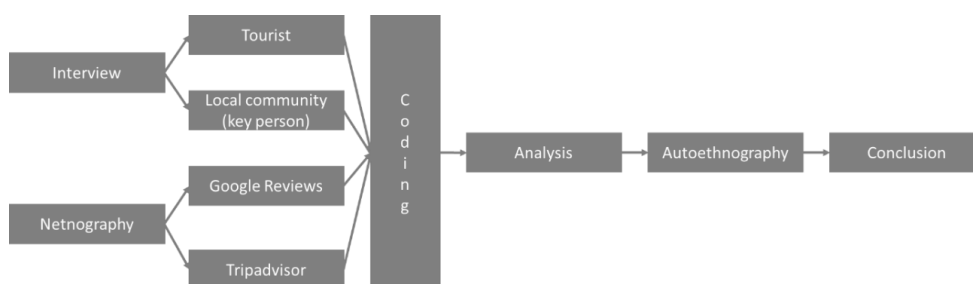

Figure 1. The Procedure of the Study

The interview recordings were transcribed using salyns.prosa.ai and re-verified. The reviews collected come from Google Reviews and Tripadvisor two review media commonly used in tourism activities. This process is part of netnography. The reason we chose this approach is because nowadays, sentiments in tourism experiences can be easily accessed. If previously a special approach was required, such as conducting surveys or interviews, now it can also be obtained from reviews by the Internet community (Oktadiana & Pearce, 2020). Combining these approaches can produce good information for evaluating a tourism landscape, especially historical and cultural landscape tourism, in achieving sustainability.

The results of the review and interviews were processed with NVIVO software and then analyzed descriptively. NVIVO will help in presenting coding groups in hierarchical and coverage forms so that the synthesis process can be easier. It will also help reduce subjectivity, which has been an obstacle in qualitative research. The way to do this is by coding sentences based on the group of sentiments given (positive and negative). Further analysis focused on sentences that included negative sentiment. Examples of negative sentiment sentences can be seen in Table 1.

The process of describing the codes from this statement refers to similar research that attempts to explore the causes and effects of an action (Amin et al., 2021). Ground truth checks by researchers are carried out with documentation in the form of pictures and travel notes at the research location to validate the information collected (Oktadiana & Pearce, 2020). We summarised all the results found based on the results of reviews and interviews, then matched them with our experience, containing notes and pictures. This process is also part of autoethnography. Autoethnography is a research and writing approach that describes and analyzes personal experiences to understand cultural experiences, especially in tourism. It involves the use of personal narratives, reflexivity, and a focus on the researcher as a subject. It is regarded as one of the most well-liked kinds of qualitative research and has grown in popularity in recent years (Ellis et al., 2011).

Table 1. Open Coding Example for Negative Sentiments

No	Statement	Initial Category
1	The current signage isn't very informative, so I hope they try to make more informative signage later.	Information
2	What I don't like is rubbish. So it's not clean enough, people visit to eat but throw rubbish there.	Cleanliness
3	Many residents' houses have changed to modern houses, so they look less neat.	Conversion
4	Roads and pedestrian path materials do not look natural because they are made of asphalt and concrete blocks.	Revitalization
5	If it's for viewing, don't let anything disturb you there, whether it's buildings or towers.	Scenic
6	There was a tour guide who seemed pushy, so I was annoyed.	Tour guide
7	What I don't like is the hot air.	Air temperature
8	I'm tired because this area is too large.	Large size
9	What I don't like is that certain individuals cannot maintain the sustainability of the site.	Visitor behaviour
10	We had to rent a vehicle because there was no public transportation to reach the location.	Infrastructure

RESULT

There are 212 reviews regarding Buton Kraton Fortress obtained from Google Reviews. The sentiment hierarchy of Google Reviews can be seen in Figure 2. The results show that only five phrases contain negative comments (1.12% coverage). Two of these five negative sentiments highlight the problem of waste generated by visitors. The type of waste that was commented on and considered very disturbing was plastic waste (0.62% coverage).

Negative Sentiments Study of Buton Kraton Fortress:
How Environmental Factors Play Role in Maintaining
the Historical and Cultural Site

199

Figure 2. Hierarchy of Sentiments Regarding Buton Kraton Fortress on Google Review

The number of reviews from Tripadvisor regarding Buton Palace Fort is less than Google Reviews. There are only 54 reviews. The sentiment hierarchy from Tripadvisor, the pattern is quite the same but the coverage of negative sentiment is slightly greater, namely 4.43% (Figure 3). Negative sentiment on Tripadvisor highlights the problems with facilities and infrastructure in Baubau City rather than the Buton Kraton Fortress itself. The negative sentiment that directly highlights the Buton Kraton Fortress is the hot air, and a small number respond to the problem of the unavailability of an English tour guide and the maintenance of the object, which is considered not optimal yet.
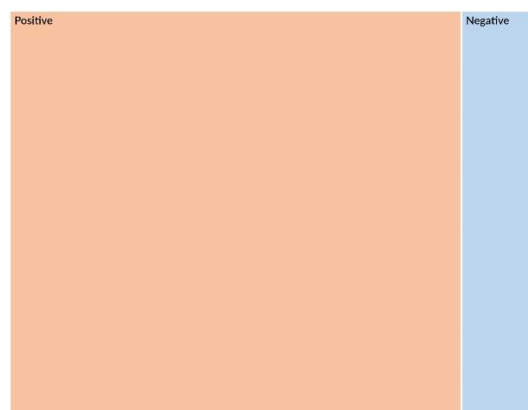

Figure 3. Hierarchy of Sentiments about Buton Kraton Fortress on Tripadvisor

By conducting interviews, sentiments from netnography can be studied more deeply. The negative sentiments of the five tourist sources when touring the Buton Kraton Fortress were hierarchically smaller than the positive sentiments (Figure 4). Tourists highlight several things, including poor interpretation of media, obstructed views, rubbish, conversion of traditional buildings to modern ones, revitalization that is not in line with history and culture, hot air, and annoying tour guides. The waste problem is still the most highlighted (11.1% coverage).

Figure 4. Hierarchy of Tourist Sentiment when Traveling to Buton Kraton Fortress

Negative sentiment by a key informant showed a much greater value, namely 10.47% coverage. All this negative sentiment highlights the problem of green areas around the fortress, both inside and outside. Spatial and green planning is considered not well planned. As an area that has historical and cultural value, the local community hopes that the approach used should be a historical and cultural approach to maintain the authenticity of the Buton Kraton Fortress, which is integrated with the surrounding environment (Figure 5).

Figure 5. Hierarchy of Key Informants' Sentiments Regarding Tourism at Buton Kraton Fortress

DISCUSSION

If negative sentiment is allowed to continue, it can threaten the sustainability of tourism, such as reducing the level of tourist satisfaction and loyalty. There are ten main groups. First, the information available on the Buton Kraton Fortress is still lacking. There are many historical objects in the Buton Kraton Fortress area. It is felt that there is a need for interpretation media so that tourists can better appreciate the history, objects, values, and other things inherent in it. Even though there has been signage so far, the information in it is very lacking, only using Indonesian and a little Wolio script, writing errors and incorrect spelling have been found, there are even some signages that don't contain any information other than the name of the object (Figure 6). Interpretation functions not only to reveal the meaning of a place but also to provide important value, especially in historical tourism (Ham & Weiler, 2007; Huang et al., 2016; Kuo et al., 2016; Lee, 2009).

Negative Sentiments Study of Buton Kraton Fortress:
How Environmental Factors Play Role in Maintaining
the Historical and Cultural Site

201

Figure 6. Signage that has No Information Other than the Name of the Object

Second, related to cleanliness. Before there was a policy that allowed people inside the fort to sell food, hygiene was never a problem. However, the volume of waste has recently increased due to the low awareness of visitors and the lack of control from traders. Traders should have the responsibility to warn visitors when carrying out eating and drinking activities in the fort, that their rubbish should not be left in the fort area, let alone thrown on the fort cliffs (Figure 7). Several research reports reveal that tourism can contribute to waste generation, which can harm the environment and can even reduce tourist satisfaction (Pandey et al., 2023; Soukiazis & Proença, 2021). Waste management ultimately becomes a very important need to maintain a clean and attractive environment thereby increasing tourist satisfaction. To overcome this problem, it is important to implement effective waste management strategies in tourism destinations. This can include steps such as encouraging tourists to dispose of their waste responsibly, providing adequate waste disposal facilities and signage, implementing recycling programs, educating tourists to be aware of the importance of reducing and managing waste, and enforcing regulations to prevent excessive waste generation and littering.

Figure 7. Garbage Strewn Under the Fort

Third, the massive conversion of traditional buildings inside the fort reduces the sense of tourists. Traditional buildings in historical and cultural tourism are an important element of tourist attraction (Syahadat, 2022). The results of our research reveal that tourists expect authentic experiences. This problem has been going on for a long time but has not yet received a solution due to weak control and community financial resources. The people in

the fort wanted not to convert their buildings, but because the wood was old and expensive, they inevitably converted to non-wood buildings in the fort.

Fourth, revitalization activities in the fort are quite disturbing because they change the style of the palace. For example, by creating pedestrian paths, paving roads, installing paving, planting introduced vegetation, and even covering the facades of historical objects (Figure. 8). To overcome this, knowledge and understanding for stakeholders regarding conservation values is very necessary because there have often been conflicts with the community in the fort who always reject revitalization efforts which have been proven to reduce the values in the Buton Kraton Fortress.

Figure 8. The Sultanate's Flagpole is more than Three Centuries Old and is Covered with a Steel Structure, which is Visually Disturbing and not in Line with Local Culture and History

Fifth, some objects interfere with the view outside the fort. According to respondents, both tourists and key informants, the Buton Kraton Fortress has the advantage of having beautiful scenic features. However, this feature is starting to be disturbed due to massive development in the urban direction, even getting closer to the fort structure. For example, there are BTS towers (Figure 9) or even wild vegetation that is allowed to grow, blocking the view outside the fort (Figure 10). The recommendation given for this problem is the need for spatial planning regulations and visual protection involving the Buton Kraton Fortress as a single landscape unit. That is, when talking about a fort, it cannot be separated from the view in front of it because the ancestors had planned the fort in such a way that they could look out to protect themselves. Damaging the outside view means indirectly damaging the fort.

Figure 9. The BTS Tower is Positioned too Close to the Fort Structure, so it is Visually Disturbing

Figure 10. Uncontrolled Wild Vegetation Covers the View of the Fort Walls

Sixth, there is a tour guide who is quite pushy. Initially, the Buton Kraton Fortress did not have a tour guide. However, this was developed so that the people in the fort could be empowered. There is nothing wrong with this, but the process needs to be evaluated. It would be better if there was an institution that manages it so that tourists do not feel forced or disturbed in exploring the objects inside the fort. Skills that uphold the ethics and politeness of guides still need to be improved so that tourists still feel comfortable (Purwaningsih, 2013; Susanthi & Warmadewi, 2020) . Moreover, nowadays, the paradigm of tourists, especially generations Y and Z, has changed to become more independent and independent (Priyanto, 2021).

Seventh, the air temperature is hot enough to make tourists uncomfortable. However, tourists do not want any additional elements because it will damage the authenticity of the fort. We do not recommend planting shade vegetation because adding vegetation around the fort will pose two risks. First, the risk of structural damage due to vegetation growth. Second, reducing the value of the fort, which does not grow vegetation around it. Even though planting shade vegetation is a biophysical element, it will reduce the integrity value because it is not in line with the history and culture of the Buton Kraton Fortress. Negative sentiments regarding green planning were also most widely highlighted by key informants. This is also a criticism because currently, at the Buton Kraton Fortress, there are already beautification activities using introduced vegetation (Figure 11). Even though palaces in Indonesia generally maintain their cultural vegetation (Rosmalia et al., 2021; Syahbudin et al., 2018; Urazova et al., 2019). The most likely recommendation is information regarding the ideal time to visit Buton Kraton Fortress because this information is not available to tourists. By knowing the right time to visit the fort, tourists will not feel disturbed by sunburn or uncomfortable air temperatures.

**Figure 11. American Introduced Plants (Tabebula sp.) which were Planted
in the Buton Kraton Fortress**

Eighth, the fairly large size of the fort also creates negative sentiment. Even though this is unique, due to non-optimal management, it triggers bad experiences. The absence of a tourist route within the fort means that tourists cannot arrange their plans to explore the fort according to their abilities. The solution that can be provided is that tourist route options are needed for tourists so that tourists can choose which objects they will visit and via which route.

Ninth, visitor behaviour that threatens the sustainability of the site. This behavior was created not by accident but because it was facilitated by society. Since the community's economy developed inside the fort, which was marked by the large number of people selling on the site, traders provided facilities to climb the fort walls (Figure 12). The reason is so that visitors can enjoy the panorama from the top of the fort while enjoying the dishes they provide (Figure 13). This is an inappropriate action because over time, the structure of the fort will become weak and at risk of collapsing (Swastikawati et al., 2022).

Figure 12. Stair Facilities Facilitated by the Community to Climb the Fort Walls
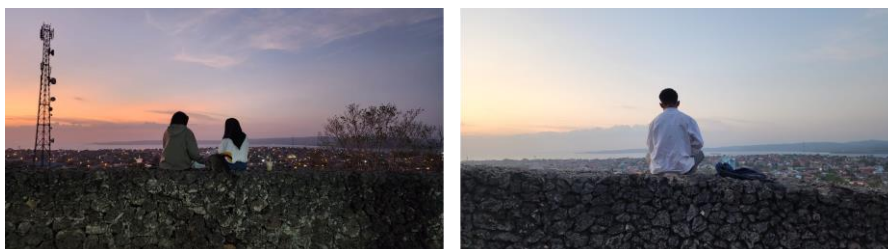

Figure 13. Visitors Sitting on the Fort Wall

Tenth, the tourism infrastructure in Baubau City must support the existence of the Buton Kraton Fortress. Many tourists complain about the facilities and infrastructure in this city, so it is difficult for them to explore tourist attractions in Baubau City, especially the Banteng Keraton Buton, which is the main attraction. City governments need to pay attention to policies, and stakeholder cooperation, and also invest more actively to encourage infrastructure development. Undeveloped tourism infrastructure can cause a gap between the price of tourism products and their quality, which in turn hinders industry growth (Urazova et al., 2019). In addition, a lack of infrastructure can hamper the socio-economic development of a region, as tourism is a major source of foreign exchange earnings and can create jobs and income-generating activities (Shivakoti, 2021). In addition, a lack of tourism infrastructure can contribute to economic underdevelopment, low living standards, and unequal income distribution (Serogina et al., 2021).

CONCLUSION

Combining autoethnography, netnography, and interview approaches can help in analyzing exploratory studies more deeply and avoiding subjectivity. We highly recommend combining these three approaches because, from the results, they can support each other and complement each other's information. This is very clearly shown in the sentiment hierarchy coverage. Even though it comes from several sources, the pattern is the same. When validated through the researchers' notes and documentation, the results were also consistent.

The boundary of the Buton Kraton Fortress cannot only be seen as a fortress structure because many negative sentiments highlight environmental problems outside the fortress which can directly reduce the value of the fortress. Negative sentiment regarding tourism at the Buton Kraton Fortress highlights at least ten aspects. The problem most criticized by tourists is the rubbish problem in the Buton Kraton Fortress area. The problem that is most criticized by key informants as local people at the Buton Kraton Fortress is the problem of spatial and green planning which is not in line with culture and history. Furthermore, the online community highlighted two things, namely the waste problem and city infrastructure.

Both tourists and local people hope that the quality of the transformation of the Buton Kraton Fortress, which has become the main tourist attraction in Baubau City, needs to be maintained. The negative sentiments that exist are not something that is impossible to fix and there is no need to wait until more negative sentiments emerge. Aspects of authenticity, originality, uniqueness, variety, beauty, and integrity are a necessity to achieve sustainability because they are equally desired and needed by tourists and local communities as residents of the area.

REFERENCES

Amin, C., Sukamdi, S., & Rijanta, R. (2021). Exploring Migration Hold Factors in Climate Change Hazard-Prone Area Using Grounded Theory Study: Evidence from Coastal Semarang, Indonesia. In *Sustainability* (Vol. 13, Issue 8). https://doi.org/10.3390/su13084335.

Anggun, A., Alyas, A., & Rasdiana, R. (2022). Strategi Pemerintah Dalam Pelestarian Wisata Benteng Keraton Buton di Kota Bau-Bau. Kajian Ilmiah Mahasiswa Administrasi Publik (KIMAP), 3(4), 1050-1060.

Azizu, N. N., Antariksa, & Wardhani, D. K. (2011). Pelestarian kawasan Benteng Keraton Buton. *Jurnal Tata Kota dan Daerah*, *3*(1), 83–90.

Baiquni, M. (2021). *Geografi Pariwisata Nasional*. Penerbit Universitas Terbuka.

Baumgarten, A. G. (1983). *Aesthetica*. Felix Meiner.

Bolici, F., Acciarini, C., Marchegiani, L., & Pirolo, L. (2020). Innovation Diffusion in Tourism: how Information about Blockchain is Exchanged and Characterized on Twitter. *The TQM Journal*. https://doi.org/10.1108/TQM-01-2020-0016.

Coppenger, C., & Lee, S. H. (Jenna). (2021). Tourism on the Island of Buton in Eastern Indonesia. *Journal of Hospitality & Tourism Cases*, *9*(3), 57–64. https://doi.org/10.1177/216499872100900312.

Damanik, J., & Weber, H. F. (2006). *Perencanaan Ekowisata dari Teori ke Aplikasi*. CV Andi Offset.

De Nisco, A., Mainolfi, G., Marino, V., & Napolitano, M. R. (2015). Tourism Satisfaction Effect on General Country Image, Destination Image, and Post-Visit Intentions. *Journal of Vacation Marketing*, *21*(4), 305–317. https://doi.org/10.1177/1356766715577502.

De Nisco, A., Papadopoulos, N., & Elliot, S. (2017). From International Travelling Consumer to Place Ambassador: Connecting Place Image to Tourism Satisfaction and Post-Visit Intentions. *International Marketing Review*, *34*(3), 425–443. https://doi.org/10.1108/IMR-08-2015-0180.

Ellis, C., Adams, T. E., & Bochner, A. P. (2011). Autoethnography: an Overview. *Historical Social Research/Historische Sozialforschung*, *36*(4), 273–290. https://doi.org/10.17169/FQS-12.1.1589.

Ham, S. H., & Weiler, B. (2007). Isolating the Role of on-Site Interpretation in a Satisfying Experience. *Journal of Interpretation Research*, *12*(2), 5–24. https://doi.org/10.1177/109258720701200202.

Huang, S., Afsharifar, A., & van der Veen, R. (2016). Examining the Moderating Role of Prior Knowledge in the Relationship between Destination Experiences and Tourist Satisfaction. *Journal of Vacation Marketing*, *22*(4), 320–334. https://doi.org/10.1177/1356766715618996.

Kozinets, R. V. (2015). *Netnography: Redefined*. Sage.

Kozinets, R. V., Scaraboto, D., & Parmentier, M. (2018). Evolving Netnography: How Brand Auto-Netnography, a Netnographic Sensibility, and more-than human Netnography can Transform Your Research. *Journal of Marketing Management*, *34*, 3–4. https://doi.org/10.1080/0267257X.2018.1446488.

Kuo, N. T., Chang, K. C., Cheng, Y. S., & Lin, J. C. (2016). Effects of Tour Guide Interpretation and Tourist Satisfaction on Destination Loyalty in Taiwan's Kinmen Battlefield Tourism: Perceived Playfulness and Perceived Flow as Moderators. *Journal of Travel & Tourism Marketing*, *33*, 103–122. https://doi.org/10.1080/10548408.2015.1008670.

Lee, T. H. (2009). A Structural Model for Examining how Destination Image and Interpretation Services Affect Future Visitation Behavior: A Case Study of Taiwan's Taomi Eco-Village. *Journal of Sustainable Tourism*, *17*(6), 727–745. https://doi.org/10.1080/09669580902999204.

Mi, J., Lan, D., Liu, M., & Lei, T. (2021). The Impact of Risk Perception on the Public's Willingness to travel Long/Short Distances: the Mediating Role of Negative Emotions. *5th International Conference on Education, Management and Social Science*, 62–70. https://doi.org/10.25236/emss.2021.012.

Mudana, I. G., Gusman, D., & Ardini, N. W. (2023). Implementation of Tri Hita Karana Local Knowledge in Uluwatu Temple Tourist Attraction, Bali, Indonesia. *International Journal of Professional Business Review*, *8*(11), e04072. https://doi.org/10.26668/businessreview/2023.v8i11.4072.

Oktadiana, H., & Pearce, P. L. (2020). Losing Touch: Uncomfortable Encounters with Tourism Technology. *Journal of Hospitality and Tourism Management*, *42*, 266–276. https://doi.org/10.1016/j.jhtm.2020.01.011.

Pandey, P., Dhiman, M., Chopra, P., & Adlakha, A. (2023). Investigating the Role of Tourists and Impact of knowledge, Behaviour, and attitude Towards Plastic Waste Generation. *Circular Economy and Sustainability*, *3*(2), 1013–1027. https://doi.org/10.1007/s43615-022-00216-3.

Priyanto, S. E. (2021). Tren perilaku Wisatawan Generasi Y dan Generasi Z: Peluang bagi Strategi Pemasaran. In J. Damanik (Ed.), *Pariwisata Indonesia Kontemporer* (pp. 136–167). Gadjah Mada University Press.

Purwaningsih, R. M. (2013). Pengaruh Kualitas Pelayanan Pemandu Wisata Terhadap Kepuasan Wisatawan di Candi Prambanan Tinjauan Khusus pada Kemampuan Berbahasa Verbal. *Jurnal Nasional Pariwisata*, *5*(3), 146–153. https://doi.org/10.22146/jnp.6688.

Rosmalia, D., Damayanti, S., Parutama, A., & Pribadi, A. W. (2021). Vegetation of Keraton Cirebon as Symbolize a Cultural Cirebon. *IOP Conference Series: Earth and Environmental Science*, 012079. https://doi.org/10.1088/1755-1315/780/1/012079

Serogina, D., Pushkar, T., & Zhovtiak, H. (2021). The Impact of the Construction Industry on the Social and Economic Development of Territories. *Scientific Bulletin of the National Academy of Statistics, Accounting and Audit*, *1–2*(59–65). https://doi.org/10.31767/nasoa.1-2-2021.08.

Seyfi, S., Hall, C. M., & Rasoolimanesh, S. M. (2020). Exploring Memorable Cultural Tourism Experiences. *Journal of Heritage Tourism*, *15*(3), 341–357. https://doi.org/10.1080/1743873X.2019.1639717.

Shivakoti, A. (2021). Impact of COVID-19 on Tourism in Nepal. *The Gaze: Journal of Tourism and Hospitality*, *12*(1), 1–22. https://doi.org/10.3126/GAZE.V12I1.35674.

Soukiazis, E., & Proença, S. (2021). Exploring the Driving Forces of Waste Generation in the Portuguese Municipalities. *Environment and Development Economics*, *26*(4), 340–363. https://doi.org/10.1017/S1355770X20000376.

Susanthi, I. G. A. A. D., & Warmadewi, A. A. I. M. (2020). Kesantunan dalam Percakapan Pemandu Wisata di Ubud Bali. *Kulturistik: Jurnal Bahasa dan Budaya*, *4*(1), 22–27. https://doi.org/10.22225/kulturistik.4.1.1557.

Swastikawati, A., Haldoko, L. A., Hanggoro, P. D., & Gunawan, A. (2022). Rekonstruksi Material Pembangunan Benteng-Benteng Nusantara: Studi Kasus Benteng Keraton Buton dan Indrapatra. *Jurnal Konservasi Cagar Budaya Borobudur*, *16*(2), 179–192. https://doi.org/10.33374/jurnalkonservasicagarbudaya.v16i2.297.

Syahadat, R. M. (2022). Inventarisasi dan identifikasi Objek Daya Tarik Wisata dalam Perencanaan Pariwisata Wakatobi. *Journal of Regional and Rural Development Planning (Jurnal Perencanaan Pembangunan Wilayah Dan Perdesaan)*, *6*(1), 30–46. https://doi.org/10.29244/jp2wd.2022.6.1.30-46.

Syahbudin, A., Adriyanti, D. T., Mulyana, B., Meinata, A., Phenomenon, S. P., Hanindita, A. S. H., Syaufina, R. L., Yudhistira, R., Arifriana, R., Osozawa, K., & Ninomiya, I. (2018). Urban Trees in the Cities of Matsuyama (Japan) and Yogyakarta (Indonesia): Tree Species Diversity, Design, and Culture. *IOP Conference Series: Earth and Environmental Science*, 012013. https://doi.org/10.1088/1755-1315/203/1/012013.

Urazova, N., Kuklina, M., Kotelnikov, N., Kaymonova, O., & Trufanov, A. (2019). Application of the Theory of Complex Networks in Analysis of Tourist Infrastructure. *Humanities and Social Sciences: Novations, Problems, Prospects*, 720–724. https://doi.org/10.2991/hssnpp-19.2019.137.

Windasari, N. A., Kusumawati, N., Larasati, N., & Amelia, R. P. (2022). Digital-Only Banking Experience: Insight

from Gen y and Gen z. *Journal of Innovation & Knowledge*, *7*, 100170. https://doi.org/10.1016/j.jik.2022.100170

Xu, L., Zhang, J., & Nie, Z. (2022). Role of Cultural Tendency and Involvement in Heritage Tourism Experience: Developing a Cultural Tourism Tendency–Involvement–Experience (TIE) Model. In *Land* (Vol. 11, Issue 3, pp. 1–16). https://doi.org/10.3390/land11030370.

Zahari, A. M. (1977). *Sejarah dan Adat Fiy Darul Butuni (Buton) I*. Proyek Pengembangan Media Kebudayaan Departemen Pendidikan dan Kebudayaan.

Zhang, X., Wei, X., Zhang, T., Liang, S., Ma, Y., & Law, R. (2023). Power of Sentiment Expressions on Peer-to-Peer Rental Platforms: A Mixed-Method Approach. *Journal of Travel Research*, *63*(2), 428–446. https://doi.org/10.1177/00472875231158598.