

## Development Strategy of *Kampung* Namatota Tourist Attraction in Kaimana District, Kaimana Regency, West Papua Province

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### *Abstract*

The development of historical tourism is one way of preserving cultural areas in the Kaimana District. The location of the research study on the development of historical tourism in the Kaimana District of Kaimana District is a tourist attraction of the Kingdom of Namatota, which is located in the village of Namatota. Because the location of the tourist location is far from the centre of the city, the minimum means and facilities of tourism support and promotion are sufficient so that the tourism of Namatota Village is less than maximum. This research aims to identify the factors that influence the attractiveness of tourists and the availability of means and infrastructure that exist for the historical tourist objects in the Kaimana district of Kaimana, as well as to draw up a plan for the development of historical tourist attractions in Kaima district. The research method used in this writing uses a qualitative approach to identify the factors that influence the interests of visitors, analyse what strengths and potential can be used as a development strategy, and identify weaknesses and threats that can hinder the development of the research site. his research uses the SWOT analysis method, which will produce the Development Strategy of Tourism Object Namatota, Kaimana District, West Papua Province. From the results of the analysis, it is concluded that the potential of historical tourist attractions is sufficiently high that it is potential to be developed, but the availability of support facilities and facilities is not sufficient, as is the development of natural and cultural potential accompanied by socialisation in the community. The strategies used can match the use of space in the tourist area and can also help preserve the environment. This research is expected to be a guideline for the government in developing the historical tourist area to maximise its development.

**Keywords: Development of Tourist Objects; Historical Areas; Tourist Objects; Facilities and Infrastructure**

### **Introduction**

Based on geographical location, Indonesia is a vast area with unique natural wealth and culture in the form of tourism assets spread throughout the archipelago (Mulyadi, 2020). The existence of these tourism assets can increase foreign exchange for the State, especially for the local community (Jaelani et al., 2020). In developing tourism must pay attention to various factors that influence the existence of a tourist destination (Ratnasari et al., 2020; Juhaidi, 2024). According to Suwanto a tourist destination includes tourist objects and attractions, tourist infrastructure, tourist facilities, governance/infrastructure and conditions of society/environment (Ma'ruf et al., 2017).

Kaimana Regency is one of the regencies in the province of West Papua, Indonesia (Iyai et al., 2023). Kaimana Regency was established based on Law Number 26 of 2002 (State Gazette of 2002 Number 124, Supplement to State Gazette Number 4245). The capital of this regency is located in the district of Kaimana. With an area of land and sea, Kaimana Regency is 36,000 km<sup>2</sup>, consisting of a land area of up to 18,500 km<sup>2</sup> and an area of sea/water of ±17,500 km<sup>2</sup>. The population of Kaimana district in 2021 numbered

64,762 souls, man 33,543 souls and woman 31,219 people, and 69.07% of the population are in the district capital, Kaimana city, around 44,676 people.

The tourism potential in Kaimana is classified as very good and deserves to be promoted. The tourism objects in question include: Venu Island (beach, diving, sunset, see sea turtles laying eggs), Kilimala Island (beach, diving), Karawatu Island (spot diving), Tanjung Kinara (bird watching, sunset view, diving), Adi Island (agro-tourism), Triton Bay (best spot diving), Tanjung Bicari (ancient painting on the cliff, Whale Shark tour), KM 14 Bridge (bird watching), Ermun Island, Bantemi Beach (sunset view), Mina Usaha Bridge (fishing mania, sunset view), Performing cultural traditions on Eid al-Fitr (hadrat tambourine parties). However, the community has not been able to seize the opportunities that exist, even though if they are utilised they will be a driving force for economic development in Kaimana.

Namatota Village is a village inhabited by Papuan people from the Koiway tribe (Untarto et al., 2020). In Namatota Village, there is an administrative government led by a village head and a customary government led by a king from the Ombaier lineage. Where Namatota Village also functions as the centre of the Namatota kingdom which existed around the 16th century and still exists and is recognised. Currently the Namatota Kingdom is led by King Randi Asnawi Ombaier. Namatota is the name of one of the old kingdoms in the Land of Papua, which had an important role as a trade route in the past and became one of the nodes for the return of Papua to the Republic of Indonesia (Mashad, 2020).

Namatota Village Tourism has considerable historical tourism value such as historical tourism about Islamic-style kingdoms on Namatota Island (Hafniati, 2021), but access to tourist sites is quite far from the Regency Capital with a travel time of approximately ( $\pm$ ) 2 hours drive by sea transportation access, one of the elements that determines the advancement of a tourist area is the availability of basic facilities and infrastructure. However, in Namatota Village, the availability of infrastructure is still relatively minimal, as well as the lack of promotion from the local government seen from the condition of the existing historical tourist objects, but very few tourists visit tourist sites, so to be able to develop historical tourism potential in Kaimana Regency, a strategy is needed. Development of Tourism Objects in Namatota Village.

## Methods

The research method used in this paper uses a qualitative approach to determine the factors that influence visitor interest and analyse the strengths and potential of what can be a development strategy (Straus et al., 2013), as well as knowing the weaknesses and threats that can hinder the development of research locations. This study uses the SWOT analysis method, which will produce the Namatota Tourism Object Development Strategy, Kaimana Regency, West Papua Province. SWOT analysis is a mindset or analytical framework that aims to systematically identify various factors to formulate a strategy (Li, 2022). As one of the concepts in strategic management, this technique emphasises the need for an assessment of the external and internal environment (Wiyono & Wijaya, 2020), as well as trends in future developments/changes before establishing a strategy. SWOT analysis stands for Internal Strengths and Weaknesses and the internal Strengths and Threats environment faced by a research object (Bhatia, 2013). This analysis based on logic can maximise strengths and opportunities, but at the same time can minimise weaknesses and threats (Fahriana & Huda, 2019).

A variable is everything that will be the object of the research observation (Ulfa, 2021). The variables used in this study are the basic physical conditions and potential of the area. By analyzing these variables, several strategic directions for the development of

historical tourism areas in Kaimana Regency will be obtained. To answer questions on the formulation of the problem, namely the lack of tourist interest and the availability of tourism support facilities in the historical tourism area in Kaimana Regency. Several analyses were used, namely the analysis of the potential of the area consisting of socio-cultural, socio-culture, and Physical Environment.

The data collection techniques used in this research are Field observation and dissemination of the questionnaire spreading the list of questions to respondents who are intended to be tourists and/or communities in the Kaimana District. Direct observation of the location of the research, such as: conditions of existence of tourist objects, conditions of use of the land of the tourist object, availability of means and facilities for supporting tourism objects (Harianto et al., 2020). The questionnaire used aims to determine the public perception of tourist interests and their knowledge of the village Namatota tourist attractions in Kaimana district (García-Cegarra & Pacheco, 2017). The technique used to determine the number of respondents is the sampling technique with the selection of the respondents randomly to 50 people from the total population that is in the District of Kaimana (Bhardwaj, 2019).

## **Results and Discussions**

### **1. Analysis of Potential and Problems in the Namatota Tourism Object**

#### **a. Supporting Facilities and Infrastructure Tourist attraction**

Facilities and infrastructure in the Regency of Kaimana in the form of available roads are paved roads in parts of the city, but half of the roads in the villages are still dirt and gravel roads. Electricity is supplied to the housing of urban residents 24 hours a day, while in the village it is only up to 12 at night using a power generator provided by the government. The availability of water in Kaimana has been able to meet their daily needs, even during the dry season the people do not lack water. The internet network for those in cities is affordable, namely 4G, but in rural areas it is still not even difficult to get a signal. Vehicles and transport only exist in the city, in the form of cars, trucks, buses, motorcycles and bicycles. However, in the villages there are no transportation vehicles so if you want to travel you have to walk. There are still a few hotels in Kaimana and the hotel class/facilities are still standard, only in the form of bathrooms, air conditioning, beds, there are no malls and swimming pools are still jasmine type. In Kaimana Regency there are representative Youth Restaurants, Cafe Delisyah and Cafe Namatota.

The factors that cause people to lag behind in taking tourism business opportunities are because people are less aware of tourism and lack of knowledge about business in the tourism sector, as well as inadequate infrastructure. The community is not educated and has not been motivated to do business in the tourism sector. Meanwhile, foreign investors from England and China have started to invest and have started to open a tourism business in Kaimana. If the local government does not immediately carry out tourism awareness training for community members, it is feared that in the future local residents will only become employees or labourers in their own area.

#### **b. Tourist Attraction Conditions**

The Namatota Kingdom or also known as the Koiwai Kingdom is an Islamic kingdom located in the south of Papua Island. This kingdom still exists today. This traditional kingdom has a King's House which is referred to as the Traditional House. The King's House or Traditional House is currently used to store the knick-knacks of the Kings of Namatota, apart from that this royal heritage object is in the form of a family tomb which is located beside the mosque or right in front of the King's House. The age of the traditional house and tomb cannot be ascertained but it is estimated that it is more than 1 century old. Currently, the traditional house and family graves have been renovated, but

they still retain the original form of the previous building and the function of this building is still maintained. Access to the traditional house is open to the public and inside the traditional house we are allowed to take pictures inside the traditional house. The availability of supporting facilities and infrastructure is inadequate. The maintenance and security of traditional houses and tomb areas are carried out by the descendants of King Namatota and the surrounding community.

**c. Accessibility to Attractions**

To go to the Village Namatota Tourism tourists must travel from the capital city of Kaimana to Namatota village in total with a distance of approximately 29.72 KM, about 45 minutes by using a medium-sized long boat / speed boat that uses 2 engines (40 PK outboard engine) with a load capacity of 10 - 12 people. The rental price varies in the range of 4 - 5 million depending on the price of fuel and the number of passengers, if using a large long boat / speed boat with a load capacity of 15 - 20 people, with an 85 PK 3 engine, the rental price ranges from 3 - 4 million excluding fuel. This means that the fuel is borne by the passengers.

**d. Socio-Cultural Conditions**

The people who live in Namatota Village are the indigenous people of the Koiway Tribe. The language used by the people in Namatota Village is the native language of the Koiway tribe and Indonesian with the local dialect (Nurmaningtyas, 2013). All residents in Namatota Village are Muslims. The main source of livelihood is fishing, but during the tidal season, the population will stop fishing and become nutmeg farmers. The values, social and cultural practices that have existed since ancient times are sasi, reciprocity, religious and customary tolerance, the art of dance, barter, dowry (cannon). portuguese) and customary punishment.

**e. Management Organisation**

In the area around tourist sites there is no management, so tourists who visit do not charge an entry ticket and there are also no supporting facilities and infrastructure such as trade and services, homestays or lodges that visitors can use to rest, considering the distance travelled from the District Capital to tourist attractions that are far away and take up to ± 1-2 hours of travel.

**2. Analysis of Potential Tourist Visits**

The level of local and foreign tourist visits to Namatota Village is moderate with the number of visits in 2021 reaching 412 visitors. The tourists who visit are people in Kaimana City who aim for holidays. In a direct survey conducted for fees for tourists there are currently none because there is no management or related agency that takes care of fees.

**3. Analysis of Availability of Tourism Facilities and Infrastructure**

Analysis of the availability of tourism facilities and infrastructure in this study is based on 17 basic criteria, which are as follows:

Table 1. Availability of Facilities and Infrastructure

No	Criteria	Level		Information
		Availability		
		Q	TT	
1.	Object	Q		In addition to historical attractions, this area also has interesting natural scenery
2.	Access		TT	Access to tourist sites can only be reached by sea transport and travel time is 1-2 hours.

No	Criteria	Level Availability		Information
		Q	TT	
3.	Accommodation		TT	Unavailability of homestays or huts that are used as resting places for tourists
4.	Facility		TT	The unavailability of parties that manage both the private sector and related government agencies
5.	<i>Catering Service</i>		TT	There are no restaurants or eateries around tourist sites
6.	Leisure Activities	Q		Because the tourist location is near the beach which is ± 100 metres away, tourists can also enjoy the natural scenery.
7.	Expenditure		TT	The unavailability of shopping places such as kiosks or merchandise stalls
8.	Communication	Q		Cell phone networks and voucher sellers are already available, but the networks in locations can only be accessed by Telkomsel providers.
9.	Banking System		TT	There is no bank or ATM available
10.	Health	Q		Post available
11.	Security	Q		There is already a babinsa guarding the village
12.	Cleanliness		TT	There are no adequate trash cans around tourist areas
13.	Education facility	Q		There are formal schools such as primary and junior high schools
14.	Sports Facilities	Q		There is a volleyball court
15.	Toilet	Q		There is 1 public toilet around the area
16.	Place of worship	Q		There are prayer facilities such as mosques
17.	Transportation		TT	Not yet available public transport

Source: Author Survey Results, 2023

Table Description: T (Available), TT (Not Available)

#### 4. Analysis of Potential Development of Historical Tourism Objects

In terms of socio-cultural, socio-cultural and physical aspects of the environment, the potential studied is expected to provide an increase in the quality of the area. The potential for developing the Namatota tourist attraction in Kaimana District, Kaimana Regency is described as follows:

Table 2. Regional Potential

No.	Potency	Indicator	Condition	Mark
1.	Building	Age		3
		style	Still	3
		scarcity	Currently	2
		influence on	Low	1

No.	Potency	Indicator	Condition	Mark
	Region	Shape Morphology	Still	3
	Building accumulation	Spread pattern	group	3
	historic spatial structure	function and position	Strengthen	3
	Core area	existence	still	3
	Total Rating			21
2.	Cultural community	Cultural Actors	Limited	2
	local trust	reliefs	There isn't any	1
	Total Rating			3
3.	Clean water	Service	Adequate	3
	Drainage	Old Puddle	Good	3
	sanitation	Distribution	Good	3
	Road	Ease of Access	Good	3
	Electricity		Inadequate	2
	Telephone	Service	Adequate	3
	Total Rating			17

Source: Author Survey Results, 2023

## 5. Problem Analysis

In the Namatota Tourism Area, apart from having development potential, there are also problems affecting tourism development. The unavailability of public transportation to and from tourist sites, also during the tidal season, sea transportation activities are not optimal, causing tourist visits to decline. Indigenous people in tourist sites only hope that the government will develop tourist sites.

## 6. SWOT Analysis

The SWOT analysis in this study is useful for formulating a strategy for the development of the Namatota tourism area in Kaimana District. Explanation of the development strategy as follows:

### a. Description of Internal External Factors

The SWOT matrix can produce alternative strategies that will be used for the development of the tourism object of Namatota Village in Kaimana District, the following is an elaboration of internal and external factors.

Table 3. Description of Internal External Factors

No.	Internal Factors	External Factors
	Strength	Opportunity
1.	The historical value in the location allows this area to be developed.	In addition to natural tourism in the area around the tourist area, historical tourism development can also be an attraction for tourists.
2.	The cultural values of the local community can also be an attraction for tourists to visit historical tourist areas.	The increasing number of tourist visits per year can be an opportunity for the development of historical tourism areas.
3.	Can be a source of livelihood for people in tourist sites	Human resources can increase if there is development at tourist sites

No.	Internal Factors		External Factors	
	Strength		Opportunity	
	Weakness		Threat	
1.	Location of attractions that are not strategic.		Visit rates have decreased due to bad weather, as we know that to go to tourist sites can only be reached by sea transportation.	
2.	Accessibility barriers include: The unavailability of public transport that operates to tourist sites. travel time from the district capital to tourist sites $\pm$ 2 hours.		There is no government programme that helps develop historical tourist sites as is done for nature tourism.	
3.	Lack of availability of supporting facilities and infrastructure at tourist sites. Trade and sanitation facilities.			

Source: Author Research Results, 2023

#### b. Matrix Analysis of Internal and External Factors

To analyse the IFAS and EFAS strategy factor matrices, first determine the weights. The weight is determined based on direct observation related to this research study, for more details can be seen in the table below.

Table 4. IFAS Matrix

No.	Internal Strategy Factors	Weight	Ratings	Score	Comment
<b>Strength</b>					
1.	The historical value in the location allows this area to be developed.	0.20	4	0.8	There is an attraction that can develop this location
2.	The cultural values of the local community can also be an attraction for tourists to visit historical tourist areas.	0.20	4	0.7	Tourists who visit not only learn about history but can learn about local culture
3.	Can be a source of livelihood for people in tourist sites	0.20	2	0.8	
				<b>Amount</b>	1.1
<b>Weakness</b>					
1.	Location of attractions that are not strategic.	0.20	3	0.1	Tourist sites can only be accessed by sea transport

No.	Internal Strategy Factors	Weight	Ratings	Score	Comment
2.	Accessibility barriers include: <ul style="list-style-type: none"> <li>•The unavailability of public transport that operates to and from the Wiszta location.</li> <li>•travel time from the district capital to tourist sites <math>\pm</math> 2 hours.</li> </ul>	0.20	2	0.2	There needs to be sea transportation that can be used for tourists to visit and also efficient transportation such as fast boats or empowered people by renting out their boats to transport tourists.
3.	Lack of availability of supporting facilities and infrastructure at the location tourism Trade facilities, sanitation	0.2	2	0.4	Adequate facilities and infrastructure can improve the quality of tourist comfort when visiting tourist sites.
Amount				0.1	

Source: Analysis Results, 2023

Table 5. EFAS Matrix

No.	External Strategy Factors	Weight	Ratings	Score	Comment
<b>Opportunity</b>					
1.	In addition to historical tours, nature tourism in the area around tourist areas is also interesting.	0.30	3	0.9	The development of historical tourism can be in line with natural tourism, because tourists not only visit tourist attractions to study but can also have recreation.
2.	The increasing number of tourist visits per year can be an opportunity for the development of historical tourism areas.	0.1	4	0.8	
3.	Human resources can increase if there is development at tourist sites	0.21	2	0.75	
Amount				2.45	
<b>Threat</b>					
1.	Visit rates have decreased due to bad	0.15	3	0.45	



No.	External Strategy Factors	Weight	Ratings	Score	Comment
	weather, as we know that to go to tourist sites can only be reached by sea transportation.				
2.	There is no government programme that helps develop historical tourist sites as is done for nature tourism.	0.30	3	0.9	The government can create development programmes that benefit tourism objects
Amount				1.35	

Based on the total internal strategic factor weighting above, it can be concluded that the internal influence of this tourist location is very large and has a positive impact. This can be seen from the existence of a strength factor that is greater than the weakness factor resulting from the existence of the Namatota tourist location.

### c. Alternative Strategy

From the results of the analysis of IFAS and EFAS in the bag, the total is obtained as follows:

- 1) Internal strategy factor score (IFAS) = 3.4 with Strength factor values > 2 and Weakness factor values < 2.
- 2) External strategy factor score (EFAS) = 3.8 with an Opportunity factor value of 0 > 2 and a threat value of < 2, the strategy used is listed in the table below.

Table 6. Alternative Strategy

IFAS	EFAS	Strength (S) (>2)	Weakness (W) (<2)
	Opportunities (O) (>2)	Strategy (SO)	
Threats (T) (<2)		Strategy (ST)	Strategies (WT)

Source: Author

Information:

 : The strategy used

The opportunity value is 2.45 so it needs to be developed opportunities to develop Namatota tourism are in line with the development of natural tourism, as well as giving training for people in tourist sites so that they can be independent.

### d. Development Strategy

The strategy used is to take advantage of opportunities and minimise existing weaknesses.

#### 1) Minimising Weakness Factors

The location of tourist attractions that are not strategic because they are far from the city centre and unavailable public transportation access makes it difficult for tourists to visit. There needs to be sea transportation that can be used for tourists to visit and also efficient transportation such as fast boats or empowered people by renting out their boats to transport tourists. Adequate facilities and infrastructure can improve the quality of tourists' comfort when visiting tourist sites such as the availability of

homestays or cottages for resting (Nyoko et al., 2023), considering the distance of tourist sites from the Regency Capital and the availability of trade and service facilities so that tourists can get their needs at tourist attractions with ease. Communities around the area can be empowered, for example young people are given training to manage and develop historical tourism objects or housewives are given business capital to open MSMEs.

## 2) Take advantage of the Opportunity Factor

In addition to historical tours, nature tourism in the area around tourist areas is also interesting. The development of historical tourism can be in line with nature tourism, because not only do tourists visit tourist attractions for learning but also for recreation. The increasing number of tourist visits per year can be an opportunity for the development of historical tourism areas (Ramires et al., 2018). The number of visits is very influential

## Conclusion

Based on the data and analysis performed, the following conclusions are obtained: Based on the results of the analysis of the potential of the Namatota tourism area in Kaimana District, it can be seen that sociocultural potential is a superior potential in the development of historical tourism. The planned development strategy is to maximise the existing opportunity points and minimise weaknesses. Tourism development can be in line with natural tourism, because not only do tourists visit tourist attractions for study but also for recreation. The increasing number of tourist visits per year can be an opportunity for the development of tourist areas. The number of visits greatly affects the existence of a tourist location, more visits can increase the economic value of a tourist location. Where human resources can increase if there is development at tourist sites. Community empowerment around the location. Tourism can improve the quality of life of people around tourist sites.

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