

Strategic Roles of the Department of Youth, Sports, and Tourism in Developing Culinary Tourism in Pontianak City, West Kalimantan

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ABSTRACT

This study examines the role of tourism development strategies in enhancing culinary tourism and increasing tourist visits in Pontianak City. Using a qualitative descriptive approach, the research analyzes how promotional initiatives, institutional coordination, and stakeholder collaboration contribute to tourism growth and regional economic development. The findings indicate that effective marketing strategies, supported by intersectoral cooperation and improved destination management, have contributed to a gradual increase in both domestic and international tourist arrivals. Culinary tourism emerges as a strategic sector that not only strengthens local identity but also generates economic opportunities for small and medium enterprises. However, challenges remain in ensuring sustainable management, optimizing promotional efforts, and strengthening data-based policy formulation. Overall, the study highlights the importance of integrated governance and continuous innovation in tourism promotion to achieve sustainable and inclusive tourism development.

Keywords: *Strategy, Culinary Tourism, Pontianak City*

INTRODUCTION

Tourism has become one of the most dynamic sectors contributing to regional economic development, social transformation, and cultural preservation. In recent decades, tourism has evolved beyond conventional sightseeing activities into more experience-oriented forms that emphasize authenticity, creativity, and local identity. One of the most rapidly growing segments within this transformation is culinary tourism, which integrates food, culture, history, and social interaction into a holistic tourism experience. Culinary tourism not only reflects local identity but also serves as a medium through which communities express cultural heritage, traditional knowledge, and socio-economic resilience. In this context, cities with strong culinary traditions possess significant potential to strengthen their tourism competitiveness through well-coordinated development strategies (Untari & Satria, 2025).

Indonesia, as a multicultural country with diverse ethnic and culinary traditions, holds substantial potential for culinary tourism development. Each region offers distinctive food practices shaped by geography, history, and cultural interaction. The government has increasingly recognized culinary tourism as a strategic sector capable of driving inclusive economic growth, especially by empowering micro, small, and medium enterprises (MSMEs), creating employment opportunities, and enhancing regional branding. Within the framework of regional autonomy, local governments play a crucial role in translating national tourism policies into context-specific strategies that align with local potentials and community needs (Sever et al., 2025).

Pontianak City, located in West Kalimantan Province, represents a unique case in the development of culinary tourism. Situated on the equator and characterized by multicultural coexistence among Malay, Chinese, Dayak, and other ethnic communities, Pontianak offers a rich culinary landscape shaped by centuries of cultural interaction. Local dishes such as bubur pedas, choi pan, and various seafood-based cuisines reflect both indigenous traditions and historical trade influences. This diversity not only forms an essential part of local identity but also presents significant opportunities for tourism development if managed strategically and sustainably (Suriyankietkaew et al., 2025).

Despite its rich culinary potential, the development of culinary tourism in Pontianak faces various structural and managerial challenges. These include limited integration between tourism planning and local economic development, uneven quality of culinary services, insufficient branding and promotion, and limited coordination among stakeholders. In many cases, culinary businesses operate independently without adequate institutional support, resulting in fragmented development and limited market reach. This condition highlights the importance of effective governance and institutional coordination in transforming culinary assets into competitive tourism products.

Local government institutions, particularly those responsible for youth, sports, and tourism affairs, play a central role in facilitating this transformation (Hendrawan et al., 2024). Their responsibilities extend beyond regulation to include

policy formulation, capacity building, stakeholder coordination, and promotion. Through appropriate planning and implementation, these institutions can act as catalysts for innovation, ensuring that culinary tourism development aligns with broader socio-economic objectives such as employment creation, cultural preservation, and sustainable urban development. However, the effectiveness of such institutional roles depends on governance capacity, inter-sectoral collaboration, and responsiveness to local community needs.

The development of culinary tourism also intersects with broader discussions on sustainable tourism and creative economy development (Stalmirska & Ali, 2025). Sustainable tourism emphasizes the balance between economic growth, social inclusion, and environmental preservation. In the culinary sector, sustainability involves promoting local food systems, supporting small-scale producers, preserving traditional recipes, and minimizing environmental impacts through responsible sourcing and waste management. When integrated into tourism policies, these principles can enhance long-term competitiveness while maintaining cultural authenticity. Therefore, the role of local government institutions becomes increasingly complex, requiring adaptive governance approaches that respond to dynamic socio-economic conditions.

In the context of decentralization, local governments in Indonesia are granted greater authority to design and implement development policies tailored to regional characteristics. This autonomy creates opportunities for innovation but also demands strong institutional capacity and strategic coordination. The success of culinary tourism development depends not only on policy formulation but also on effective implementation, monitoring, and evaluation mechanisms. Challenges such as limited human resource capacity, budget constraints, and overlapping institutional mandates can hinder policy effectiveness if not addressed through integrated governance frameworks (Vince et al., 2024).

Furthermore, the involvement of multiple stakeholders including local entrepreneurs, community groups, tourism associations, and private investors is essential for creating a resilient culinary tourism ecosystem. Collaborative governance models emphasize shared responsibility and collective action, enabling

stakeholders to contribute resources, knowledge, and innovation. In this regard, the government's role shifts from being a sole provider to a facilitator and orchestrator of collaboration. Understanding how such roles are exercised in practice is crucial for assessing the effectiveness of tourism development strategies at the local level.

The significance of culinary tourism extends beyond economic metrics, as it also contributes to place branding and cultural diplomacy. Cities that successfully position their culinary identity can enhance their visibility and attractiveness in both domestic and international markets. Culinary events, festivals, and promotional campaigns can strengthen a city's brand while fostering community pride. However, without coherent planning and institutional support, these initiatives may remain sporadic and fail to generate sustainable impact. Therefore, examining the strategic approach adopted by local authorities becomes essential for understanding the dynamics of culinary tourism development (Ingrassia et al., 2022).

In the case of Pontianak City, ongoing efforts to promote tourism have shown both progress and limitations. While there have been initiatives aimed at supporting culinary entrepreneurs and promoting local cuisine, challenges related to coordination, consistency, and long-term planning remain evident. This situation raises important questions regarding how government institutions conceptualize their roles, design policy instruments, and engage stakeholders in advancing culinary tourism. It also underscores the need for empirical analysis to assess the extent to which existing strategies align with local potential and development goals.

Several studies have also focused on how tourism can significantly contribute to the development of culinary tourism and create opportunities for local products to reach the global market. However, in this study, the findings indicate that such potential has not yet been fully optimized, as various structural and strategic challenges continue to limit the effective integration between tourism development and local culinary promotion Daniel et al., (2024) It focuses on examining the growth of the traditional culinary industry in Central Kalimantan and its relationship with tourism destinations. In Christianto & Made Gede Darma Susila, (2025) Singkawang City was selected as the focal location to examine how tourism destinations serve as a means of promoting the region. The findings indicate

that the tourism sector has been effective, as reflected in the adequate accessibility of roads, infrastructure, and tourism attractions. Supiati et al., (2022) The study focuses on examining the Department of Youth and Sports and the Department of Tourism in Pontianak City, with particular emphasis on evaluating the promotional strategies implemented by both agencies.

This study is positioned within the broader discourse on regional development, public administration, and tourism governance. By focusing on the institutional strategies applied in developing culinary tourism, the study seeks to contribute to academic discussions on the role of local government in fostering sustainable and inclusive tourism development. Furthermore, it aims to provide practical insights for policymakers and practitioners seeking to enhance the effectiveness of tourism governance at the local level.

METHOD RESEARCH

This study employs a qualitative approach with a descriptive narrative design to provide an in-depth understanding of the phenomenon under investigation (Islam & Sayeed Akhter, 2022). This approach is chosen to capture the processes, meanings, and dynamics involved in the implementation of tourism promotion policies by relevant institutions. Data were collected through observation, in-depth interviews with key informants, and documentation review related to the research focus. Data analysis was conducted interactively and continuously through the stages of data reduction, data display, and conclusion drawing, resulting in a systematic and contextual narrative description of the roles and evaluation of promotional efforts carried out by the Department of Youth and Sports and the Department of Tourism in supporting tourism development.

RESULT

The development of the tourism sector is one of the key strategies for driving regional economic growth and enhancing regional competitiveness. In the context of regional development, tourism is not only viewed as a source of revenue but also as a strategic instrument for strengthening local identity, creating

employment opportunities, and encouraging multi-stakeholder engagement. Therefore, well-directed planning and management are essential to ensure that tourism potential can be developed sustainably and provide optimal benefits for the community.

One important aspect of tourism development is the initiation of programs designed by local governments through relevant agencies (Ivars-Baidal et al., 2024). These programs serve as the foundation for determining policy directions, development priorities, and forms of intervention aimed at enhancing tourism attractiveness. Effective program initiation does not solely focus on physical development but also includes strengthening human resource capacity, engaging local communities, and creating an inclusive and sustainable tourism ecosystem.

Furthermore, marketing strategies for tourism sub-sectors play a crucial role in expanding promotional reach and improving destination competitiveness. These strategies involve selecting effective promotional media, packaging tourism products attractively, and utilizing digital technologies to reach broader markets. Integrated marketing across tourism sub-sectors such as nature-based, cultural, and culinary tourism can create a strong destination image and reinforce the region's position in regional and national tourism landscapes.

As an indicator of the success of implemented policies and strategies, the number of tourist visits becomes an important measure for evaluation. An increase in tourist arrivals not only reflects the attractiveness of a destination but also indicates the effectiveness of promotional programs and strategic initiatives (Azmi et al., 2023). Therefore, analyzing tourist visitation trends is essential for assessing the sustainability of tourism development and for formulating more adaptive and responsive policies that align with market demands and regional potential.

Tourism Program Initiation

Tourism program initiation represents a critical starting point in the systematic development of the tourism sector, as it lays the foundation for policy direction, strategic priorities, and implementation frameworks. At this stage, government institutions and relevant stakeholders identify key tourism potentials, assess regional strengths and challenges, and formulate programs that align with

long-term development goals. Effective initiation ensures that tourism development is not carried out sporadically, but is guided by clear objectives, measurable outcomes, and sustainable principles that support both economic growth and cultural preservation (Sihombing et al., 2024).

The process of initiating tourism programs requires strong coordination among government agencies, private sector actors, and local communities. Collaborative planning enables the integration of diverse perspectives and resources, ensuring that tourism initiatives are responsive to local needs and market demands. Moreover, evidence-based planning, supported by data analysis and stakeholder consultation, helps determine priority areas, target markets, and appropriate intervention strategies. Through this approach, tourism programs can be designed to maximize impact while minimizing social and environmental risks.

Tourism program initiation plays a strategic role in strengthening destination competitiveness and long-term resilience. Well-formulated programs can stimulate innovation, encourage investment, and enhance the quality of tourism services and experiences. By establishing clear implementation mechanisms and performance indicators from the outset, tourism authorities can ensure program sustainability and adaptability in the face of changing trends and external challenges (Hartman, 2023). Consequently, effective initiation serves as a cornerstone for the successful development and governance of the tourism sector.

Program	Activity
Tourism Marketing	<ol style="list-style-type: none"> 1. Utilization of Information Technology in Tourism Marketing 2. Procurement and Distribution of Tourism Promotional Materials 3. The Enchanting Sun Culmination Event 4. Drafting of Regional Regulations on Tourism.
Tourism Destination Development	<ol style="list-style-type: none"> 1. Compilation and Updating of Tourism Business Database 2. Monitoring and Evaluation of Tourism Businesses in Pontianak City 3. Monitoring of Public Entertainment Places in Pontianak City
Tourism Partnership Development	<ol style="list-style-type: none"> 1. Tourism Awareness Campaign for High School Level 2. Tourist Destination Photography Competition 3. Implementation of Restaurant and Eateries Service Training
Revitalization of Tourist Attractions	Care and Maintenance of Steigher Alun Kapuas

Table 1. Tourism Program Initiation

Source Data Processed by the Dinas Pariwisata

Table 1 presents a tourism marketing program focused on increasing the attractiveness and visibility of the tourism sector through the use of information technology and strengthening promotional strategies. Activities include the use of digital media as a tourism marketing tool, the procurement and distribution of promotional materials, and the implementation of thematic activities such as the Charm of the Sun's Culmination, a regional characteristic. Furthermore, the drafting of regional regulations on tourism is a strategic step to strengthen the legal basis and policy direction for the sustainable development of the tourism sector.

Regarding tourism destination development, the primary focus is on strengthening the database and monitoring tourism business activities in Pontianak City. The development and updating of the tourism business database is carried out to obtain accurate data for planning and policy-making (Torres-Delgado et al., 2023). Furthermore, regular monitoring and evaluation of tourism businesses and public entertainment venues are conducted to ensure compliance with service standards, visitor comfort, and the operational sustainability of tourist destinations in the city.

Meanwhile, developing tourism partnerships and revitalizing tourist attractions is a crucial part of supporting the sustainability of the tourism sector. Partnership programs are implemented through tourism awareness campaigns targeting high school students, destination photography competitions as a creative promotional tool, and service training for restaurant and food service businesses. Furthermore, revitalizing tourist attractions involves maintaining and preserving infrastructure, such as the Steigher Alun Kapuas area, to enhance comfort, aesthetics, and tourist appeal. These programs reflect a concerted effort to sustainably strengthen the regional tourism ecosystem.

Sub-sector marketing strategy

Sub-sector marketing strategy is a crucial element in tourism development, as it serves as a bridge between destination potential and target markets. Through this strategy, each tourism sub-sector such as nature-based, cultural, culinary, and man-made tourism can be positioned according to its unique characteristics and

competitive advantages. A well-designed marketing approach helps create a strong and consistent destination image, thereby enhancing attractiveness and competitiveness in an increasingly competitive tourism landscape (A et al., 2025).

In the context of regional tourism development, sub-sector marketing strategies extend beyond promotional activities and encompass comprehensive planning, effective media selection, and the utilization of information and communication technologies. Digital marketing, in particular, plays a significant role in expanding market reach to both domestic and international tourists. By integrating social media, digital platforms, and experience-based promotion, each sub-sector can showcase its uniqueness and added value in a more engaging and interactive manner.

The success of sub-sector marketing strategies is highly dependent on synergy among government institutions, business actors, and local communities. This collaboration enables the development of sustainable, locally grounded promotional efforts that are responsive to market demands. Through well-coordinated and inclusive marketing strategies, tourism sub-sectors are expected to increase visitor numbers, generate broader economic impacts, and strengthen the region's position as a competitive and sustainable tourism destination.

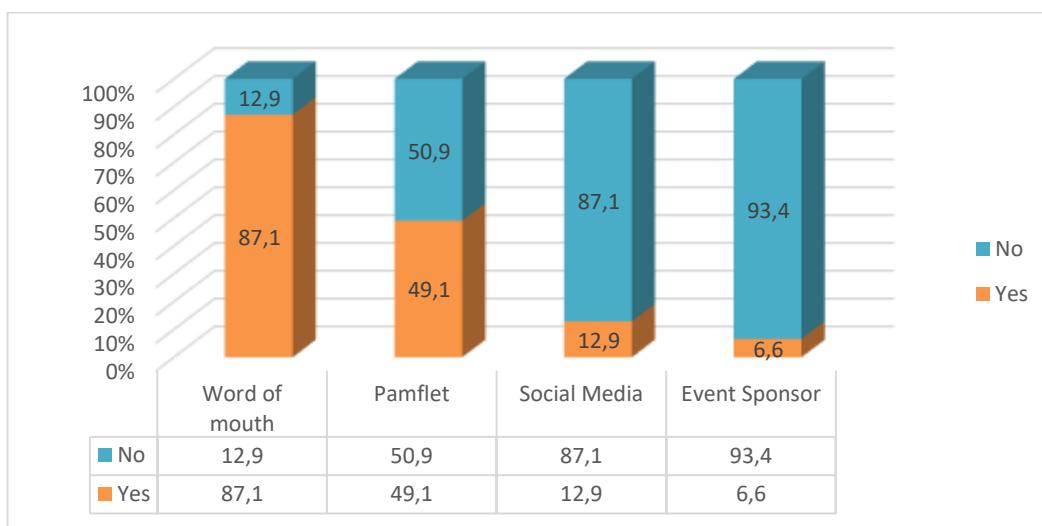


Figure 1. Marketing Strategy for the Creative Economy Culinary Subsector in Pontianak City

Source Data Processed by the Author 2025

Figure 1 is Sub-sector marketing strategy is a crucial component of tourism development, as it serves as the primary means of communicating a destination's potential and attractiveness to a wider audience. Each tourism sub-sector possesses distinct characteristics that require tailored marketing approaches aligned with specific target markets. Through well-designed strategies, tourism promotion functions not only as an information channel but also as a tool for shaping destination image and strengthening competitiveness.

In practice, the effectiveness of marketing strategies is strongly influenced by the choice of promotional media. Various communication channels such as word-of-mouth, printed materials, social media, and sponsorship activities play different roles in reaching diverse audiences. The data indicate that word-of-mouth promotion remains highly influential, reflecting the strong impact of direct visitor experiences on shaping perceptions of a destination (Šegota et al., 2022). This highlights the importance of visitor satisfaction as a key driver of sustainable tourism promotion.

Meanwhile, traditional media such as pamphlets continue to be used, although their effectiveness tends to be more limited compared to digital platforms. Pamphlets function as supporting promotional tools that provide concise and visual information about tourist destinations. However, their limited reach and lack of interactivity present challenges, particularly in an era characterized by rapid technological advancement and digital consumption patterns.

Social media has emerged as a strategic platform with significant potential to expand the reach of tourism promotion. Through digital platforms, information can be disseminated quickly, interactively, and to a wide range of target audiences. Nevertheless, the relatively low utilization of social media in some contexts indicates the need to strengthen the capacity of tourism stakeholders in managing digital content, building destination branding, and adapting to evolving digital trends.

In addition, sponsorship activities or support for events also form part of sub-sector marketing strategies. Although their contribution may appear smaller compared to other promotional methods, sponsorships play a strategic role in

enhancing destination visibility and fostering partnerships with various stakeholders. Such activities provide opportunities to introduce destinations to new audiences through experiential and contextual engagement (Kasemsarn & Nickpour, 2025).

Sub-sector marketing strategies must be designed in an integrated and sustainable manner by considering market characteristics, technological developments, and tourist behavior. Synergy among promotional channels, improvement in content quality, and collaboration among stakeholders are essential to strengthening destination competitiveness. With a well-coordinated approach, sub-sector marketing strategies are expected to increase tourist visits and support the long-term sustainability of tourism development.

Amount of tourist visits

The number of tourist visits is one of the main indicators used to assess the success of tourism sector development in a region. Visitor numbers reflect the extent to which a destination is able to attract tourists through its natural attractions, cultural assets, and supporting facilities. An increase in tourist arrivals not only indicates the effectiveness of promotional strategies and destination management but also reflects tourists' confidence in the quality of services and experiences offered (Rašovská et al., 2021).

Trends in tourist arrivals are influenced by various factors, including accessibility, infrastructure, safety, service quality, and the diversity of tourism attractions. In addition, consistent and innovative promotional efforts play a crucial role in reaching broader markets. Changes in travel behavior, advancements in information technology, and global tourism trends also contribute to fluctuations in visitor numbers over time. Therefore, analyzing tourism visitation patterns is essential for understanding both the opportunities and challenges faced by the tourism sector.

The number of tourist visits plays a crucial role in shaping regional economic growth and improving community welfare. An increase in tourist arrivals stimulates various economic activities, particularly in sectors such as accommodation, transportation, food services, and local crafts. As tourism demand

grows, local businesses experience higher levels of consumption, which in turn generates income circulation within the community. This economic multiplier effect contributes not only to regional revenue generation but also to the strengthening of local economic resilience, especially in areas that rely heavily on tourism as a primary development driver.

The growth in tourist arrivals has a direct impact on employment creation and the expansion of small and medium-sized enterprises (SMEs). Tourism-related activities provide diverse job opportunities, ranging from formal employment in hotels and travel services to informal economic activities such as street vendors, guides, and creative industries. The involvement of local communities in tourism-related enterprises enhances income distribution and encourages entrepreneurship, thereby fostering inclusive economic development. When managed effectively, tourism can serve as a platform for empowering local actors and reducing socio-economic disparities within the region.

The positive impacts of increasing tourist numbers must be supported by continuous monitoring and evaluation to ensure long-term sustainability. Systematic data collection and analysis enable policymakers to assess trends, identify emerging challenges, and design evidence-based strategies that balance economic growth with environmental and social considerations (Ncube & Ngulube, 2024). Through informed decision-making, tourism development can be guided toward a more sustainable and inclusive trajectory, ensuring that its benefits are equitably distributed while preserving the cultural and environmental integrity of the destination.

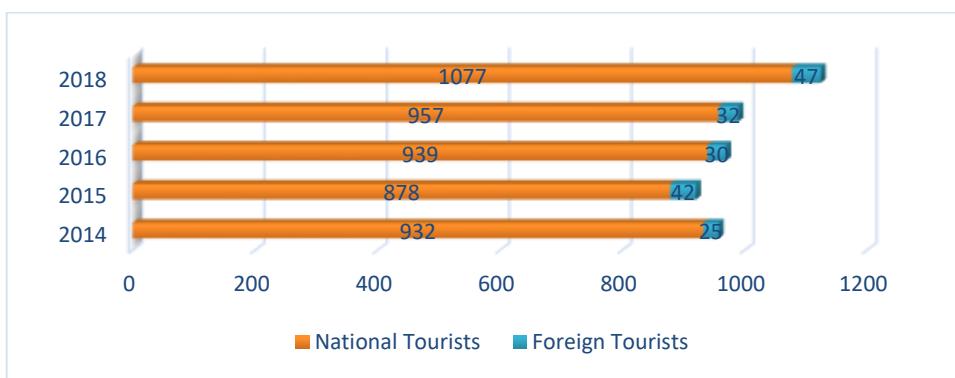


Figure 2. Number of Domestic and Foreign Tourist Visits to Pontianak City

Source Pontianak City Youth and Sports Agency, Processed by the Author 2025

Figure 2 is the data on tourist visits from 2014 to 2018 indicate a clear upward trend, reflecting continuous improvement in the attractiveness and management of the tourism sector. In 2014, the number of domestic tourists reached 932 visits, while international tourist arrivals were recorded at 25 visits. This initial condition illustrates that tourism activity was still predominantly driven by domestic visitors, with limited contribution from international tourists.

In 2015, although the number of domestic tourists slightly declined to 878 visits, international tourist arrivals increased to 42 visits. This shift suggests the beginning of growing interest from foreign tourists, indicating that early promotional efforts and destination exposure had started to yield positive results, even though overall growth had not yet stabilized.

The year 2016 marked a recovery in domestic tourist numbers, which increased to 939 visits, while international arrivals slightly decreased to 30 visits. This pattern reflects a period of adjustment in tourism dynamics, where domestic tourism remained the main driver of visitation while the international market continued to fluctuate.

A more consistent upward trend emerged in 2017, with domestic tourist visits rising to 957 and international arrivals increasing to 32. This improvement suggests that tourism development initiatives, promotional activities, and destination management efforts were becoming more effective and increasingly recognized by visitors.

The most significant growth occurred in 2018, when domestic tourist visits reached 1,077 and international tourist arrivals rose to 47. This substantial increase indicates the success of sustained tourism development strategies, including improvements in infrastructure, service quality, and promotional outreach.

Overall, the data demonstrate a positive and progressive trend in tourist visits over the five-year period. While domestic tourists remain the dominant segment, the gradual increase in international visitors highlights the growing potential of the destination in the global tourism market. This trend underscores the importance of maintaining consistent promotional efforts, enhancing service quality, and strengthening destination competitiveness to ensure sustainable tourism growth in the future.

DISCUSSION

The research results indicate that the development of the tourism sector is strongly linked to the effectiveness of promotional strategies implemented by local

governments through relevant agencies. The data obtained demonstrates an increasing trend in the number of tourist visits from year to year, both domestic and international. This increase reflects that promotional efforts are not merely symbolic, but have been able to create a real attraction for tourists to visit the destinations offered. In this context, promotion is no longer understood simply as disseminating information, but rather as a strategic process integrated with strengthening destination identity, managing tourist attractions, and improving service quality (Morrison, 2023).

The relatively stable increase in the number of domestic tourists indicates that tourist destinations have a strong position in the domestic market. This can be attributed to ease of access, geographic proximity, and the suitability of tourism products to the preferences of domestic tourists. On the other hand, although the number of international tourists remains smaller than domestic tourists, the growth trend shows positive development. This indicates that international promotional efforts are beginning to show an impact, although they still require strengthening global networks, destination branding, and more intensive use of digital media.

The research results also show that promotional strategies are not implemented in isolation but are interconnected with destination development programs and tourism partnerships. Programs such as strengthening cultural events, improving the quality of public facilities, and involving local businesses are key supporting factors in creating a sustainable tourism experience. When promotion is supported by destination readiness, tourist confidence in service quality increases, ultimately encouraging repeat visits and word-of-mouth promotion.

In the context of regional tourism management, the results of this study indicate that the role of local government as a facilitator and coordinator is crucial to the success of promotional strategies. The government serves not only as a policy implementer but also as an actor orchestrating collaboration between stakeholders, including business actors, local communities, and the private sector (Oskam et al., 2021). This synergy enables the creation of a tourism ecosystem that is adaptive and responsive to changing tourism market trends, both nationally and globally.

From a promotional perspective, the use of digital media has proven to be an increasingly important tool in reaching tourists. Social media, online platforms, and engaging visual content can expand promotional reach at a relatively efficient cost. This aligns with changing tourist behavior, which increasingly relies on digital information for travel planning (Bondarenko et al., 2025). Therefore, optimizing digital marketing strategies is an integral part of modern tourism development.

Increased tourist visits also have a direct impact on local economic growth. Tourism activities encourage the growth of micro, small, and medium enterprises, particularly in the culinary, transportation, and other supporting service sectors. This economic impact not only increases community income but also expands job opportunities and strengthens local economic resilience (Aprilia et al., 2025). Thus, tourism plays a strategic role in providing a multiplier effect for regional development.

However, it's important to understand that increasing tourist numbers requires sustainable management. Without careful planning, a surge in visits could potentially put pressure on the environment, infrastructure, and service quality. Therefore, promotional strategies must be aligned with the destination's carrying capacity to prevent tourism growth from having long-term negative impacts. A sustainable approach is key to maintaining a balance between economic, social, and environmental interests.

CONCLUSION

This study demonstrates that the development of culinary tourism in Pontianak City is closely linked to the effectiveness of institutional strategies, intersectoral collaboration, and sustainable promotion efforts implemented by local government. The findings indicate that while tourism development has shown positive progress reflected in increasing visitor numbers, strengthened destination identity, and growing community involvement several structural and managerial challenges remain, particularly in coordination, long-term planning, and optimization of promotional strategies. The role of the Department of Youth, Sports, and Tourism is pivotal in orchestrating stakeholder collaboration,

strengthening institutional capacity, and ensuring that tourism development aligns with local potential and sustainability principles. Therefore, future efforts should focus on enhancing integrated governance, improving data-driven decision-making, and strengthening digital and collaborative marketing strategies to ensure that culinary tourism development not only contributes to economic growth but also fosters cultural preservation and inclusive regional development.

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