

IDENTIFICATION OF URBAN AREAS AS URBAN TOURISM DESTINATIONS IN THE SPECIAL CAPITAL REGION OF JAKARTA

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Abstract The trend of urban tourism is developing along with the development of big cities today, including the Special Capital Region of Jakarta. The Province of the Special Capital Region of Jakarta is divided into 5 (five) administrative cities. Due to the many problems in the Special Capital Region of Jakarta, the city planning system has become an obstacle and challenge in developing urban tourism, such as floods, congestion, air pollution, and lack of urban open land areas in the Special Capital Region of Jakarta. This study aims to identify urban tourism destinations in urban areas in the Special Capital Region of Jakarta. This type of research uses an empirical study with a qualitative approach. The results of the identification of this research are that the Special Capital Region of Jakarta has enormous potential by looking at various types of urban tourist destinations.

Keywords Urban Tourism, Tourist Destinations, Visitors, Special Capital Region of Jakarta

INTRODUCTION

They are demographically based on Governor Decree no. 171 of the Year 2007(Pergub_DKI, 2007). Geographically, the area of the Special Capital City Region of Jakarta is 7,660 Km², a land area of 662 Km², and a land area of 6,998 Km. The total population of DKI Jakarta in 2021 will reach 11,204,714 people. A large number of residents in DKI Jakarta, the majority of whom are original immigrants from various regions in Indonesia. In addition to being the center of government, DKI Jakarta is the center of the econ; many migrants come from other areas in DKI Jakarta to seek livelihoods in various sectors in DKI Jakarta. One of them is the growing tourism industry, one of the sectors that can generate profits for regional income.

Tourism is one of the factors in creating a region with economic and socio-cultural development within the final last few decades (World Tourism Organization (UNWTO), 2020). Urban tourism has developed since 1980 and is still growing today.(Fusté-Forné & Jamal, 2020)The challenge in research on urban tourism is to determine the pattern of thinking in various opinions, models, and current research frameworks. Five administrative cities of Jakarta, namely Kota Tua in West Jakarta, China Town Menteng, Cikini, Raden Saleh, Pasar Baru (Central Jakarta), Pantai Indah Kapuk (North Jakarta), Jatinegara (East Jakarta), Blok M and Senayan (South Jakarta). Become an urban tourism destination in DKI Jakarta.

Based on the terminology of urban tourism, according to (World Tourism Organization (UNWTO), 2020), it is a tourism activity that takes place in an urban space that is attached to a non-agricultural economy such as organization, fabricating, exchange, and services as well as being a center of integration in transportation. Urban tourism offers a comprehensive and heterogeneous extend of social cultural, architecture, technology, social, and original experiences and products for leisure and business.

In addition, Urban Tourism is a unique attraction to attract people's interest inside and outside the city by using urban facilities as tourism attributes. The distribution of visitors in

Urban Tourism is visitors outside and within the country and residents in an urban area (Lugosi et al., 2020). Urban tourism may be concept that developed after 1970 and developed especially after 1990 (Királ'ová & Hamarneh, 2018). Urban tourism is very complex and challenging to characterize depending on numerous factors, such as the measure of the city, history and cultural heritage, morphology, environment area, location, and symbolism of the city. (Királ'ová & Hamarneh, 2018)

The trend of urban tourism is developing along with the development of today's big cities, including DKI Jakarta. The change in urban tourism arises from the desires and expectations of today's adult visitors (Pappalepore & Gravari-Barbas, 2022) (Nientied, 2021). Two types of urban tourism visitors are divided into two (2): visitors who already have a list of tourist visits they want to see, and the last is visitors who choose to go to remote urban areas and experience the uniqueness and authenticity of a city. (Lim & Bouchon, 2017) this is a new experience in big cities; visitors can enjoy the environment by walking (walking tourism) or enjoying the original urban facilities.

Characteristics of urban tourism seen from 3 elements (JANSEN-VERBEKE, 1986); (Qin, 2019) that is:

1. Urban tourist attractions include a variety of places that are centers of cultural, sporting, recreational and social activities that are the center of the tourism environment.
2. Tourism service systems such as restaurants and shopping centers.
3. Variations of such as public transportation infrastructure and tourist information administrations.

(Garbea, 2013) & (Law, 2002) stated that three (3) elements of urban Tourism Cities could distinguish between several primary and secondary factors that play an essential role in increasing tourist attractions and increasing tourists' curiosity to visit the city. The main elements mainly belong to the open space and comprise of a combination of special attractions, which are the inspiration for visitors to travel in urban areas. In this context, cultural and art institutions, sports facilities, and social occasions for entertainment and leisure can be mentioned. Secondary elements include various city facilities that support and complement the tourism experience (accommodations, restaurants, transportation, etc.). These components are fundamental and contribute to the all operation of the entire tourism product. The relationship between tourism and urban areas has been analyzed by numerous authors who distinguish several elements of urban resources. The most famous taxonomy of the relationship between tourism and urban space is attributed to Christopher Law He. Who distinguishes between essential, auxiliary, and extra elements of city tourism. The main reasons for tourists to visit are significant factors such as nurturing and historical accompaniments, entertainment venues, and physical, social, and nurturing features. Secondary factors consider comfort-related tourist accommodation services, restaurants, shops, etc. (and additional elements of city tourism. The main reasons for tourists to visit are significant factors such as nurturing and historical accompaniments, entertainment venues, and physical, social, and nurturing features. Secondary factors consider comfort-related tourist accommodation services, restaurants, shops, etc. (and additional elements of city tourism. The main reasons for tourists to visit are significant factors such as cultural and historical accompaniments, entertainment venues, and physical, social, and nurturing features. Secondary factors consider comfort-related tourist accommodation services, restaurants, shops, etc. ((Garbea, 2013)). The last category is represented by supplementary

elements internet facilitating access to the essential and auxiliary elements through accessibility, parking provisions, tourist information, brochures, maps, etc.

In the concept of urban tourism, Getz (1993) (Stephen Page; 1995) put forward the term TBD (Tourist Business District) as a valuable framework for understanding the components of urban tourism comprising tourist facilities and how they fit together. According to (Stephen Page; 1995), Tourists are attracted to visit the city because of the various special functions that a city has and the range of services provided.

Tourist facilities proposed by Jansen-Verbeke (Stephen Page; 1995) consist of primary, secondary, and conditional facilities. More explained in (Rosemary Burton; 1995), Jansen-Verbeke stated that primary facilities are facilities with the main tourist attraction. These primary facilities must also be supported by secondary facilities such as accommodation, culinary, and shopping facilities generally concentrated within the CBD. The last facility is conditional as an infrastructure that conditions tourism activities.

Urban areas as tourist destinations attract domestic and international visitors, including tourists and those on business trips and conferences. Every city offers a variety of attractiveness, which tend to be highly concentrated spatially. What is more, tourism in this environment is a very diverse phenomenon namely: ((Ashworth, 1992) (Kiráľová & Hamarneh, 2018))

1. In heterogeneous urban areas differentiated by size, location, function, and age.
2. The number of facilities offered, namely its multifunctional nature.
3. These facilities are rarely produced for consumption by tourists but by the entire range of users.

Urban tourism design in urban areas adapts from (Giriwati et al., 2018) that is:

1. Tourist Facilities (amenities)
2. Natural Cultural resources and artificial setting (attractiveness)
3. Infrastructure and Access

The Special Capital Region of Jakarta plays a role as the center of government and economic activities regionally, nationally, and internationally, as well as being a representative of embassies of friendly countries in various activities such as culture, science, and intellectuals. The Special Capital Region of Jakarta is one of the main gateways to the international world.

The problems in the Special Capital Region of Jakarta in the urban planning system is an obstacle and challenge in developing urban tourism. The problem of flooding in the Special Capital Region of Jakarta occurs yearly; topologically, the Special Capital Region of Jakarta is in the lowlands and is at an average eminence of 8 meters above sea level. (BAPPEDA, 2022)

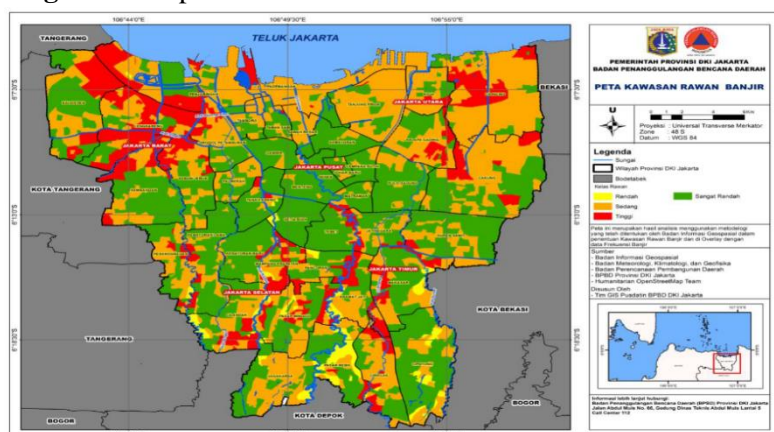
Provinces in the Special Capital Region of Jakarta are also disaster-prone, both natural and non-natural. Following the regulations of the Provincial Governor in the Special Capital Region of Jakarta, there are eight types of disaster threats in the Special Capital Region of Jakarta:

1. Flood
2. Building and Residential Fires
3. Epidemics and disease outbreaks
4. Social conflict
5. Extreme Waves and Abrasion
6. Technology Failure

7. Extreme Weather
8. Earth Gems

The study's results above have the potentials that have a high hazard index, namely floods and flash floods, so they become a particular concern for the Special Capital Region of Jakarta. The leading causes flooding in DKI Jakarta are caused by high rainfall, sending floods and tidal waves or seawater, and also due to the drainage system that is not functioning optimally, waterways and rivers that are clogged with garbage, and the lack of water catchment areas due to land. Which is mainly used for housing. (BAPPEDA, 2022)

Figure 1: Map of Flood Prone Areas of DKI Jakarta Province



Source: Provincial Disaster Management Agency in the Special Capital Region of Jakarta, 2018

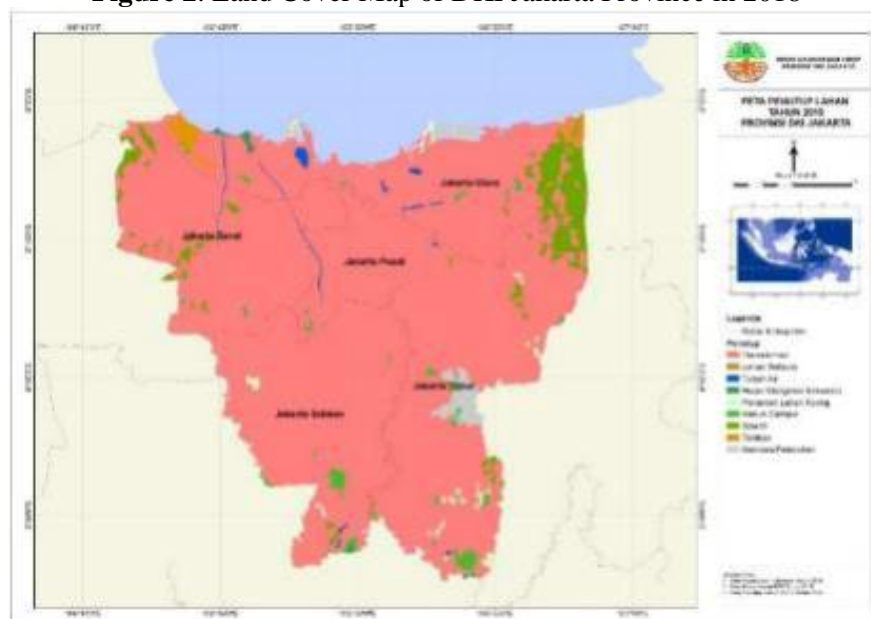
Problem that is still a polemic at this time is congestion. Based on the data obtained, the average vehicle speed is still relatively low at 24.91 KM/hour, which is a material loss (high economic cost); another negative impact of this congestion level is health. Physical and mental health, as well as a decrease in air quality. (BAPPEDA, 2022)

This also impacts air quality in the Special Capital Region of Jakarta; in October 2022, the quality in the Special Capital Region of Jakarta was ranked 46th with the worst air quality in the world. (<https://www.iqair.com>, 2022). In June 2022, the Special Capital Region of Jakarta was ranked as the second city with the worst quality in the world (<https://databoks.katadata.co.id>, 2022).

Based on the source above, it can be concluded that DKI Jakarta has poor air quality due to carbon emission substances released by private vehicles and the lack of land to create green open spaces in DKI Jakarta land designated in the DKI Jakarta area.

Land in the DKI Jakarta area, based on data from Bappeda, in 2018, was used for residential land (50.04%), business land 28.24%, and other uses 14.59%. Based on Figure 2 above, it can be seen that DKI Jakarta is filled with pink, which means that the settlements are getting denser (BAPPEDA, 2022).

Figure 2. Land Cover Map of DKI Jakarta Province in 2018



Source: Provincial Disaster Management Agency in the Special Capital Region of Jakarta, 2018

Based on the figure above, problems this can be an obstacle in the development of urban tourism in the Special Capital Region of Jakarta, which has great potential in carrying urban tourism as a new trend in tourism in the Special Capital Region of Jakarta.

The limitations of this paper include identifying urban tourism destinations in the Special Capital Region of Jakarta, which is the research area, and identifying what urban problems are faced by each urban tourism destination located in urban areas.

This study aims to identify urban tourism destinations in urban areas in the Special Capital Region of Jakarta and identify problems that exist in the Special Capital Region of Jakarta. This research begins a urban tourism study development in the Special Capital Region of Jakarta. It can then be reviewed for sustainable and competitive development in urban tourism in the Special Capital Region of Jakarta.

METHOD

The research method used in this research is an empirical study with a qualitative approach. Qualitative research aims to gain a deep understanding of human and social issues, not to describe the surface of reality as quantitative research with positivism does. Because the researcher interprets how the subject gets meaning from the surrounding environment and how that meaning affects their behavior. The research was conducted naturally, not by treatment or manipulating the variables involved (Fadli, 2021). The empirical study carried out in this research is the researcher examines directly based on observations of what researchers feel in the field that the five senses can feel. This type of research is juridical empirical or can also be called field research (field research) which examines the suitability between theory and practice that runs in society. (Bachtiar, 2018) The research locations are in five urban tourism administrative cities in the Special Capital Region of Jakarta, namely:

1. Old Town in West Jakarta,

2. Cikini, Pasar Baru (Central Jakarta),
3. PIK (North Jakarta),
4. Jatinegara (East Jakarta),
5. Blok M and Senayan (South Jakarta)

Researchers identify through primary data by making direct observations and secondary data from other parties or documents (Sugiyono, 2012). Secondary data supports primary data (Ishaq, 2017)

RESULTS AND DISCUSSION

As a metropolitan city, Jakarta has complete facilities and infrastructure, from simple to modern. Jakarta presents many exciting and diverse attractions as a tourist destination. It starts from a museum that displays a collection of relics of the past and regional and foreign art performances to a fully equipped and modern recreation park.

Urban tourism that has been established in each administrative city in the Special Capital Region of Jakarta can be seen with the following results:

Table 1: Identification Table of Urban Areas as Urban Tourism

NO	Urban tourism design	Amenities	Attractiveness	Infrastructure and access
1	Old town	V	V	V
2	Cikini	V	V	V
3	Pasar Baru	V	V	V
4	PIK (Beautiful Kapuk Beach)	V	V	V
5	Block M	V	V	V
6	Senayan	V	V	V
7	Jatinegara	V	V	V

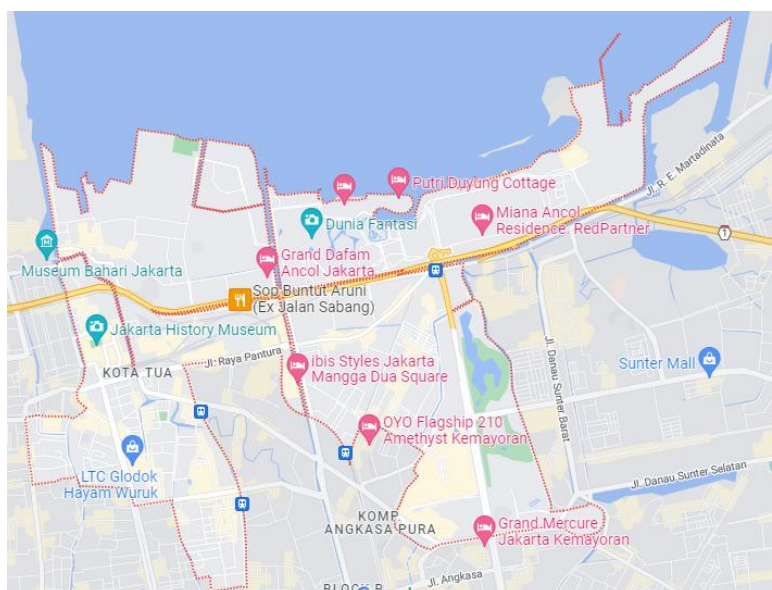
Source: processed by researchers

Based on the data in the field, the area is included in the design of urban tourism. Detailed identification analysis is as follows:

1. Kota Tua as urban tourism

The Kota Tua area of Jakarta is the forerunner of the Jakarta Kota, and efforts to preserve and maintain the remaining cultural assets in the Kota Tua area are constantly being carried out. Revitalization efforts are a priority to maintain these assets; even in the last few years, these efforts have been very intensively carried out in research and planning for the Old Town. Revitalization efforts can be maximized as a whole and prevent the loss of a city's identity due to building renovations or aging. With this revitalization, Jakarta's Kota Tua can be revived, including the City Station Area, Fatahillah Museum Area, Sunda Kelapa Area, and East and West Kali Besar. Reviving the Kota Tua of Jakarta has made the area an urban tourism area which has become a positive value.

Figure 3: Kota Tua Area Map



Source: Google Maps

The Kota Tua area can be seen in the picture above; many tourist attractions support activities in urban tourism, such as the Fatahillah Museum, Maritime Museum, and Sunda Kelapa Harbor, which has much history during the Dutch East Indies colonial period. Shopping tours are located in the Glodok area and Petak Sembilan, which are famous for Chinese culture. Amenities for urban tourism activities, there are many hotels in the Kota Tua area. For MICE activities, there is a JIEXPO Kemayoran place. Meanwhile, transportation and access to Kotatua have been integrated with the Trans Jakarta Bus and Station Commuter Line.

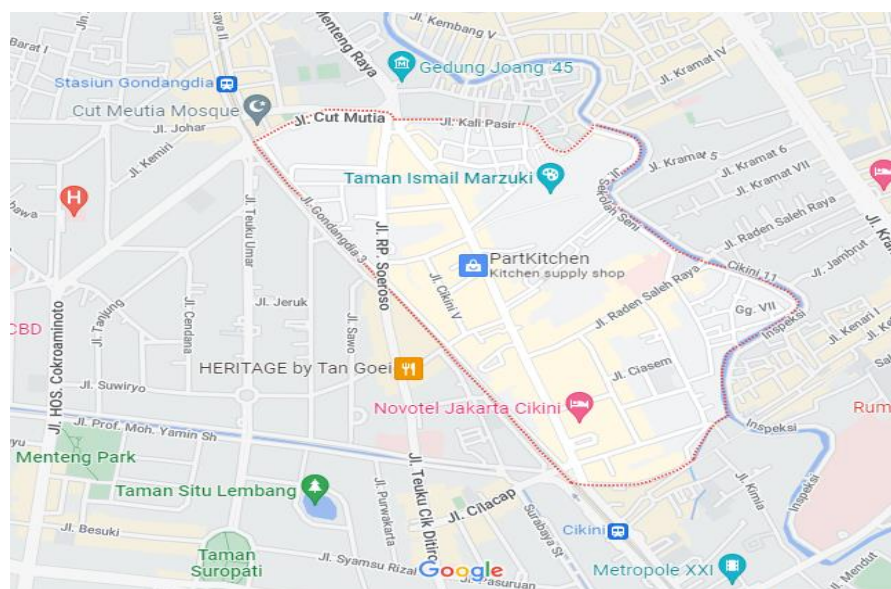
Figure 5: Kali Besar



The problems in the Kota Tua area are traffic jams during peak hours and flooding caused by tidal waves or tidal flooding due to geographical conditions in the lowland Kota Tua area. The irregular arrangement of traders is because they use pedestrian or pedestrian areas. Lack of parking space means parking spaces that do not fit into the

2. Cikini area as urban tourism

Figure 6:Cikini area



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Figure 7: Taman Ismail Marzuki



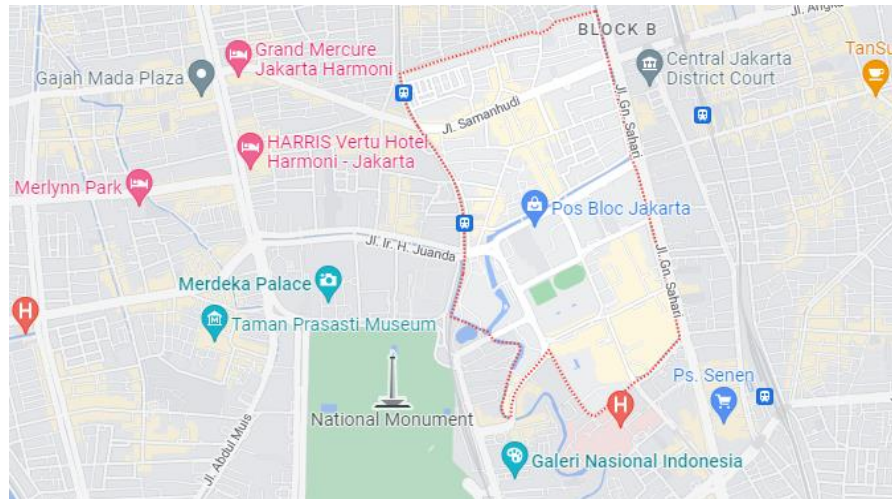
Figure 8: Cikini Pedestrian



The problems in the Cikini area are congestion during peak hours, insufficient parking space so that parking spaces are not following the designated area, and policies in city planning policies that are less disciplined against violations that have been regulated in government regulations.

3. Pasar Baru Area as Urban Tourism

Figure 9:Pasar Baru Area



Source: Google Maps

Figure 10:Pasar Baru Area

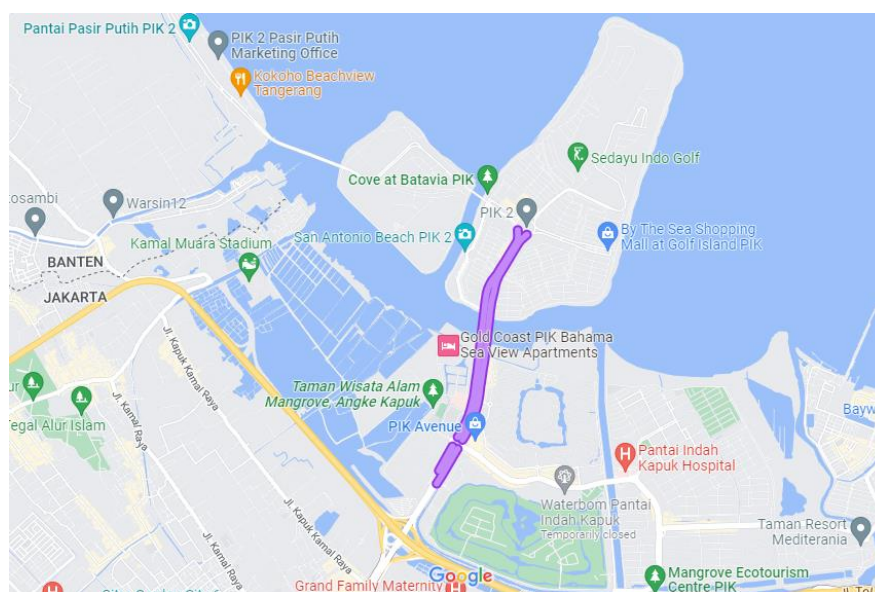


The Pasar Baru Trading Center was established in 1820, and the Pasar Baru was established to complement the two existing markets, namely Pasar Senen and Pasar Tanah Abang, which Landlord Justinus Vinck built in 1733. In the early 1900s, the Pasar Baru became a top-rated trading center. By Jakarta residents. Where goods ± goods offered are new products imported from various foreign countries. At that time, Pasar Baru could be classified as a prestigious Shopping Street area measured by the middle and upper-class visitors who came and the quality of the products sold. However, with the development of prestigious shopping centers in Jakarta, the prestige of Pasar Baru has decreased. Based on the history of Pasar Baru, it has become one of the icons of urban tourism in the Special Capital Region of Jakarta. Based on the results of the research that the Pasar Baru area has the potential to be developed with tourism support in the form of accommodation around Pasar Baru, religious tourism sites that have much historical value, Banteng Field tourist attractions, and transportation facilities that go

directly to the Pasar Baru area with the existence of a shelter. TransJakarta. The problems today are street vendors selling along Pasar Baru street, lack of open space, lack of available public facilities, unoriented road circulation, unsupported pedestrians, and minimal parking space. Thus, the Pasar Baru area is increasingly fading the prestige of its glory, and many buildings that reflect the past glory of Pasar Baru are becoming unkempt.

4. PIK (Pantai Indah Kapuk) area as urban tourism

Figure 11:Kapuk Beautiful Beach Area



Source: Google Maps

Figure 12: Pantai Indah Kapuk



Pantai Indah Kapuk is an area in North Jakarta divided into two: Pantai Indah Kapuk 1 and Pantai Indah Kapuk 2. Pantai Indah Kapuk is one of the urban attractions in Jakarta, with various potentials in the area. Multiple kinds of tourist attractions that support urban tourism in the Pantai Indah Kapuk area, such as mangrove ecotourism

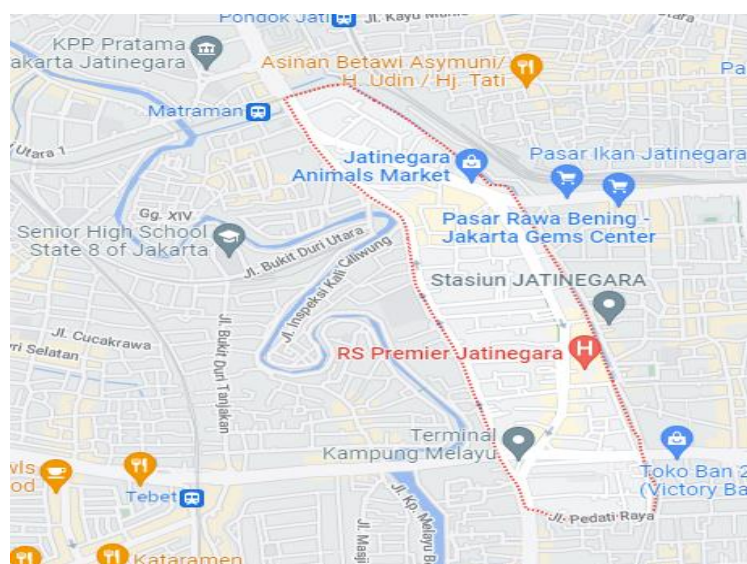
tourism, white sand beaches in the Pantai Indah Kapuk 2 area, culinary tourism in the Pantjoran area with buildings with the china town concept for culinary tourism as well as modern buildings with the shape like typical Europe. Various tourist attractions that support urban tourism have the potential to be developed.

The problem is inadequate green open space in the Pantai Indah Kapuk area. The development of Pantai Indah Kapuk, which eliminated 70% of green open space, decreased the percentage of green open space in the Special Capital Region of Jakarta. Access to the Pantai Indah Kapuk area for public transportation using Trans Jakarta from Kota Station, while private vehicles are connected via a freeway for cars.

Problems in the field are the lack of green open space in the Pantai Indah Kapuk area and congestion that occurs in the Pantai Indah Kapuk area on weekends.

5. Jatinegara area as urban tourism

Figure 13:Jatinegara area



Source: Google Maps

Figure 14: Jatinegara Market

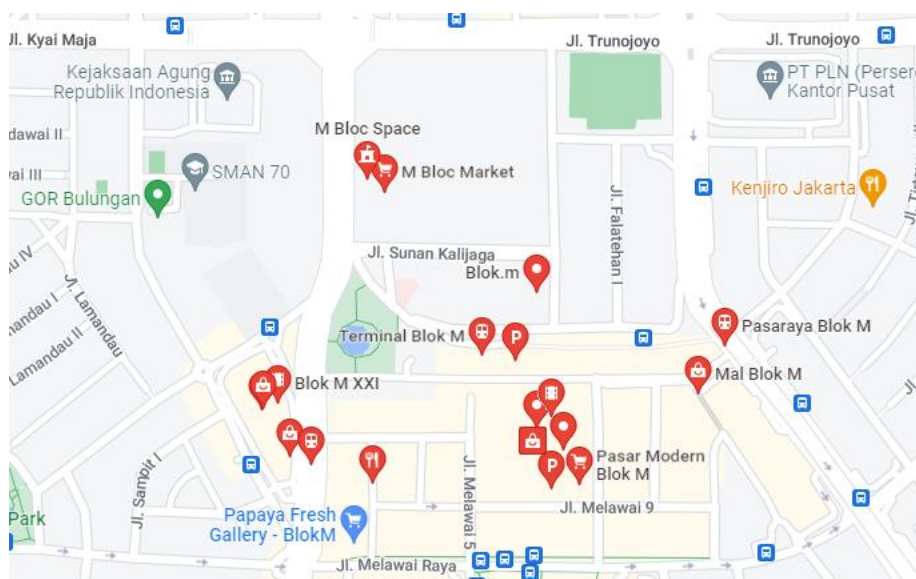


The Jatinegara Triangle is located in Balimester and Rawa Bunga Villages, Jatinegara District, East Jakarta Administrative City. The Jatinegara Triangle area is one of the second oldest areas in Jakarta. This area has several historical buildings that add to the unique character of the area. The conservation buildings have colonial architectural styles, such as the Koinonia Church, the former Kodim building, now the Benjamin Sueb Museum, and the TNI AD complex, Jend. Urip Sumoharjo, and the Jatinegara Station Building. The variety of old buildings that have become icons in the area, such as Jatinegara Station, Jatinegara Market, and Koinonia Church, has a long history in the Jatinegara area. There are many accesses to the Jatinegara area because it is close to stations inside and outside the city that are well connected and public transportation that goes directly to the Jatinegara area.

The problems that occur are thuggery in the Jatinegara area, congestion caused by public transportation that stops and waits for passengers, lack of green open space, and pedestrian paths that are used as a place to trade and interfere with the safety and comfort of pedestrians.

6. Blok M area as urban tourism

Figure 15: Blok M . area



Source: Google Maps

The Blok M area has become one of the urban tourist destinations in the Special Capital Region of Jakarta, where the Blok M area has been a place for young people to gather since the 1980s. Blok M area is one of the business centers because it has various economic activities on the Jabodetabek scale. In addition, land use in the area varies greatly, and various activities are also found in this area, such as offices, trade and services, public facilities, and open space, as well as residential. The Blok M area is also a hub (meeting point) for transportation modes in Jakarta because it has a terminal that serves all city transportation, whether Kopaja, metro mini, Transjakarta Bus, APTB, or rapid mass transit. The Blok M area is the most strategic urban tourist

spot due to access to the area, but even though it is a meeting point for public transportation, there are still many uses of private vehicles to get to the Blok M area. As a support for urban tourism activities, various kinds of accommodation are found in the Blok M area, and many restaurants, pubs, and bars are found there.

M Bloc Space is an urban tourist spot currently prevalent in the Blok M area. M Bloc Space carries the building concept of a State-Owned Enterprise (BUMN) in collaboration with the private sector. M Bloc uses an old state-owned building currently used as a place for eating, drinking, and performing arts without changing the original shape of the building from the Dutch colonial era.

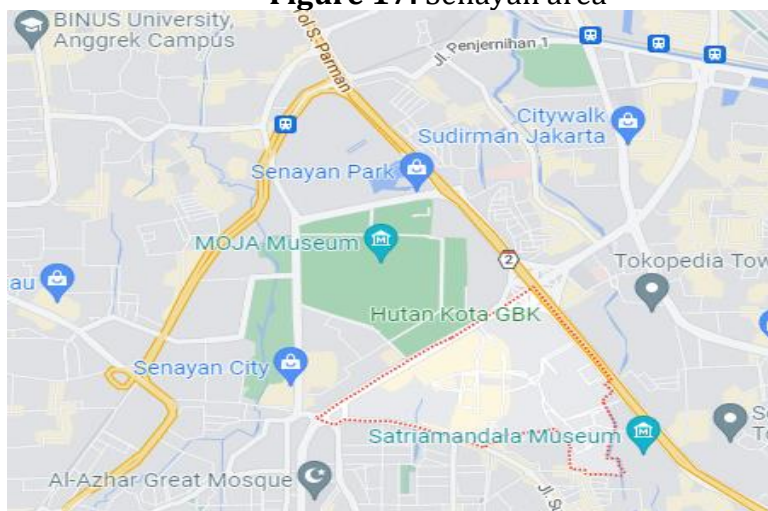
Figure 16: M Bloc Space



The problems in the Blok M area are traffic jams throughout the day, pedestrian paths widely used for trading, less parking space, green open spaces, and thuggery still occurring in the Blok M area. The local government needs restructuring and policies to create a safe and comfortable urban tourism space for visitors.

7. Senayan area as urban tourism

Figure 17: Senayan area



Source: Google Maps

Senayan area is one of the economic zones in Indonesia, especially in the Special Capital Region of Jakarta; various high-rise buildings along Jalan Sudirman are added value to urban tourism in Jakarta. The Senayan area is the area that has developed the most in urban tourism development because the urban form of DKI Jakarta has seen many developments in the Senayan area.

Figure 18: Skywalk Senayan



The development is seen from the means of transportation for visitors using public transportation such as the Mass Rapid Transit and Trans Jakarta, which go to the Senayan area. Repair and addition of safe and comfortable pedestrian paths and many green open spaces as City Forests in the Bung Karno Stadium. Various kinds of shopping centers, museums, accommodations, and restaurants on an international scale. Senayan is the most appropriate place for urban tourism in Jakarta.

The problem that is often found in the Senayan area is congestion because there are still many who use private vehicles instead of using public transportation, so air pollution is high,

CONCLUSION

The research results above conclude that identifying urban areas in Jakarta for urban tourism has characteristics for each urban tourism destination in Jakarta. The development of urban tourism will continue to grow with the development of a city; the problems that occur in urban areas are also felt in the world's big cities.

Many problems are found in urban spatial planning that has not been well organized; government policies in using private vehicles, still widely used in urban tourism, create congestion and high air pollution in these areas. The Government of the Special Capital City Region of Jakarta has made additions and improvements in public transportation facilities and mass transportation as well as developing Transit Oriented Development but also balanced with public facilities and security in public transportation.

Another policy in urban spatial planning is that pedestrian paths are used following their correct functions, and local governments must take firm action against violations and thuggery that occur—policy in adding green open space in urban tourism areas in urban areas.

Urban tourism is a solution to problems in urban areas and a new potential for tourism development in the Special Capital Region of Jakarta. The Regional Government, all stakeholders, and the community synergize in developing urban tourism by making policies for a better, safer, and more comfortable Jakarta City.

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