



## Management of Historical Tourism Objects in Supporting the Tourism Sector in Manado City, North Sulawesi Province

Joorie M. Ruru<sup>1</sup>, Novva N. Plangiten<sup>1</sup>, Novie R. A. Palar<sup>1</sup>

<sup>1</sup>Universitas Sam Ratulangi

\*Corresponding Author: Joorie M. Ruru



### Article Info

#### Article history:

Received 7 September 2024

Received in revised form 5

October 2024

Accepted 20 October 2024

#### Keywords:

Management

Tourist Attraction

History

Tourism

### Abstract

*This study was conducted to identify and analyze the management of historical tourism objects in supporting the tourism sector in Manado City based on organizational aspects (the process of dividing tasks, authority, and resources). It is expected that through this study, forms and patterns of management of historical tourism objects will be found that can support the development of the tourism sector in Manado City.*

*This study uses a qualitative method with a grounded research approach. Data were collected through interviews with managers of historical sites and heads of authorized agencies as well as national/foreign tourists who travel to Manado City. Observations were made by directly visiting historical sites in Manado City and collecting secondary data electronically using searches on Google Scholar/Google Scholar. The analysis technique was carried out by means of data reduction, data presentation and drawing conclusions and data verification. The findings of the study with the current form of management show that historical tourism objects have not become one of the aspects that support the tourism sector in Manado City.*

## Introduction

Tourism is a tourism activity that requires support from the community, entrepreneurs, central government and local government as well as the availability of facilities and services (Ruru, et al. 2022). Therefore, tourism must be developed and managed properly (Kristian, 2017) so that it can provide benefits for increasing income (Marjulita et al., 2019) and open up employment opportunities for local communities (Lengkong et al., 2022). Indonesia's tourism potential is very large and diverse. There is natural potential such as mountains, beaches, marine parks, and also in the form of historical and religious buildings. However, the government until now still makes natural potential such as mountains, beaches, marine parks the main choice to be managed and developed in implementing tourism programs. There is still very little tourism management and development that utilizes the social and cultural potential of the local community or those that have historical or religious potential. One of the unique tourism potentials is that related to the nation's historical sites or the history of community civilization. Sites that have historical value have more benefits than just tourism development. However, it also provides an understanding to the younger generation and the general public about the existence of the region in the past and in community life. And can also provide knowledge in the development of science from ideological, academic, ecological, and economic aspects (Ruru, et al. 2014). Historical sites that are managed and developed into tourist attractions will have their own appeal. Because these historical tourist attractions have uniqueness and high historical value and will differ from one another. There have been several countries that utilize the potential of History as part of tourism development. Tourism that utilizes historical sites can be found in other countries and is increasing such as in Germany (Wildt et al., 2019), China (Byrne, 2019), Russia and Ethiopia (Antohin, 2019).

Sites containing historical value in Indonesia include the Borobudur Temple complex, forts, mosques, churches, Chinese temples, temples, monasteries, palace areas, ancestral graves and others as can be traced from Devi & Kesumasari (2020), Marnala, et al. (2020), Putra, et al. (2022); Bombo (2021), Ritiduan & Megawati (2021) and Gibarj & Pratin, (2020). The sites containing historical value above have been managed by the central government and local governments and most of them have helped increase income and open up employment opportunities for the community. by managing and developing historical sites or objects also does not damage the environment. But on the contrary, it will make the natural environment and social environment more sustainable. Indonesia which has developed until now cannot be separated from the long journey of human civilization which can be traced through history. So that it can be found in every region from the center to the remote areas of historical sites that are evidence of the people's struggle to make Indonesia independent and developed as it is today. However, many of them have not been managed properly. Historical sites or objects that are not managed properly will be the starting point for the loss of important records of the history of the Indonesian people and nation. So that in time it will not be known and will not be remembered by future generations. However, when these historical sites or objects are managed properly and function properly, their sustainability will be maintained, they can be known and remembered by new generations and can increase the spirit of nationalism. And it can also increase income and open up new jobs for local people when their development and management are related to the tourism sector. So it is not wrong if one of the efforts to give meaning to the sentence "Don't Forget History" can be done through the management of historical sites into tourist attractions.

Manado City as the capital of North Sulawesi Province until now continues to improve in presenting supporting infrastructure for the development of tourism. The Manado City Government makes tourism one of the mainstay sectors in developing the region and in efforts to increase income. So that there have been many tourism activities carried out and many new tourist attractions have been created and developed. However, the willingness and seriousness of the Manado City Government to make historical sites as tourist attractions has not been seen. Manado City has many historical sites that have the potential to be managed and developed into tourist attractions. Historical sites in Manado City include the Tomb of Kanjeng Ratu Sekar Kedaton, Velld box, Minahasa Raad, Oude Kerk, Al-Mashun Grand Mosque, Ban Hin Kiong Temple, Batu Sumanti, Batu Niopo, Batu Buaya, Wale Ne Tou Traditional House, World War II Monument, North Sulawesi State Museum, Japanese Caves spread across Singkil Satu, Tanjung Batu, South Titiwungen, Pakowa, Tikala Ares, and Kairagi Villages, there is also the North Sulawesi Governor's Official Residence which is a Dutch heritage building. However, its management is still unclear and has not been used to support the tourism sector.

Managing historical sites or objects to be developed in an effort to support the tourism sector requires seriousness and correct references. The Manado City Government will easily and be able to manage historical sites or objects to support the tourism sector when there are academic recommendations that are considered relevant to be used as a basis for making policies, programs and activities. Until now, no study has been found that specifically provides references and recommendations to the Manado City Government regarding the pattern or method of managing historical sites or objects to support the tourism sector in the form of academic considerations or recommendations. Through this research, it is hoped that it will be an initial and good step for Sam Ratulangi University to fill this gap. Therefore, this research is based on the Social Humanities Arts and Culture Excellence Field and the Tourism Excellence Field. So that socio-cultural development and strengthening based on local wisdom

as well as the economy and human resources supporting tourism can be achieved as per the Sam Ratulangi University research strategic plan.

Based on the description of the background of the problem above, the formulation of the problem in this study is how is the form and pattern of management of historical tourist objects that can support the development of the tourism sector in Manado City? This study was conducted to identify and analyze the management of historical tourist objects in supporting the tourism sector in Manado City based on organizational aspects (the process of dividing tasks, authority, and resources). From the results of the existing research, it is expected to provide benefits for the Manado City Government to easily and able to manage historical sites or objects to support the tourism sector through academic recommendations. Because until now there has been no study that specifically provides references and recommendations to the Manado City Government regarding the pattern or way of managing historical sites or objects to support the tourism sector in the form of academic considerations or recommendations. Through this research, it is hoped that it will be an initial and good step for Sam Ratulangi University to fill this gap. Therefore, this research is based on the Social Humanities Arts and Culture Excellence Field and the Tourism Excellence Field. So that the development and strengthening of socio-culture based on local wisdom and the economy and human resources supporting tourism can be achieved as per the strategic research plan of Sam Ratulangi University.

## Methods

The object of the problem studied in this study is the management of historical tourism objects in supporting the tourism sector with the research location in Manado City, North Sulawesi Province. The determination of this object is a follow-up to research conducted in 2019, 2020, 2021, 2022 and 2023 related to the management of tourist objects in North Sulawesi Province. The findings from previous studies provide data and facts that North Sulawesi Province has many potential resources that can be managed and developed related to tourism development. Until now, the government still relies on natural resources as tourist objects. However, from research conducted in 2022 and 2023, it turns out that there is potential for religious and historical-based tourist objects that can be developed in North Sulawesi Province besides nature tourism. However, the management of this tourist object has not received the government's attention. Through research that will be conducted in 2024, the research team determined the management of historical tourist objects to be reviewed from a public administration study. Through this research process, it is expected to find data and facts related to the form and pattern of management of historical tourist objects that can support the development of the tourism sector in Manado City. The research design that will be used is a qualitative design with a qualitative approach with a grounded research approach (Kosasih, 2018). The determination of this design is in an effort to achieve the research objectives, namely to identify and analyze the management of historical tourist objects in supporting the tourism sector in Manado City based on organizational aspects (the process of dividing tasks, authority, and resources). It is hoped that through this research, the form and pattern of management of historical tourist objects will be found that can support the development of the tourism sector in Manado City as a research target. This study uses two types of data, namely primary data and secondary data. Primary data were obtained from interviews with the heads of agencies in the Manado City administration, historical site administrators and the community who are observers of historical sites and observations at historical tourism sites including the Tomb of Kanjeng Ratu Sekar Kedaton, Vellid box, Minahasa Raad, Oude Kerk, Al-Mashun Grand Mosque, Ban Hin Kiong Temple, Batu Sumanti, Batu Niopo, Batu Buaya, Wale Ne Tou Traditional House, World War II Monument, North Sulawesi State Museum, Japanese Caves

spread across several areas of Manado City, namely Singkil Satu Village, Tanjung Batu, South Titiwungen, Pakowa, Tikala Ares, and Kairagi, the Official Residence of the Governor of North Sulawesi. Meanwhile, secondary data were obtained using internet facilities through the process of browsing documents on Google Scholar, WoS databases, Directory of Open Access, ResearchGate to obtain journals, regulations and theoretical concepts related to the management of historical tourism objects and tourism development. The data collection techniques used were: 1) In-depth interviews with informants based on interview guides related to efforts to identify and analyze the management of historical tourism objects in supporting the tourism sector in Manado City based on organizational aspects (the process of dividing tasks, authority, and resources); 2) Observation or direct observation related to the mechanism of managing historical tourism objects in Manado City; 3) Literature study is carried out by collecting documents related to journals, rules or theoretical concepts related to object management based on organizational aspects (the process of dividing tasks, authority, and resources).

Data analysis begins when entering the field to conduct research. This fieldwork stage includes understanding the research background and researcher preparation, entering the location and research object, conducting interviews and observations and the results of the documents collected. Conducting in-depth observations of research problems, conducting in-depth interviews with research informants. The next activity is data reduction, namely the process of sorting, focusing and simplifying field notes. After being reduced, data presentation is carried out. The final stage is formulating conclusions. The basis for data analysis as per the interactive analysis model proposed by Miles and Huberman is by means of data reduction, data presentation and drawing conclusions as well as data verification (Sugiono, 2020).

## **Result and Discussion**

The development of tourism in Indonesia is currently experiencing a significant increase, progress in the tourism sector makes tourism a key factor in export revenue, job creation, business development and infrastructure so that tourism development becomes one of the government's flagship programs. Based on the Strategic Plan of the North Sulawesi Provincial Tourism Office for 2015-2019, it is explained that Tourism in North Sulawesi Province is a potential sector to be developed, considering that this area has diverse tourism potential, both natural tourism, artificial tourism, agrotourism, and cultural tourism. Utilization of these potentials to become tourist attractions that can provide significant contributions to the development efforts of North Sulawesi Province which still face obstacles and challenges. Tourism development in a tourist destination must be based on planning, development, and management direction. Systematic tourism development and the direction of management itself greatly require government attention, as reflected in the formation or recognition of the National Tourism Organization. In order to advance each region, in terms of financing, one of the components that is often explored to finance regional operational activities is through local revenue, more specifically from the tourism sector. Tourism management is one way for local governments to be able to develop and introduce the characteristics of a region to other communities. The potential for developing tourism based on cultural history has not been optimally utilized due to a number of internal and external constraints (Yeoh and Kong, 2012). This has a negative impact on the ongoing aspects of tourism development based on cultural history and related chains, both directly and indirectly. Therefore, it is interesting to examine efforts to identify problems related to tourism development based on cultural history. This does not only refer to interest in theoretical and empirical developments but also to a commitment to increasing interest in tourism (Gaffar, et al., 2011). The condition of the building is the main factor that determines the attractiveness of tourism based on cultural history. Its uniqueness

and physical structure are characteristics that distinguish it from other tourist destinations (Shankar, 2015). Therefore, the condition of the original building is a strong potential for developing tourism based on cultural history. Even so, the degradation of the physical value of the building is a serious threat to the attractiveness of tourist destinations based on cultural history. This is the basis for the implementation of the restructuring of a number of classic buildings in several tourist destinations, not only in Indonesia, but also abroad. The underlying argument is to maintain and/or restore the original form of the building so that it remains a tourist attraction based on cultural history. However, the focus and determination to restore the original form of the building is not easy and funding constraints are often the main reason for the obstacles to revitalizing buildings in several cultural history-based tourist destinations (Rogerson and van der Merwe, 2016).

Managing historical objects or sites as part of tourism development does not conflict with existing policies (Megawati, et.al. 2020) and can be used as a tourism destination (Mubyarsah, 2021). Because Law Number 11 of 2010 provides space for management but pays attention to aspects of preservation, protection, development and utilization (Ruru, et al. 2024). Historical objects that are well managed can be a destination for people who want to learn history by traveling (Ruru, et al. 2024). Management of Historical Tourism Objects in Supporting the Tourism Sector in Manado City, North Sulawesi Province is related to:

### **Division of Tasks**

There is no clear division of tasks between the Provincial Government and the City Government. In the Manado City Government, it is integrated into the Education and Culture Office; In the Provincial Government, it is in the Culture Office.

### **Authority**

No inherent authority was found in the research for the management of Historical tourism objects in Manado City. Management authority is not regulated. Promotion authority was found

### **Organizational resources**

Located in the Cultural Sector. There are no managers or guards at the location of the historical tourist attraction. Facilities that are not organized, not maintained and not clearly recorded in terms of type, shape and number

Important aspects that need to be considered related to the management and development of tourist attractions are tourism marketing, infrastructure, tourism facilities, improving human resources and the character and culture of the community (Anam, 2017). Things that need to be considered in the management and development of tourism such as attractions / attractions, community participation, accessibility, supporting facilities / facilities and supporting infrastructure (Imandintar & Idajati, 2019). Tourism management must also pay attention to the principles (Pitana & Diarta. 2009), namely: 1) Development and development of tourism must be based on local wisdom and special local sense that reflects the uniqueness of cultural heritage and the uniqueness of the environment; 2) Preservation, protection, and improvement of the quality of resources that are the basis for the development of tourism areas; 3) Development of additional tourist attractions that are rooted in local cultural treasures; 4) Services to tourists based on the uniqueness of local culture and environment; 5) Providing support and legitimacy for the development and development of tourism if it is proven to provide positive benefits, but on the other hand controlling and/or stopping tourism activities if they exceed the threshold of the natural environment or social acceptability even though on the other hand they can increase community income.

Management or management of tourism destinations is the process of arranging, maintaining, and utilizing tourism resources in tourism destinations in an integrated manner in order to provide optimal value for stakeholders while still ensuring their sustainability (Damanik & Teguh, 2012). Management of tourism objects by involving the community in the planning, organizing, mobilizing, supervising and evaluating processes (Endiyanti & Sarwadi, 2021). Tourism management must refer to management principles that emphasize the values of environmental sustainability, local communities and social values of the area so that tourists enjoy their tourism activities and benefit the welfare of the community around the tourism area (Oktaviarni et al., 2021). A review of the concept and meaning of management can be understood from the word management (to manage / management) or management. Management is generally related to a process of planning, organizing, moving, supervising and controlling and utilizing existing resources effectively and efficiently (Yanto, 2017). However, related to the management of historical tourism objects in supporting the tourism sector in Manado City, North Sulawesi Province, it is more focused on the aspect of organizing. The organization referred to here is related to the process of dividing tasks, authority, and resources of the implementing organization to achieve certain goals. Organization will also be related to grouping activities, dividing tasks related to activities, providing needs and authority to carry out activities (Heriyantara et al., 2015). Management related to tourism is also related to the role played by a person or group of people based on their functions and authorities in terms of development, regulation, and institutions (Abduh, 2021). The weaknesses seen in the management of historical tourism objects in Manado City stem from government agencies as managers who do not yet have the ability to divide tasks, authority, and organizational resources so that they do not contribute well to supporting the tourism sector.

In an effort to promote tourism, the Manado City government has developed a historical and cultural tourism program that makes temples, old churches, and colonial heritage buildings the main attractions. This development aims to attract tourists, both local and foreign, to learn more about the history and culture of Manado. The following are related steps that can be taken: 1) Tourism Promotion: The government is working with the North Sulawesi Tourism Office to promote at various tourism exhibitions and through digital platforms. In addition, cultural festival agendas, such as the Cap Go Meh celebration at the Ban Hing Kiong Temple, are made part of the annual tourism calendar; 2) Collaboration with Local Communities: The government also encourages the involvement of local communities, including the Chinese community, in managing cultural events around historical tourist attractions, so as to increase awareness of the importance of preserving cultural heritage; 3) Environmental Management and Cleanliness: In addition to maintaining cultural and historical aspects, cleanliness and environmental sustainability around historical tourist attractions are also a priority. The local government ensures that the environment around temples and other historical objects remains clean and well-maintained.

**Current Challenges and Obstacles Related to the Lack of Specific Legal Protection for Local Cultural Heritage** One of the main challenges faced by the Ban Hing Kiong Temple community is the lack of specific legal protection for local wisdom and cultural traditions. Although there is Law No. 11 of 2010 concerning Cultural Heritage which protects historical buildings, protection of non-building culture, such as religious traditions, traditional ceremonies, and other local wisdom, is often less regulated in detail. The solution that can be done through Policy is through strengthening Regional Regulations. Local governments can create Regional Regulations that are more specific in protecting the local wisdom of communities, including rituals, ceremonies, and traditions that are part of non-material cultural heritage. This regulation can include protection of religious practices, the right to carry out traditional ceremonies, and

the right to preserve culture in public spaces. In addition, the government can help communities by documenting local traditions and wisdom in the form of archives, videos, and official publications, which can then be used as a legal basis for preserving non-material heritage. The government also needs to make arrangements in terms of flexible regulations on the use of public spaces. Local governments can create flexible policies on the use of public spaces for cultural, historical and religious activities. Through this policy, it will ensure that regulations regarding the use of public spaces do not hinder the community's right to carry out rituals. Likewise, good cooperation between local governments, communities, and law enforcement (such as the police) is needed to ensure that cultural activities can take place safely and without legal obstacles. In the coming years, the Manado City government is likely to increase its focus on sustainable tourism that prioritizes environmental and cultural preservation, as well as the welfare of local communities. This follows the global trend that emphasizes the importance of maintaining cultural and ecological heritage in tourism management.

## Conclusion

Manado City has many historical and cultural sites that can be developed into historical or cultural tourism objects. The historical tourism sites include the Tomb of Kanjeng Ratu Sekar Kedaton, Veld box, Minahasa Raad, Oude Kerk, Al-Mashun Grand Mosque, Ban Hin Kiong Temple, Batu Sumanti, Batu Niopo, Batu Buaya, Wale Ne Tou Traditional House, World War II Monument, North Sulawesi State Museum, Japanese Cave spread across several areas of Manado City, namely Singkil Satu Village, Tanjung Batu, South Titiwungen, Pakowa, Tikala Ares, and Kairagi, the Official Residence of the Governor of North Sulawesi. Management of historical and cultural-based site objects is the authority of the Manado City Education and Culture Office. However, in terms of tourism promotion, it collaborates with other related agencies such as the Tourism Office and with the provincial government and central government. Historical tourism objects have not become one of the aspects that support the tourism sector in Manado City. Lack of specific legal protection for local cultural heritage in the development of tourism based on local wisdom and cultural traditions. Therefore, the local government can make a more specific Regional Regulation in protecting the development of tourism based on local wisdom and cultural traditions. This will facilitate related agencies in the division of tasks, determination of authority and in the arrangement of resources. So that there will be a clear division of tasks between the division of tasks between the Provincial Government and the City Government and the role of each government agency. And it will also facilitate the allocation of employee/manager resources, provision of supporting facilities/advice, maintenance of historical/cultural tourist objects and budget allocation and use of operational funds.

## References

- Abduh, M. (2021). *Pengelolaan Masjid Agung Islamic Center sebagai objek wisata religi*. Jurnal Kebijakan Publik, 12(1), 43-48.
- Anam, M. M. (2017). *Strategi ikonik wisata untuk memperkenalkan Kota Malang sebagai salah satu destinasi wisata religi*. Jurnal Pesona, 2(2), Desember.
- Antohin, A. S. (2019). *Preserving the intangible: Orthodox Christian approaches to spiritual heritage*. Religions, 10(5). <https://doi.org/10.3390/rel10050336>
- Bombo, D. A. (2021). *Implementasi kebijakan publik dalam melestarikan cagar budaya (Studi Kelurahan Polowijen)*. JPASDEV Journal of Public Administration and Sociology of Development, 2(2), 101-155. <http://dx.doi.org/10.26418/jpasdev.v2i2.49031>

- Byrne, D. (2019). *Prospects for a postsecular heritage practice: Convergences between posthumanism and popular religious practice in Asia*. *Religions*, 10(7), 436. <https://doi.org/10.3390/rel10070436>
- Damanik, J., & Teguh, F. (2012). *Manajemen destinasi pariwisata – Sebuah pengantar ringkas*. Kepel Press.
- Devi, M. C., & Kesumasari, D. (2020). Visitors' management in Borobudur Park, Indonesia. *Digital Press Social Sciences and Humanities*, 4, Proceedings of Indonesia Heritage Tourism Forum 2019 (IHTF 2019). <https://doi.org/10.29037/digitalpress.44361>
- Endiyanti, S. R., & Sarwadi, A. (2021). Pengelolaan ekowisata di Desa Wisata Pancoh, Turi, Sleman, Yogyakarta. *Cakra Wisata Jurnal Pariwisata dan Kebudayaan*, 21(2), 4.
- Gaffar, V., Wetprasit, H. P., & Setiyorini, D. (2011). Comparative study of tourist characteristics on cultural heritage tourism sites: Survey on tourists in Indonesia and Thailand heritage sites. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 3(3), 53-68. <https://doi.org/10.13140/RG.2.1.1605.3525>
- Gibarj, M. N. F. E., & Pratin, M. (2020). Analisis pengelolaan benda cagar budaya sebagai kekayaan dikuasai negara di Balai Pelestarian Cagar Budaya D.I Yogyakarta. *Jurnal Indonesia RICH*, 2(1), 32-40. <https://doi.org/10.31092/irj.v2i1.15>
- Heriyantara, A., Kasmita, K., & Waryono, W. (2015). Pengelolaan Sapta Pesona di objek wisata Pantai Padang. *Journal of Home Economics and Tourism*, 10(3).
- Imandintar, D. D., & Idajati, H. (2019). Karakteristik desa wisata religi dalam pengembangan Desa Bejagung sebagai sebuah desa wisata religi. *Jurnal Teknik ITS*, 8(2).
- Kristian, Y. (2017). *Pengelolaan objek wisata oleh Dinas Pariwisata Kabupaten Kutai Barat di Danau Aco Kampung Linggang Melape Kecamatan Linggang Bigug*. *eJournal Administrasi Negara*, 5(1), 5404–5417.
- Kosasih, A. (2018). *Pendekatan grounded teori (grounded theory approach) sebuah kajian sejarah, teori, prinsip dan strategi metodenya*. In *Prosiding Seminar Dosen Hasil Penelitian Dan Pengabdian Kepada Masyarakat Tahun 2018*.
- Lengkong, F. D., Londa, V. Y., Palar, N. R., & Tulus, F. M. (2022). Management of natural tourism objects in Minahasa Regency North Sulawesi Province. *Journal of Asian Multicultural Research for Social Sciences Study*, 3(3), 30–37. <https://doi.org/10.47616/jamrsss.v3i3.295>
- Marnala, M. A., Medtry, & Lestari, F. (2020). *Kajian pelestarian dan pengelolaan kawasan cagar budaya di Kota Lama Tangerang*. *TECHNOPEX-2020 Institut Teknologi Indonesia*, 114–120.
- Marjulita, Jonas, A., & Ikhsan. (2019). Pengelolaan objek wisata Aceh Jaya: Harapan dan kenyataan dalam peningkatan ekonomi masyarakat. *Community*, 5(1), 85–93.
- Megawati, S., Ma'ruf, M. F., Fanida, E. H., Niswah, F., & Oktariyanda, T. A. (2020). Strengthening family resilience through financial management education in facing the Covid-19 pandemic. *Journal La Bisecoman*, 1(5), 8–15. <https://doi.org/10.37899/journallabisecoman.v1i5.246>
- Mubyarsah, L. R. (2021, February 26). Bekas Penjara Koblen Surabaya diusulkan jadi pasar pariwisata. *JawaPos*. <https://www.jawapos.com/surabaya/26/02/2021/bekas-penjara-koblen-surabaya-diusulkan-jadi-pasar-pariwisata/?page=3>



- Oktaviarni, F., Suryahartati, D., & Windarto. (2021). Pengelolaan wisata berbasis kearifan lokal pada masa pandemi Covid-19: Perspektif hukum. *Jurnal Sains Sosio Humaniora*, 5(2), December 2021.
- Pitana, I. G., & Diarta, I. K. S. (2009). *Pengantar Ilmu Pariwisata*. Yogyakarta: Penerbit Andi.
- Putra, H. A. P., Sari, E. K., & Rukmi, W. I. (2022). Tindakan pelestarian kawasan cagar budaya Makam Sunan Bonang Kabupaten Tuban. *Planning for Urban Region and Environment*, 11(2), 17-28.
- Ritiduian, D., & Megawati, S. (2021). Implementasi kebijakan pelestarian bangunan cagar budaya (Studi pada bangunan bekas penjara Koblen menjadi pasar buah di Kota Surabaya). *Publika*, 9(5), 15-30. <https://doi.org/10.26740/publika.v10n1.p15-30>
- Rogerson, C. M., & Van der Merwe, C. D. (2016). Heritage tourism in the global South: Development impacts of the cradle of humankind world heritage site, South Africa. *Local Economy*, 31(1-2), 234-248. <https://doi.org/10.1177/0269094215614270>
- Ruru, J. M., Goni, S. Y. V. I., & Palar, N. R. A. (2022). Pengelolaan pariwisata berbasis objek wisata religius di Provinsi Sulawesi Utara. Manado: Laporan Penelitian LPPM Unsrat.
- Ruru, J. M., Lengkong, F. D., & Goni, S. Y. (2024). Implementasi kebijakan pengelolaan situs budaya religius tempat ibadah Gereja Masehi Injili di Minahasa. *Dinamika Governance: Jurnal Ilmu Administrasi Negara*, 13(4), 5. <https://doi.org/10.33005/jdg.v13i4/Jan.4333>
- Ruru, J. M., Kaunang, M., & Plangiten, N. N. (2019). Kemitraan Kelompok Masyarakat Cahaya Tatapaan dan Taman Nasional Bunaken dalam pelaksanaan program ekowisata zona tradisional di Kabupaten Minahasa Selatan. Manado: Laporan Penelitian LPPM Unsrat.
- Ruru, J. M., Londa, V. Y., Palar, N. R. A., & Rompas, W. Y. (2022). Management of religious tourism objects based on local wisdom. *Journal La Sociale*, 3(5), 197-202. <https://doi.org/10.37899/journal-la-sociale.v3i5.722>
- Ruru, J. M., Tulusan, F. M. G., & Kolondam, F. (2021). Budaya organisasi masyarakat nelayan dalam menjaga kelestarian Taman Nasional Laut Bunaken Provinsi Sulawesi Utara. Manado: Laporan Penelitian LPPM Unsrat.
- Shankar, S. (2015). *Advertising diversity: Ad agencies and the creation of Asian American consumers*. Duke University Press.
- Wildt, K. de, Radermacher, M., Krech, V., Löffler, B., & Sonne, W. (2019). Transformations of 'sacredness in stone': Religious architecture in urban space in 21st-century Germany—New perspectives in the study of religious architecture. *Religions*, 10(11), 1-16. <https://doi.org/10.3390/rel10110602>
- Yanto, Y. (2017). Pengelolaan objek wisata Masjid Raya Pekanbaru sebagai destinasi wisata kota Pekanbaru. *JOM FISIP*, 4(1), Februari 2017.
- Yeoh, B. S., & Kong, L. (2012). Singapore's Chinatown: Nation building and heritage tourism in a multiracial city. *Localities*, 2, 117. <https://doi.org/10.15299/local.2012.11.2.117>