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PLANNING OF WALKING TOUR PACKAGES BALI HARMONY GREEN TOUR IN KUTA AREA AT PT. SEBUMI BERBAGI

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Abstract

Bali tourism has become a popular destination in Indonesia, attracting both international and domestic tourists. Therefore, the planning of tour packages is a crucial part of this industry, as it is related to the quality and its impact on tourist satisfaction. The purpose of this research is to understand the planning of the Bali Harmony Green Tour walking tour package in the Kuta area by PT. Sebumi Berbagi. This research uses observation, documentation, literature review, and interviews as methods, followed by data analysis. The findings of this research include the identification of both man-made and natural tourism potentials in the Kuta area, Bali, and the planning product of the Bali Harmony Green Tour walking tour package by PT. Sebumi Berbagi. Additionally, the benefits of the Bali Harmony Green Tour Walking Tour are as follows: health impacts such as cardiovascular training and improved sleep patterns from walking, economic impacts including support for local small and medium enterprises (UMKM) through participant spending, social impacts from interactions between participants and local communities, and environmental impacts by reducing pollution from fuel-powered vehicles.

Keywords: Travel Package Planning, Walking Tour, Kuta, PT. Sebumi Berbagi

1. INTRODUCTION

The World Economic Forum (2024) highlights that Indonesia's tourism sector has experienced a rise in rankings, reaching 22nd position globally in 2024. This marks an improvement of 14 places since 2019, and for the first time, Indonesia has surpassed Malaysia, Thailand, and Vietnam in the Travel and Tourism Competitiveness Index (TTCI) 2024, which includes 119 countries. According to data from the Ministry of Tourism, over the past decade, the tourism sector has consistently ranked fourth in terms of foreign exchange earnings, following oil and gas, coal, and palm oil. As a result, the government and relevant stakeholders have made tourism development an integral part of the national long-term development plan, recognizing the significant contribution of the tourism sector to Indonesia's economy.

The support provided by the government and other related sectors for tourism development, alongside efforts to meet the increasing demand from tourists, has led to

the tourism industry becoming synonymous with travel activities. According to Buchi in Musanef (1996), tourism is defined as the temporary relocation of individuals to a different location, where they receive services from companies within the tourism industry. Additionally, Mill (2000) emphasized that tourism involves activities that engage individuals who embark on travel. The growth of international tourism has generally been propelled by the emergence of mass tourism. As a result, tour organizers have adapted by enhancing their offerings, including a broader range of destinations within their travel itineraries.

Diarta, et al. (2012) trace the origins of tourism in Indonesia back to the 1910s, with the establishment of the VTV (Vereeniging Toeristen Verker), Dutch Tourism Agency. This government agency functioned as both a tour operator and travel agent, promoting Indonesia, particularly the regions of Java and Bali. These tour operators were responsible for planning and organizing tours, often packaged as complete travel packages. One such package can be found on the island of Bali, with Kuta Beach being a prominent tourist destination. Kuta has become widely recognized as a mass tourism area, typified by traffic congestion, and overcrowding, making the implementation of sustainable tourism practices imperative. During peak seasons, the number of visitors greatly surpasses the local population. The diversity of attractions, management practices, and institutional types have rapidly expanded, facilitated by increasing foreign investments. Kodhyat (1997) argued that mass tourism, often referred to as modern or conventional tourism, is characterized by large-scale tourist activities, frequently organized into travel packages. It involves the development of extensive, luxurious tourism infrastructure in strategically located areas, necessitating large tracts of land.

The Bali Central Bureau of Statistics (2022) reported that the growth of hotels in Badung Regency has increased by 380 hotels. In addition, traffic congestion in the Kuta area and its surroundings, which has become a persistent issue, is no longer a new problem. Furthermore, the demand for resources for the tourism sector, such as hotels, has led to alternative solutions, such as the extraction of groundwater due to limited water supply from PDAM. There is a strong correlation between the volume of wastewater generated from hotel and restaurant activities and the quality of groundwater in Kuta, Bali. Additionally, wastewater discharged into the environment contributes up to 87.8% of the degradation of groundwater quality. This serves as both evidence and data, indicating that Badung Regency, particularly the Kuta area, is one of Bali's mass tourism hotspots. Given the connection between Kuta and the situation of mass tourism, PT. Sebumi Berbagi has emerged to offer a fresh perspective for tourists in the Kuta area, particularly in terms of tourism. In response to the current issues, where Kuta has become a mass tourism destination, PT. Sebumi Berbagi has developed a half-day walking tour package, also known as a walking tour. Through the Bali Harmony Green Tour, Sebumi hopes that this program can contribute to the implementation of an educational tourism model based on walking tours, providing a new and environmentally friendly tourism experience in the Kuta area while showcasing the changes that have occurred there.

Based on these circumstances, PT. Sebumi Berbagi aims to offer a new travel experience in the Kuta area. The company has developed a half-day walking tour package. Through the Bali Harmony Green Tour, PT. Sebumi Berbagi hopes that this program will contribute to the implementation of an educational tourism model based on walking tours, allowing participants to observe the changes occurring in the Kuta area. Additionally, the

program seeks to introduce a fresh, environmentally conscious approach to tourism in the region.

Tourists will be invited to have an active discussion and gain a new perspective on environmentally friendly tourism in the Kuta area. This experience offers a closer look at tourism from a different viewpoint, allowing them to blend with the local community and environment. The walking tour will involve participants walking and stopping at various spots, each representing a topic for exploration during the Bali Harmony Green Tour. This will provide an opportunity to uncover historical stories and changes that have shaped the harmony within the Kuta area. Through this walking tour, it is hoped that tourists will be able to witness the efforts being made to maintain a harmonious relationship with nature and culture amidst the pressures of mass tourism in the Kuta area.

2. LITERATURE REVIEW

Hantoro & Rejeki (2020) state that simple planning is an initial step taken by an individual as preparation before starting an activity. Tourism trip planning can be conducted once the objectives of the activity are clearly defined, allowing individuals to prepare for any needs that may arise during the activity. Essentially, planning is the conceptualization of an idea or vision in the present, with the intention to execute it in the future.

Suyitno (2001) emphasizes the critical importance of travel planning, which serves to provide several key benefits. Planning acts as a guideline for organizing travel activities, enables the anticipation of potential unforeseen events along with the identification of alternative solutions, directs the implementation of activities to ensure that objectives are achieved effectively and efficiently, and functions as a benchmark for assessing the success of tourism operations, thereby facilitating feedback for future improvements. Furthermore, Suyitno (2006) classifies package tours based on their method of preparation into two types: (1) ready-made tours, which are developed in advance without awaiting requests from prospective participants, and (2) tailor-made tours, which are designed in response to specific requests from prospective participants.

Walking tours have long constituted a prevalent form of tourism activity within urban environments, as noted by Giddy et al. (2018), thereby illustrating that walking has historically been a fundamental mode of exploration for tourists. Engaging with destinations on foot allows tourists to experience the environment more intimately through their five senses. According to a study conducted by Oh, Assaf, and Baloglu (2014), the slow tourism model yields significantly more positive outcomes compared to fast tourism, including higher levels of tourist satisfaction (43%), greater intention to revisit (30%), and increased intention to recommend (43%). Thus, the principles of slow tourism offer a valuable strategic framework for tourism development, particularly through the promotion of walking tours.

Annisa (2023) asserts that the importance of the natural environment in supporting an area to become a tourist destination or attraction is indisputable. Walking tours serve as a strategy for shaping tourists' perceptions, as they generally explore the cultural potential present in a city or region (Ichsan, et., al 2017). In some cities, walking tours are even designed to provide experiences in visiting urban slum areas, allowing tourists to engage with an authentic local environment that differs from conventional tourist destinations (Cantillon, 2019). This, in turn, can be utilized to build tourist awareness and shape their perceptions of a city. When leveraged effectively, such experiences can

contribute to creating a positive tourism image for the city, encouraging tourists to return or even to recommend the destination to others.

Chigozie (2025), another benefit of walking tours is their role as a strategy to enhance the local economy. As tourists participate in walking tours, they are more likely to interact closely with, purchase, and sample local goods and services, such as food and other essentials offered by the local community. Consequently, the local economy benefits from the multiplier effect generated by the entrepreneurial activities of local stakeholders. Furthermore, walking tours serve as a strategic means to foster the development of an urban tourism identity. Generally, walking tour operators offer walking tours to provide information about the history and culture of a city. Timothy et al. (2015) identify four key points in the development of heritage walks: promoting preservation and conservation, encouraging economic development, enhancing city branding, and achieving other objectives.

According to Cooper et al. (1995), tourist attractions must possess four key components: attraction, amenity, accessibility, and ancillary services. Meanwhile, Subhiksu et al. (2018) classify tourist attractions into two categories: (1) natural attractions and (2) man-made attractions. The first type consists of creations of nature, including natural beauty, plant life, and the entire animal life.

3. RESEARCH METHODS

In this stage, the research method is implemented as the approach through which the researcher aims to obtain the research results, utilizing methods such as observation, documentation, literature review, and interviews during the study. Subsequently, the data is processed using theoretical frameworks and research methods, with the researcher analyzing all findings through qualitative analysis, which results in descriptive narratives.

The type of data used in this study is qualitative data, which is in the form of words or verbal information. Qualitative data can be obtained through interviews. The data sources consist of both primary and secondary data. Primary data for this research is obtained through interviews or research questionnaires. Specifically, primary data is collected through direct, closed interviews with participants or tourists of the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi, as well as through on-site surveys, exploration, and the creation and design of tour packages during the implementation phase. Secondary data is obtained in a ready-made form, having been collected and processed by other parties, and is available in published forms such as data on independent variables. Secondary data is gathered indirectly through literature reviews, articles, journals, books, or other literature related to the writing and implementation of the study. Additionally, documentation in the form of photos or videos is used.

The data collection instrument used to gather the necessary information is qualitative in nature, utilizing descriptive questions or interview sheets via Google Forms with the participants of the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi. The interview sheets are employed to gain in-depth insights into the planning routes of the tour packages, the experiences or stories encountered during the walking tour, and the participants' impressions and feedback.

4. FINDINGS AND DISCUSSION

It all began with a group of environmental activists committed to making a difference in the world, starting with ourselves and hoping to inspire others and the

broader community. PT. Sebumi Berbagi, commonly known as Sebumi, was founded in 2018 as a pioneer of zero-waste travel to national parks across Indonesia. Over time, Sebumi has grown into a platform focused on three pillars: education, experience, and adoption. Its goal is to enable a sustainable lifestyle for individuals or communities in Indonesia, starting with small steps. Sebumi operates with conservation and sustainability principles at the core of its activities. For Sebumi, conservation is a way of life that is balanced with nature, allowing ecosystems, biodiversity, and humans to thrive and coexist for future generations. Sebumi offers nine workshop modules designed to approach sustainability practically, introducing various aspects of life that promote a greener lifestyle. These workshops include biodiversity, food, water, waste, energy resources, shelter/buildings, transportation, fashion, and mindfulness.

Subhiksu et al. (2018) classify tourist attractions into two categories: (1) natural attractions and (2) man-made attractions. The first type consists of creations of nature, including natural beauty, plant life, and the entire animal life. Therefore, the Kuta area also holds significant tourism potential, offering unique attractions for tourists. The natural attraction in Kuta is Kuta Beach, while the man-made attractions include the Kuta Beach Sea Turtle Conservation Center, Beachwalk Shopping Center, Superlative Gallery, the Panca Benua Monument (Bali Bomb Monument), and others.

Hantoro & Rejeki (2020) states that a travel agency essentially offers packaged tours with fixed prices, ready to be informed or offered to consumers. These packages are valid for a certain period, which requires the travel agency to have a high level of imagination and the ability to predict that the package will still be valid in the future. This type of package is known as a Ready-Made Tour, which is created without waiting for consumer requests. Therefore, in the research on the planning of the walking tour package for the Bali Harmony Green Tour in the Kuta area at PT. Sebumi Berbagi, the author uses the theory of Hantoro & Rejeki (2020) to formulate the Ready-Made Tour package, which is regularly created without waiting for tourist demand, as follows:

4.1 Identifying Market Segments

The market segment for the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi is classified based on the origin of the tourists, including both domestic and international tourists. The segmentation also considers gender, with both male and female participants, and age groups, including children, adults, and the elderly.



Figure 1. Market Segment Documentation of Bali Harmony Green Tour
Source: Researchers (2024)

4.2 Identification of Tourist Attractions

The identification of tourist attractions or stopping points for the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi is derived from several potential tourist destinations in the Kuta region, which align with the vision and mission of PT. Sebumi Berbagi. The planning for the selection of these spots typically takes approximately two to three months and involves several processes or stages, such as surveys, negotiations, and gathering historical information and stories related to each spot to be visited. These attractions include:

- a. Hotel Neo+ Kuta Legian
- b. Panca Benua Monument
- c. Poppies Cottage 2 Accommodation
- d. Batu Bolong Temple and Pengungangan Temple
- e. Local SMEs at Kuta Beach
- f. Kuta Beach Sea Turtle Conservation Center
- g. Banjar Pering
- h. Uluwatu Luce

4.3 Identification of Transportation Modes

The transportation used prior to the walking tour is provided by the participants themselves to reach the designated meet-up point, which has been prepared by the tour organizers. During the tour, participants will use walking as their mode of transportation, moving from one spot to the next. The tour lasts approximately 3 to 4 hours (covering 3 to 4 kilometres) during which participants will directly observe, listen to stories or engage in discussions, and partake in various activities at the established spots included in the Bali Harmony Green Tour walking tour program.

4.4 Identification of Accommodation

The Bali Harmony Green Tour walking tour does not include accommodation, as half-day tour. In other words, the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi is a half-day attraction and tour package that PT. Sebumi offers to tourists.

4.5 Procedure Flow of Tour Operation

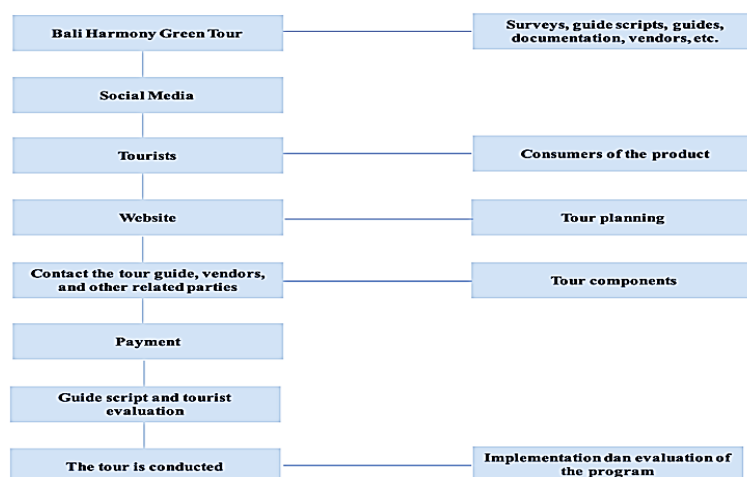


Figure 2. Flowchart of the Bali Harmony Green Tour Walking Tour Procedure
Source: Researchers (2024)

The flow of the operation can be explained as follows. The implementation of the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi begins with:

a. Creating the Tour Package

The tour package is created based on the general interests of consumers. The analysis of consumer interest in tourist attractions, accommodations, types of transportation, food and beverages influences the travel agency in designing the Ready-Made Tour. The cost calculation is not based on the number of participants within a specific group range but rather provides a direct cost estimate, for example, the cost for one person up to more than 30 participants, allowing the cost to be easily determined for any group size. The travel agency designs tour packages for various destinations, especially those that are most frequently favoured by consumers.

b. Developing the Tour Program or Itinerary

The tour program or itinerary represents the activities undertaken by the participants or tourists. As the tour operator, the itinerary serves as a reference for calculating the tour package and also aids in providing services to the tour participants. PT. Sebumi Berbagi develops the tour program for the Bali Harmony Green Tour walking tour in the Kuta area as follows:

Table 1. Tour Itinerary

Time	Location	Activity
07.45 - 08.00	Hotel Neo+ Kuta Legian Lobby	Participant registration
08.00 - 08.15		Opening, introductions, telling story about Sebumi and Bali Harmony Green Tour, distribution of shawls
08:15 - 08:30		Sharing information about the Green Hotel Concept at Hotel Neo+ Kuta Legian
08:40 - 08.50	Panca Benua Monument	Mindfulness: A concise historical overview and an exploration of the Balinese perspective on the Bali Bombing tragedy (1 st Bali Bomb)
08:50 - 09:20	Walk to Poppies Lane 2	Exploring the transformation of Kuta area from the past to the well-known Poppies Lane 2, a nightlife and backpacker district
09:20 - 09:30	Batu Bolong Temple and Pengungangan Temple	Mindfulness and shelter. The significance of temples for Hindus in Bali, temple rules, and the application of the Tri Hita Karana philosophy through a workshop on making <i>canang sari</i> (offerings)
09:40 - 10:00	Local SMEs at Kuta Beach	Refreshment point. Drink coconut water and discuss topics on the sea, its significance for Balinese people, and waste issues at Kuta Beach. Interaction with local people about tourism challenges during the pandemic and the current use of coconut shells for waste processing in the Kuta Beach area
10:00 - 10:20	Kuta Beach Sea Turtle Conservation Center	Biodiversity, sea turtle conservation. Learning about sea turtles and their role in marine ecosystem balance. Discussion on human activities that contribute to the extinction of sea turtles
10:40 - 11:00	Jl. Pantai Kuta dan Legian	Mindfulness and shelter topic at Banjar Pering. Studying the function and role of the <i>banjar</i> in modern society
11:00 - 10:20	Uluwatu Lace Shop	Sustainable Fashion. The implementation of slow fashion in modern appearances and the environmental impact of fast fashion
11:30 - 12:00	Hotel Neo+ Kuta Legian Lobby	Closing, return of shawls, closing remarks, and sharing impressions and feedback among tour participants.

Source: Researchers (2024)

c. Reservation of Product Components

At this stage, before the Bali Harmony Green Tour walking tour takes place, the organizing team will prepare for the tour 2 to 3 days prior to the event, after the participants have made full payment. This preparation includes contacting all vendors, purchasing workshop materials for making *canang* (Balinese offerings), and preparing other necessary items for the tour such as the guide microphones, Sebumi flags, pins, scarves for participants, and refreshments such as coconut water for the participants, among others.

d. Cost Calculation

The cost calculation in the table below is an example, and the figures presented do not reflect the company's actual costs. The cost calculation can be carried out once the entire program is finalized.

e. Tour Package Promotion

Promotion is a way to inform or introduce travel products to potential consumers. Successful promotion ultimately leads to the sale of the travel product. Promotional media can include print media, electronic media, social media, and personal media. The Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi uses a variety of methods to promote its tour products to consumers. These include print media (brochures), electronic media (internet, television, and radio), social media (WhatsApp, Instagram, website, TikTok, and YouTube), and personal media (face-to-face interaction with potential consumers). Below is an example of the e-poster promoting the Bali Harmony Green Tour walking tour on Instagram @sebumi.id.

Successful promotion concludes with sales. The activities carried out once a sale occurs include registering potential consumers, a process known as registration. The consumer data that needs to be recorded includes name, contact number, group size, personal identity information such as place and date of birth, gender, etc. The Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi handles sales transactions via bank transfer. Potential participants are required to fill out a Google Form containing personal information and other relevant details. Afterward, they make a payment via bank transfer to the PT. Sebumi Berbagi account. The person in charge of the Green Tour at PT. Sebumi Berbagi will then contact the participant via email. The participant will be directed to the WhatsApp group, where the participants will receive detailed information about the walking tour. This includes sending the participant's guidebook prior to the tour.

f. Completion of Travel Documents

For the Bali Harmony Green Tour walking tour, the documents that need to be prepared before the tour begins include the guidebook, which contains information about the stops, necessary equipment to bring, and other relevant details. After the walking tour concludes, participants are required to fill out an evaluation form (interview sheet) via Google Form. The person in charge of the Bali Harmony Green Tour will then provide a follow-up report, which includes a payment receipt for the tour.

The Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi provides significant benefits and impacts for participants, as well as for the tourism sector and surrounding environment, including health, environmental, social, and economic aspects. From a health perspective, walking tourism helps improve sleep quality and promotes fat burning. Environmentally, the tour contributes to

emission-free tourism by eliminating the need for transportation, and participants are encouraged to bring their own tumblers to reduce the use of single-use plastic water bottles. Socially, the walking tour fosters connections with and a deeper understanding of the local community by exploring hidden corners of the area. Economically, the tour supports the local economy by encouraging participants to purchase eco-friendly, locally made products during the tour.

5. CONCLUSION

The tourism potential in the Kuta area can be categorized into two types: natural and man-made attractions. However, tourists must be able to examine more deeply how the implementation of both types of attractions can become sustainable and provide benefits to both the environment and Bali's tourism sector. The planning of the Bali Harmony Green Tour walking tour package in the Kuta area by PT. Sebumi Berbagi represents an alternative and a new dimension of tourism in Bali. This tour product is accessible to both domestic and international tourists, regardless of gender, and is suitable for individuals of all ages, from children to adults and the elderly. The tour package is marketed and sold by PT. Sebumi through their social media platforms.

The presence of the Bali Harmony Green Tour walking tour undoubtedly brings impacts to the participants, both directly and indirectly. From a health perspective, it serves as a simple yet effective approach to tourism by walking, which provides numerous benefits such as weight loss and reduced risk of obesity, among others. Environmentally, it contributes to reducing vehicle emissions, encourages the use of tumblers to minimize plastic waste, and more. Additionally, the tour also impacts the social and economic aspects, as it facilitates direct interaction between participants and local communities, fostering dialogue and contributing to local economic development.

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