

RESEARCH ARTICLE



Identification of Place Identity Characteristics in Walking Tour of Peneleh Heritage Kampong, Surabaya City, Indonesia

Dimas Wahyu Aji Prathama and Hertiyari Idajati

Urban and Regional Planning, Institut Teknologi Sepuluh Nopember, Indonesia

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Corresponding Author:

Hertiyari Idajati

Department of Urban and

Regional Planning

Institut Teknologi Sepuluh

Nopember, Indonesia

E-mail: hertiyari@its.ac.id

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**Abstract**

Peneleh Kampong in Surabaya, Indonesia, is a significant heritage area known for its walking tour activities organized by the local community group, Begandring Soerabaia, since 2021. This study aims to identify and analyze the characteristics of these walking tours using the place identity approach, addressing management issues that may affect the area's identity. Data were collected through in-depth interviews with key community members and analyzed using content analysis. The findings reveal 107 characteristic points of walking tour management, distributed across three aspects: physical settings (34 citations, 31.78%), activities (39 citations, 36.45%), and meanings (34 citations, 31.78%). These insights contribute to the preservation of the cultural heritage in Peneleh Kampong and support sustainable tourism development by strengthening its place identity. This research underscores the importance of community involvement and strategic management in enhancing heritage tourism experiences.

Keywords: activities, tourism, walking tour

1. Introduction

Heritage tourism involves visiting locations rich in authentic past and present narratives, encompassing natural, cultural, and historical assets [1]. Walking tours in tourist villages, especially those of cultural significance, are a growing heritage tourism activity. These tours aim to help tourists recognize and appreciate the physical elements, history, traditions, structures, and meanings of significant locations. Peneleh Kampong, located in central Surabaya, exemplifies such a tourist village, having been designated as a heritage tourism area by the city government.

Peneleh Kampong features basic tourism components like attractions, accessibility, amenities, and ancillary services. Notable attractions within a 500-meter radius include Dutch graves, the birthplace of Indonesia's first president, Surabaya's oldest well, and homes of national movement leaders [2, 3]. Amidst these historical sites, residents live side by side with heritage objects, making Peneleh a unique magnet for walking tours. Since 2021, the local community organization Begandring Soerabaia has managed these tours, inviting tourists to explore the kampong's local identity [4].

Despite its historical appeal, Peneleh Kampong's walking tours face significant obstacles. The current management structure is fragmented and lacks integration. There is insufficient community participation in preserving the area, and locals are increasingly concerned about optimizing tourism's impact on cultural values, which are at risk of deteriorating. Nonetheless, there is a consensus that well-managed walking tours could enhance the kampong's condition and boost the local economy.

This study utilizes the place identity approach as a framework to understand and improve walking tour management. The use of place identity as a tool can help to increase the value of the area, which aligns with the walking tour. Place identity integrates the physical environment, tourist activities, and emotional significance of Peneleh Kampong. By emphasizing these interconnected elements, we aim to identify the place identity

characteristics that influence the effectiveness of walking tours, promoting development and preservation in heritage tourism.

2. Literature Review

The literature review used in this research consists of three theories, including walking tours, tourist kampong, and place identity.

2.1. Walking tour

Walking tour is a tourism product that combines the physical activity of walking with recreation at a tourist destination to build a sustainable experience [5]. Walking tour activities are often carried out in urban areas, by building detailed and distinctive narratives through directed routes and delivered in an attractive and interactive manner [6]. The walking tour highlights the perspective of place and shows how the humans who occupy it can use the 'space' as a 'place'. This perspective is used to capture the meaning, experiences and motifs that emerge in a tourist attraction [7]. The walking tour ultimately provides innovative learning for the community in conservation efforts in an area, by involving the existence of tangible and intangible attractions [8].

The walking tour activity will present a sensory experience based on each tourist's perspective, including unique emotional and sensory responses. This makes the walking tour an 'experience factory' [9]. Therefore, the components in organizing a walking tour consist of: a narrative that contains historical stories, the social life of the community, and is equipped with supporting tools [10, 11]; tour guides who uphold professionalism, communicative and empathetic behaviour [12]; tourists taking part in activities [13]; tourist attractions in the form of both tangible and intangible aspects [11, 14, 15]; communication built during the activity [16]; variations in tourist satisfaction observed in physical size, time and distance [13, 17]; use of the five senses [9]; and the availability of facilities and infrastructure [18].

2.2. Tourism kampong

A tourist kampong is a structure of community life that combines attractions, accommodation and accessibility, and is integrated with the conditions of the local community [19]. Tourist kampongs offer a form of active community participation, thereby forming a sustainable kampong space that characterizes community life [20]. Several components in a tourist kampong include: facilities and infrastructure to support kampong tourism activities [21]; accessibility between tourist attractions in a tourist kampong [22]; variety of tourist attractions [22]; tourist involvement with community activities [21]; and local community participation [21].

2.3. Place identity

Place identity is a sense of dependence and belonging that arises from humans towards a particular place. Psychologically, this condition occurs because humans experience a certain experience in that place, giving rise to a certain emotional attachment [23]. This emotional attachment arises from cognitive perceptions originating from observation activities, deepening information (knowledge), and as a basic human process for understanding and recognizing their environment. An area that has historical buildings and cultural heritage value (heritage area) has a different identity character from other places. This character creates a sense of identity felt by the people associated with it [24].

In relation to tourism, the concept of place identity used to examine the relationship between tourists as users and tourist destinations as places (places with good spatial quality). The quality of a good space can be seen from loyalty in the form of a desire to come back [25]. There are three components in place identity, including: physical setting consisting of landmarks, building architecture and public spaces [23, 26]; activities such as transportation, local community activities, and culinary delights [26, 27]; and the meaning in it is emotional and sensory experience, memory and knowledge [23].

2.4. Theories overview

We understand that these theories are interconnected. Tourist kampong offers walking tour activities to introduce tourists in the area while encouraging them to have a sense of place identity that based on the physical condition of the area, the activities, and the meanings that emerge from the relationship between the physical and activity in the area. These three theories were applied to identifying the potential of the area based on existing conditions, regarding the role of place identity in shaping Peneleh Kampong as a heritage tourist destination. We used the place identity theory and incorporated the walking tour and tourist kampong components as a continuous process to understand the identification process in Peneleh Kampong. The integration of these theories is shown in the Table 1 below:

Table 1. Research theories overview

	Physical settings	Activities	Meanings
Place Identity	<ul style="list-style-type: none"> Landmarks Architecture Public spaces 	<ul style="list-style-type: none"> Transportation Local community activities Culinary 	<ul style="list-style-type: none"> Emotional and sensory experiences Memory and knowledge
Walking Tour	<ul style="list-style-type: none"> Tangible attraction 	<ul style="list-style-type: none"> Tour guide Tourist Communication 	<ul style="list-style-type: none"> Intangible attraction Narration Tourist satisfaction Sensory experiences
Tourist Kampong	<ul style="list-style-type: none"> Variety of tourist attraction Facilities and infrastructure Accessibility (road condition) 	<ul style="list-style-type: none"> Local participation Accessibility (travel and time distances, mode of transport) 	

3. Methods

This research employs a qualitative descriptive approach to explore in-depth social phenomena in a specific location. Data were collected using a purposive sampling method targeting walking tour organizers in Peneleh Kampong, from the local community group Begandring Soerabaia. The purposive sampling was complemented by the snowball technique to identify key informants responsible for managing the walking tours, ensuring detailed and specific information about tour organization. The primary informants identified were community leader, logistics manager, and local tour guide. Each was recommended by prior informants, fitting the criteria of having significant managerial roles. In addition to interviews with key informants, data was collected from 67 participants (figure 1) of the walking tours through self-administered questionnaires. The questionnaires aimed to capture demographic details and participants' perceptions of the walking tours. The focus was to align tourists' experiences with the place identity components identified in the study.

Data collection involved in-depth semi-structured interviews conducted over a week (April 10-17, 2023) at the community head office. Each interview lasted approximately one hour and followed an interview guide designed around the place identity framework. Interviews were recorded with participant consent and transcribed for analysis. During conducting research, ethical considerations are critical and therefore this study is conduct in private and public structure which can be accessible by all. Participant in this interview and questionnaire were asked to read before gave their consent. All data collected for this study was kept private and confidential.

Content analysis was utilized to interpret the collected information. This method involved coding the transcribed interview texts, aided by NVIVO software to classified its content. some codes were manually conduct in iteration by adding themes and symbols to clarify

context. Symbols were mapped and verified through triangulation with different sources, observations, and regional literature, including mass media.

The place identity framework, adapted from Kim and Wang [23], included 3 aspects, 14 variables, and 30 sub-variables (detailed in Table 2) covering physical settings, activities, and meanings. This framework guided both the interview and survey questions.

Table 2. Research variables and sub-variables

Aspect	Variable	Sub-variable	
Physical settings	Tangible attraction	Objects	
		Landmark Architectural buildings Area uniqueness	
	Road condition		
	Infrastructure	Public spaces Pedestrian infrastructure Parking area Tourist supporting amenities	
Activities	Tour guide	Professional Communicative Empathetic	
		Tourist	Number of tourists Tourists background Tourists involvement with locals
	Communication form		Communication form during walking tour
	Local participation		Local participation form during walking tour
	Travel distance		
	Time distance		
	The use of transportation mode		
	Meanings	Intangible attraction	Local products Famous figure stories
Narration			Historical stories Daily life activities Tools to support narrative process
		Tourist satisfaction	Amenities of pedestrian path Travel time satisfaction Distance satisfaction
Sensory experience			Sense of sights Sense of auditory Sense of touch Sense of smell Sense of taste Loyalty

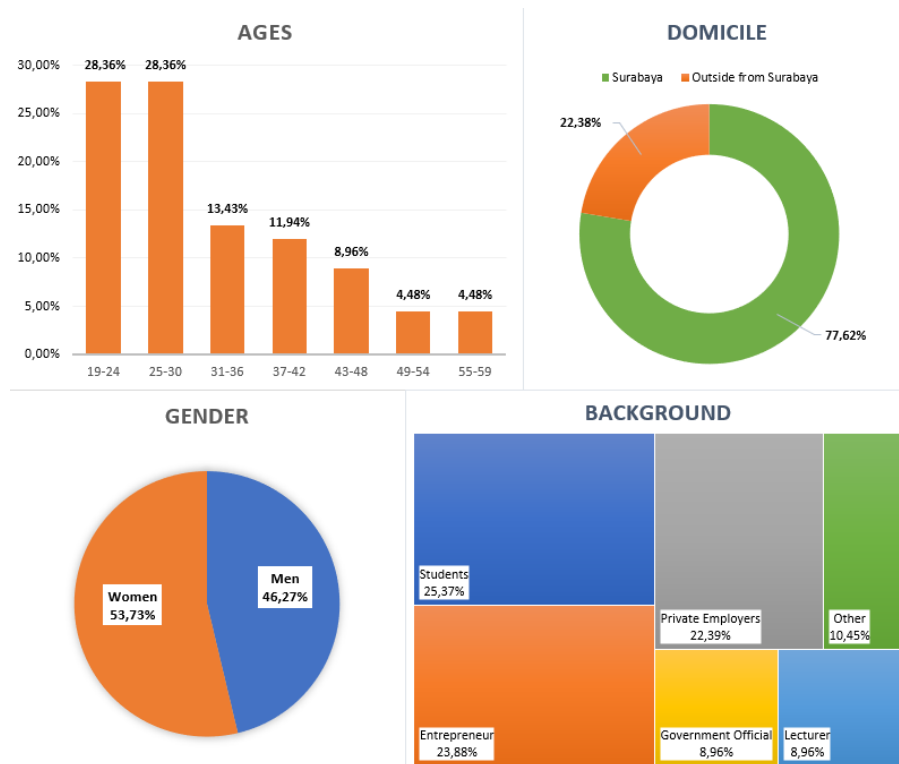


Figure 1. Demographic detail of walking tour participant (67 respondents)

4. Results and Discussion

Peneleh Kampong is a cultural and historical heritage area located in Surabaya, offering significant historical attractions. These include the Peneleh Dutch Tomb (oldest in Surabaya), Peneleh Jami Mosque, birthplace of Indonesia's first President Soekarno, HOS Tjokroaminoto Museum, and the Jobong Well (oldest well in Surabaya) (Figure 2). These sites are explored through walking tours organized by the Begandring Soerabaia community, a group of historical activists focused on preserving Surabaya’s heritage. Tourists were encouraged to walk around for enabling them to understand the identity of kampong. Tours typically targeting young people from Surabaya, accommodating 20-30 participants per session with a flexible schedule for two hours walking.

During the week when in-depth interviews were conducted, 107 quotes were obtained and confirmed as characteristics of the management of walking tour activities in Peneleh Kampong. The quotes are spread across three aspects of research: physical setting (34 citations, 31.78%), activity (39 citations, 36.45%), and meaning (34 citations; 31.78%).



Figure 2. Walking tour route that held by Begandring Soerabaia

4.1. Physical setting characteristics

The physical setting of Peneleh Kampong, comprising tangible attractions, road conditions, and infrastructure, was found to have 36 recorded citations, with 34 confirmed (Table 3):

- **Tangible Attractions:** Sites include the Dutch tomb (Figure 4), Peneleh Mosque, Peneleh Bridge, the birth house of Ir. Soekarno, HOS Tjokroaminoto Museum, and Jobong well, along with unique architectural styles (pre-colonial, Indische, Art Deco, jengki, and post-independence styles) (Table 3).
- **Road Condition:** Generally good but needing improvements to better reflect the historical authenticity.
- **Infrastructure:** Includes public spaces, pedestrian paths, parking areas, and tourist amenities, although the current state is sub-optimal with specific deficiencies noted, it is needed for improvement (Figure 5).

Table 3. Confirmation result of walking tour management in Peneleh Kampong in physical settings aspect

Aspect	Variable	Sub-variable	Confirmation		Total
			Yes	No	
Physical settings	Tangible attraction	Objects	9	-	9
		Landmark	3	-	3
		Architectural buildings	6	-	6
		Area uniqueness	2	-	2
	Road condition		2	-	2
	Infrastructure	Public spaces	3	-	3
		Pedestrian infrastructure	5	-	5
		Parking area	3	-	3
		Tourist supporting amenities	1	2	3
	<i>Total of Physical settings Citations</i>			34	2

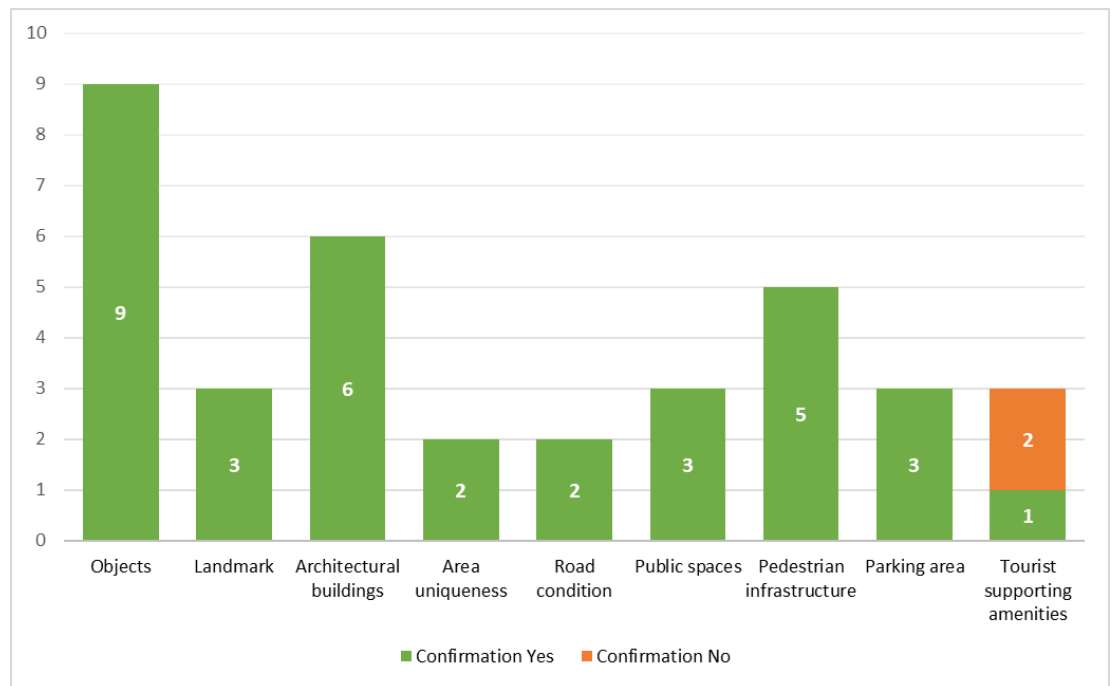


Figure 3. Physical settings aspect confirmation quotations



Figure 5. The Peneleh Dutch Tomb is a landmark visited by walking tour tourists



Figure 4. One of the routes that tourists pass, it can be seen that there are no adequate sidewalks

4.2. Activity characteristics

Seven variables were identified under the activity aspect, with 44 citations recorded and 39 confirmed (Table 4):

- **Tour Guides:** Described as professional, communicative, and empathetic (Table 6). Professionalism is seen in role division and accurate information sharing, while communicative skills are highlighted by good equipment and language skills. Although empathetic shows by the senses of responsiveness.
- **Tourists:** Groups range between 35-40 people, with a variety of motives and warm interactions with locals.
- **Communication Forms:** Includes discussions, sharing sessions, and social media interactions during walking tours.
- **Participation and Travel:** Walking distances of 1.5-3 km over 2-3 hours are evaluated as effective, with walking being the preferred mode.

The walking tour activity received a warm welcome from the community, there is a behavioural change from being sceptical to more opened with the presence of tourists. During the tours, which both guides and tourists having various interactive discussion to bring excitement for tourist.

Table 4. Confirmation result of walking tour management in Peneleh Kampong in activities aspect

Aspect	Variable	Sub-variable	Confirmation		Total	
			Yes	No		
Activities	Tour guide	Professional	8	-	8	
		Communicative	5	2	7	
		Empathetic	2	1	3	
	Tourist	Number of tourists	4	-	4	
		Tourists background	3	-	3	
		Tourists involvement with locals	2	-	2	
	Communication form	Communication form during walking tour		5	1	6
	Local participation	Local participation form during walking tour		3	1	4
	Travel distance			2	-	2
	Time distance			2	-	2
	The use of transportation mode			3	-	3
	<i>Total of Activities Citation</i>			39	5	44

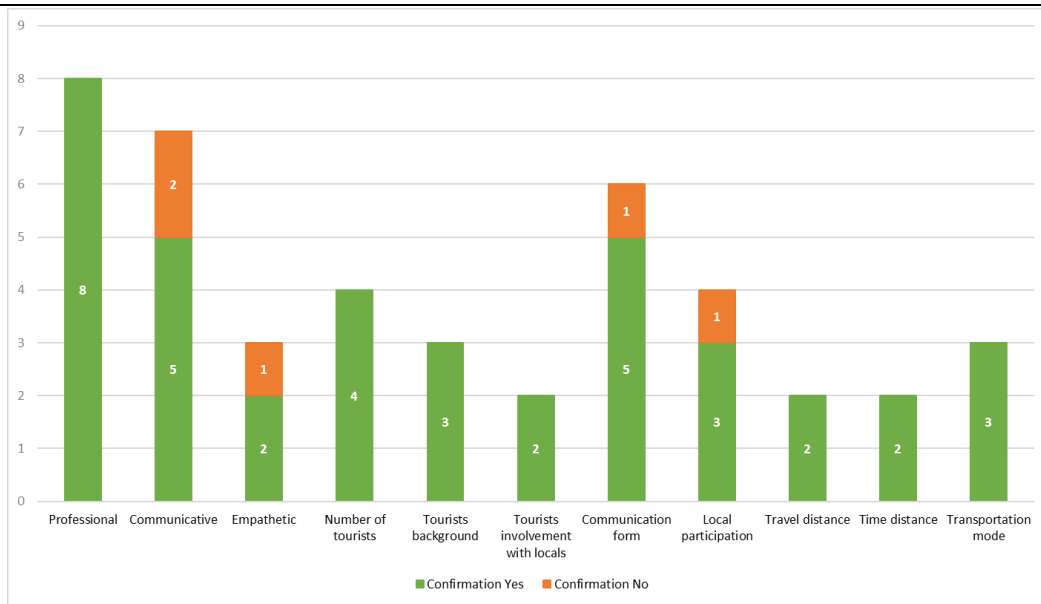


Figure 6. Activities aspect confirmation quotations



Figure 7. Tour guides wear traditional attire during the walking tour



Figure 8. Local resident help opened the Jobong Well, one of tourist attractions in Peneleh

4.3. Meaning characteristics

Meaning aspect includes intangible attraction, narration, tourist satisfaction, and sensory experience (Table 5), with 34 confirmed out of the 39 citations recorded (Figure 9):

- **Intangible Attractions:** Local crafts, sinden singing, and stories of historical figures such as HOS Tjokroaminoto, Dr. Soetomo and the memoirs of war veteran Hario Ketjik.
- **Narration:** Historical stories, daily community life, and tools aiding narrative delivery (e.g., megaphones, guides' clothing, e-books, etc.).
- **Tourist Satisfaction:** Correlated with pedestrian path comfort and overall travel experience, with some inconveniences noted (e.g., road security, odors).
- **Sensory Experience:** Observations, auditory cues, tactile interactions, culinary smells and tastes, contributing to a holistic sensory experience.

Tourist satisfaction encompasses multiple factors, including pedestrian path conditions, travel duration, and overall comfort, despite some challenges like unpleasant odors and lack of security. Sensory experiences enhance the walking tour through visual documentation, auditory narratives, tactile interactions, culinary smells, and tastes. Most tourists recommend the walking tour activity in Peneleh Kampong to others.

Table 5. Confirmation result of walking tour management in Peneleh Kampong in meanings aspect

Aspect	Variable	Sub-variable	Confirmation		Total
			Yes	No	
Meanings	Intangible attraction	Local products	2	1	3
		Famous figure stories	4	-	4
	Narration	Historical stories	3	2	5
		Daily life activities	2	-	2
		Tools to support narrative process	4	-	4
	Tourist satisfaction	Amenities of pedestrian path	1	-	1
		Travel time satisfaction	2	-	2
		Distance satisfaction	3	-	3
	Sensory experience	Sense of sights	5	-	5
		Sense of auditory	2	-	2
		Sense of touch	1	-	1
		Sense of smell	1	1	2
		Sense of taste	2	-	2
		Loyalty	2	1	3
<i>Total of Meanings Citation</i>			34	5	39

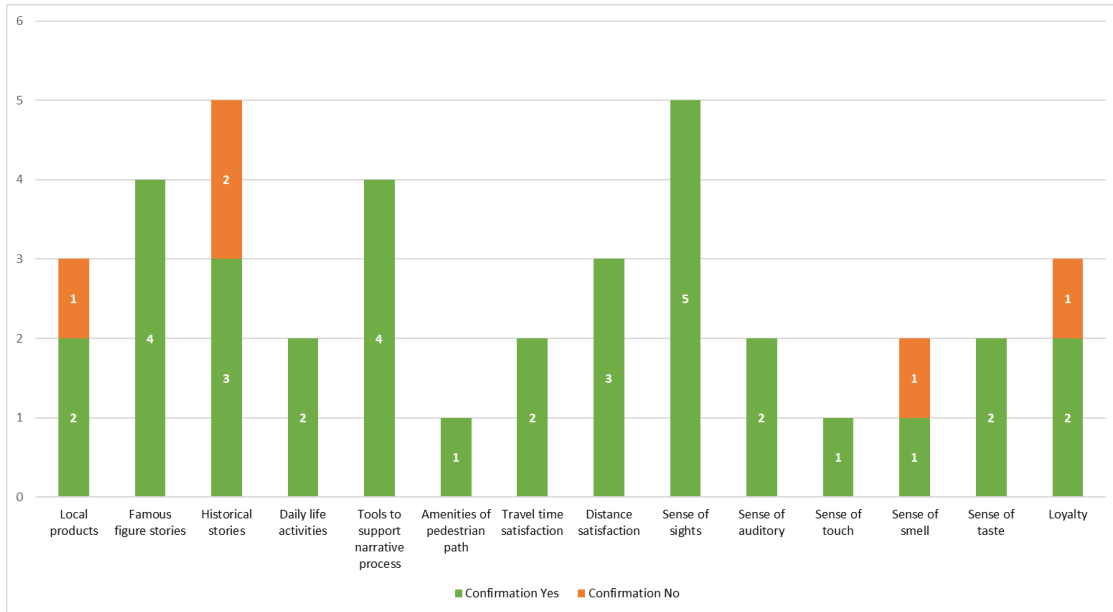


Figure 9. Meaning aspect confirmation quotations



Figure 10. Activity tools that prepared by the tour guide

4.4. Discussion

The findings reveal that the process of forming experiences based on place identity is influenced by three main aspects: physical settings, activities, and meanings, as demonstrated through the walking tour in Peneleh Kampong. This discussion focuses on how a guided walking tour shapes the experience and character of place identity in Peneleh Kampong, as perceived by the activity organizers.

Walking tours in Peneleh Kampong are significant in shaping place identity by introducing tourists to the area's unique features. This aligns with the concept of place identity, which involves understanding and emphasizing the unique characteristics of a location to enhance tourism practices [28]. Our results reflect that the structured physical settings, activities led by knowledgeable guides, and rich historical narratives contribute to a deeper tourist engagement and connection to the locale.

Previous studies, such as those by Brooks et al. (2023) and Yang et al (2023), have highlighted the importance of heritage tourism in preserving cultural identity and promoting sustainable tourism [29,30]. Our study supports these findings by demonstrating how guided walking tours in Peneleh Kampong effectively utilize place identity to enhance tourist experiences and foster a connection between visitors and the local community.

The role of community participation, as seen with the active involvement of Begandring Soerabaia, is critical for the success of heritage tourism initiatives. This finding is consistent with research by Bakri et al. (2022), which emphasizes the need for local engagement in managing heritage sites to ensure authenticity and sustainability [31].

The potential of Peneleh Kampong to become a prominent cultural and historical site is significant. By leveraging its unique features and enhancing its place identity, the area can

attract more visitors and generate positive word-of-mouth referrals, as supported by studies on emotional connections in tourism [32]. The development of a comprehensive strategy that involves all stakeholders—community members, tourists, and local authorities—can lead to a sustainable and successful tourism industry.

Moreover, the study emphasizes the importance of creating an exceptional ambience and enriching visitor experiences through guided walking tours. These tours not only preserve the destination but also allow tourists to delve into the local culture and history, fostering a unique and memorable experience. This approach is crucial for promoting sustainable tourism and enhancing overall visitor satisfaction, as suggested by recent research on experiential tourism [33].

Guided walking tours in Peneleh Kampong demonstrate the practical application of place identity in heritage tourism. It involves not only by preserving the destination, but also creating an exceptional ambience that offers tourists an unforgettable experience. With focusing on the physical, activity, and meaning aspects, these tours provide an enriching experience that connects tourists deeply with the locale. By doing so, tourists can develop a stronger emotional connection with the destination, which can translate into positive sustainable tourism industry. Future research should continue to explore the role of community participation and innovative tourism practices in preserving and promoting cultural heritage sites.

5. Conclusions

Walking tour activities in Peneleh Kampong exhibit characteristics across three aspects of place identity: physical background, activities, and meaning. The study identified 107 characteristics through interviews with key informants, with 34 quotes (31.78%) related to the physical setting, 39 quotes (36.45%) related to activities, and 34 quotes (31.78%) related to meanings.

Place identity proves to be a valuable tool for identifying and addressing potential issues in the heritage tourism area of Peneleh Kampong. These research findings serve as a resource for monitoring and enhancing the walking tourism experience in the area, with an emphasis on conservation and community participation. To achieve this, collaboration among all stakeholders—including organizers, tourists, communities, society, and the government—is essential. Several key recommendations have been developed based on the findings:

- **Collaboration in Marketing:** Promote cultural tourism products through booklets, social media, and community capacity-building.
- **Infrastructure Improvement:** Enhance integrated transportation infrastructure by upgrading bus stops, pedestrian paths, and providing alternative tourist vehicles.
- **Sensory-Based Exploration:** Encourage in-depth exploration of the area through a five-sensory-based approach.
- **Space Activation:** Implement adaptive reuse of heritage buildings to support the growth of a tourism climate rooted in economic and social community empowerment.
- **Regional Action Plan Development:** Create a detailed regional action plan that outlines development goals and programs, open to various cooperation opportunities.

The key to developing heritage tourism in Peneleh Kampong lies in adopting sustainable practices and fostering collaboration, which are crucial for both maintaining cultural heritage and supporting community well-being. These efforts align with Sustainable Development Goals (SDGs) target 8.9, which emphasizes sustainable tourism's role in promoting products and cultural wealth. Additionally, the recommendations address several other SDGs targets:

- **SDG 8.3:** Activating economic activities at the micro level in creative manner.
- **SDGs 11.3 and 16.7:** Emphasizing participatory and inclusive community-based management in decision-making.
- **SDG 11.4:** Focusing on the preservation and development of cultural heritage potential, fostering regional significance awareness.
- **SDG 17.17:** Facilitating effective cooperation between society, government, the private sector, and other parties.

By implementing these recommendations, the development of Peneleh Kampong can have a positive impact on economic, social, and environmental activities in Surabaya, contributing to the conservation of its rich cultural heritage.

Author Contributions

DWAP: Conceptualization, Methodology, Project administration, Data curation, Draft Writing, Review and Editing Writing; **HI:** Conceptualization, Methodology, Data curation, Review and Editing Writing.

Conflicts of interest

There are no conflicts to declare.

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