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HASIL PENILAIAN SEJAWAT SEBIDANG ATAU *PEER REVIEW*
KARYA ILMIAH : JURNAL ILMIAH

Judul karya ilmiah : Maintaining Sustainability of Tourism Kampong. The Case of Kampong Pelangi in (Jurnal) Semarang
 Jumlah Penulis : 3 penulis (**Suzanna Ratih Sari**, Eko Punto Hendro, Muhammad Fariz Hilmy)
 Status Pengusul : Penulis Pertama/ ~~Penulis Kedua/ Penulis Ketiga~~/ Penulis Korespondensi
 Identitas Jurnal Ilmiah : a. Judul Jurnal : Journal of Environmental Management and Tourism
 b. Nomor ISSN : 2277-8616
 c. Vol.,no.,bulan,tahun : Vol. XI Spring, Issue 2 (42), May 2020
 d. Penerbit : ASERS Publishing
 e. DOI Artikel : 10.14505/jemt.v11.2(42).11
 f. Alamat web jurnal : <https://journals.aserspublishing.eu/jemt/issue/view/187>
 g. Terindeks di : Scopus, Q4

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Semarang, 22 November 2020

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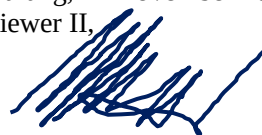
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Maintaining sustainability of tourism kampong. The case of kampong pelangi in semarang

Sari S.R. ✉, Hendro E.P. ✉, Hilmy M.F. ✉

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In the beginning, Kampong Pelangi in Semarang was a slum area, then it creatively changed as an interesting tourist attraction. The community of tourism awareness called pokdarwis has formed to manage tourism activities in the village. Nonetheless, pokdarwis, which should have an important role in the development of tourism, in fact, it is getting fainter. Even today, it can be said that pokdarwis role is no longer significant as each community has initiated to carry out tourism activities and promote Kampong Pelangi tourism independently, in which the impact of tourism is no longer felt by the community as a whole but rather the individual community itself. Based on the above phenomenon, this study was conducted to identify obstacles experienced by pokdarwis in maintaining the sustainability of tourism in Kampong Pelangi. Using qualitative methods, the research outcome will be a tourism development strategy related to strengthening the role of pokdarwis in Kampong Pelangi. ASERS Publishing©.

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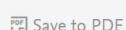
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Tourists' Preferences for Preservation of World Heritage Site Stadthuys, Malacca

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DOI: [https://doi.org/10.14505/jemt.v11.2\(42\).06](https://doi.org/10.14505/jemt.v11.2(42).06)

Abstract

Preservation of historical buildings and sites is vital to uphold and conserve a nation's history and heritage. The importance of preservation works on historical buildings and sites in Malaysia towards its tourism industry can be considered as vague, hence the benefit and values of preservation work is still ambiguous. This study estimates willingness to pay (WTP) of domestic tourists for the preservation of UNESCO World Heritage Site (WHs) Stadthuys, Malacca, Malaysia. This study applied Contingent Valuation Method (CVM) through questionnaires which have been distributed to 100 domestic tourists. The results of the CVM were one of the appropriate techniques to estimate the economic value of the cultural and historical preservation works. On average, respondents were willing to pay approximately RM 8.82 for the preservation of the Stadthuys, in which this value was higher than the current fee, RM5. It demonstrated that visitors were willing to contribute in any preservation efforts of the site and the allocation of money can be used as maintenance cost of the heritage. Public involvement in tourism services demonstrates positive influences on protection of cultural heritage and development of local communities too. The originality of this paper is presented how the field of economic valuation denotes to calculate value for sustainable tourism in world heritage sites.

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MAHIRAH, Kamaludin; NAZATUL, Faizah Haron; MOHD, Azrin Shah Razali. Tourists' Preferences for Preservation of World Heritage Site Stadthuys, Malacca. *Journal of Environmental Management and Tourism*, [S.l.], v. 11, n. 2, p. 281-289, may 2020. ISSN 2068-7729. Available at: <https://journals.aserspublishing.eu/jemt/article/view/4698>. Date accessed: 11 sep. 2021. doi: [https://doi.org/10.14505/jemt.v11.2\(42\).06](https://doi.org/10.14505/jemt.v11.2(42).06).

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Spring 2020

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Russian Hotel Chains: Formation and Development Trends

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DOI: [https://doi.org/10.14505/jemt.v11.2\(42\).07](https://doi.org/10.14505/jemt.v11.2(42).07)

Abstract

The hotel business in Russia is developing at an accelerated pace. The increase in the number of collective accommodation facilities and their incomes is associated with a stable economic and socio-political situation in the country, with effective state regulation of the tourism sector and the formation of a country's image favorable for tourism and travel. Foreign hotel chains are actively introducing themselves into the hotel services market in Russia. At the same time, Russian hotel chains are being created, intensifying their activities not only in the Russian, but also in the international hospitality industry market.

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KULGACHEV, Ivan P. et al. Russian Hotel Chains: Formation and Development Trends. *Journal of Environmental Management and Tourism*, [S.l.], v. 11, n. 2, p. 290-298, may 2020. ISSN 2068-7729. Available at: <https://journals.aserspublishing.eu/jemt/article/view/4699>. Date accessed: 11 sep. 2021. doi: [https://doi.org/10.14505/jemt.v11.2\(42\).07](https://doi.org/10.14505/jemt.v11.2(42).07).

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