

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Tourists' Perceptions of Local Elements at Tourist Attractions in North Kuta District: A Study of Potato Head Beach Club and La Brisa

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ABSTRACT

The rapid development of beach clubs in North Kuta, Bali, has transformed coastal tourism while raising questions about how local identity is maintained within increasingly globalized architectural and cultural environments. This study examines how locality is expressed and perceived at Potato Head Beach Club and La Brisa, with particular attention to artificial, natural, and cultural attractions. A descriptive qualitative approach with a multiple-case design was employed. Data were obtained through field observation, in-depth interviews with tourists, and documentation, with findings subjected to source triangulation involving architectural experts. The analysis used thematic coding and comparative interpretation to connect physical and non-physical locality indicators with the three attraction dimensions. The findings indicate that Potato Head presents locality mainly through a contemporary reinterpretation of Balinese values, recycled materials, cultural symbols, and sustainability-oriented design, whereas La Brisa emphasizes coastal vernacular character, natural materials, site-responsive spatial organization, and a fishing-village atmosphere. Tourists recognized locality through both visible elements, including temples, penjor, woven bamboo, timber, and vegetation, and experiential elements such as hospitality, culinary presentation, cultural activities, sound, aroma, and spatial atmosphere. The findings suggest that physical and non-physical locality work together in shaping tourists' understanding of place identity and authentic experience. However, the study does not claim a direct causal effect on sustainable tourism or destination competitiveness. Instead, the results indicate that locality can provide a culturally grounded basis for more context-sensitive tourism planning and management.

Keywords: Beach Club, Local Architecture, Locality, Sustainable Tourism, Tourist Experience.

I. Introduction

The tourism sector is one of the main drivers of Indonesia's economic growth which contributes to increasing the country's foreign exchange, job creation, and regional development. Bali as Indonesia's leading tourist destination continues to show significant developments, especially after the recovery of tourism activities after the COVID-19 pandemic. Bali's excellence lies not only in its natural beauty, but also in its rich culture, traditions, and local architectural character which is the main attraction for domestic and foreign tourists. This condition encourages the development of various tourist facilities that are able to meet the needs of modern tourists, one of which is the beach club which is now a new icon of coastal tourism in the North Kuta area (Arikunto, 2013). The development of beach clubs in North Kuta District has been very rapid



in recent years. Areas such as Canggu, Berawa, and Seminyak are developing into centers of leisure tourism-based tourism activities that offer a relaxing experience with a variety of premium facilities, such as restaurants, bars, lounges, swimming pools, spas, and entertainment areas integrated with beach panoramas. This phenomenon is inseparable from the increasing number of foreign tourists, including digital nomad groups, who choose Bali as a place to work and vacation. The presence of beach clubs not only increases the attractiveness of destinations, but also has an economic impact through increased investment, job creation, and the development of businesses supporting the tourism sector (Ashworth, 1991; Basiya & Rozak, 2012).

Behind this economic contribution, the rapid development of beach clubs also poses various challenges to the sustainability of tourist areas. Changes in the function of coastal land, increasing pressure on the environment, and the dominance of global architectural and lifestyle concepts have the potential to reduce the local character that has been the main identity of Bali tourism (Chemin et al., 2025; Kardiyati & Muhamad, 2025). Many beach clubs adopt contemporary designs that are oriented towards the international market so that elements of local culture are often only used as decorative elements without representing local values in their entirety. This condition shows that the success of the development of tourist destinations is not only measured from the economic aspect, but also from its ability to maintain a balance between cultural preservation, the environment, and the needs of tourists (Nasir & Mohamad, 2020; Natalia, 2020; Oh et al., 2016; Pamungkas et al., 2021). In this context, the concept of sustainable tourism is one of the important approaches in the development of tourist destinations. Sustainable tourism emphasizes a balance between economic, social, cultural, and environmental aspects so that the benefits of development can be felt by today's society without reducing the opportunities of future generations. The application of sustainability principles in beach clubs is not only related to waste management, energy efficiency, or environmental conservation, but also includes the preservation of local cultural identity as part of the attraction of the destination. Therefore, the application of the concept of locality is one of the strategies that is able to strengthen the implementation of sustainable tourism in the coastal areas of Bali (Blinchikoff, 1989; Statistics, 2023).

Locality is a concept that emphasizes the relationship between an architectural work and the character of the place, culture, environment, and life of the local community. In architecture, locality is not interpreted as an effort to literally imitate traditional building forms, but rather interprets local values through the use of materials, spatial organization, building forms, construction technology, and spatial experiences that are in accordance with the times. Thus, localities are able to produce architectural works that have a strong identity while remaining adaptive to the functional needs and development of the modern tourism industry. In the context of beach clubs, the application of locality can be realized through building design, the use of local materials, the relationship between buildings and the beach landscape, the implementation of cultural activities, to culinary and service presentations that reflect Balinese culture (Hidayatun et al., 2014; Isnawati et al., 2020; Jordan & Fauzy, 2023; Office, 2012). Various previous studies have addressed the relationship between sustainable tourism, locality, and architecture. Research on sustainable tourism generally focuses on environmental, economic, and socio-cultural aspects as indicators of destination sustainability. On the other hand, research on architectural locality is more concerned with the form of buildings, the use of local materials, and the interpretation of cultural values in architectural design. Several studies have also identified the application of the concept of locality to commercial buildings in Bali, including hotels and tourist facilities. However, most of the research still discusses architectural aspects separately from the tourist experience and has not yet linked the implementation of locality with the components of tourist attractions as part of the concept of sustainable tourism (Hidayatun et al., 2014; Office, 2012).

In addition, research on beach clubs in Bali generally highlights the impact of development on the environment, economic aspects, and building design characteristics. There have not been many studies that have specifically analyzed how the principles of locality are applied to beach clubs through artificial attractions, natural attractions, and cultural attractions, as well as how tourists perceive the existence of these locality elements while enjoying the tourist experience. In fact, tourist perception is an important indicator in assessing the success of the implementation of locality as a destination identity. The existence of local

elements must not only be manifested in the physical form of the building, but also can be felt through the experience of space, services, cultural activities, and atmosphere created in the tourist area (Gunawan, 2007; Halim, 2020). Based on these conditions, this study chose Potato Head Beach Club and La Brisa as the object of study because both are known as beach clubs that carry the concept of sustainability with different design approaches. Potato Head Beach Club showcases a modern interpretation of Balinese architecture through the use of recycled materials, design innovations, and a strong sustainability concept. Meanwhile, La Brisa emphasizes the character of coastal vernacular architecture through the use of local materials, the organization of building masses that follow the conditions of the site, and the atmosphere of the space that blends with the coastal environment. These different approaches provide an opportunity to compare locality implementation strategies as well as evaluate how each concept is received by tourists (Council, 2022).

This study aims to analyze the application of locality principles to tourist attractions in Potato Head Beach Club and La Brisa, as well as examine tourists' understanding of the existence of locality elements in these two destinations. The analysis is carried out based on three dimensions of attractions, namely artificial attractions, natural attractions, and cultural attractions, which are associated with the concept of architectural locality and sustainable tourism. The novelty of this research lies in the integration of the concept of architectural locality with the components of tourism attractions in evaluating the implementation of locality in beach clubs, as well as connecting it with tourists' perception of the tourist experience obtained. The results of the research are expected to make an academic contribution to the development of tourism architecture studies and become practical recommendations for destination managers, architectural designers, and the government in designing beach clubs that are able to maintain local identity while supporting the implementation of sustainable tourism in Bali.

II. Literature Review and Hypothesis Development

2.1. Sustainable Tourism

Sustainable tourism is a tourism development concept that emphasizes a balance between environmental, socio-cultural, and economic aspects so that the benefits can be felt by current and future generations. According to UNWTO and UNEP (2005), sustainable tourism aims to optimize the use of environmental resources, respect the socio-cultural authenticity of local communities, and provide sustainable economic benefits for all stakeholders. In the context of coastal tourism destinations, the implementation of sustainable tourism is not only realized through environmental management, but also through the preservation of local identity as the main attraction of the destination (Saraswati, 2023). In the development of beach clubs, the concept of sustainable tourism can be applied through the use of environmentally friendly materials, energy efficiency, waste management, local community involvement, and the preservation of local culture. Thus, sustainability is not only oriented to the ecological aspect, but also to the sustainability of cultural identity that is the hallmark of a tourist destination.

2.2. The Concept of Locality in Architecture and Tourism

Locality is the distinctive character of a place that is formed through the interaction between the physical environment, culture, history, and activities of the local community. Hidayatun, Prijotomo, and Rachmawati (2014) explained that locality is not just imitating traditional architectural forms, but interpreting local values into new architectural works that are in accordance with the times. In line with that, Jordan and Fauzy (2023) state that locality in architecture must be able to respond to social, cultural, environmental, and historical contexts so as to produce a strong spatial identity. In the context of tourism, locality includes two main dimensions, namely physical and non-physical aspects. The physical aspect includes the shape of the building, the use of local materials, the organization of the space, and the relationship between the building and the environment. Meanwhile, non-physical aspects include community culture, hospitality of service,

local culinary, religious rituals, art, and experiences felt by tourists during their visit. The integration of these two aspects is an important factor in creating an authentic and sustainable travel experience.

2.3. Beach Club as a Tourism Attraction

Beach clubs are a form of coastal tourism facilities that are growing rapidly in Bali, especially in North Kuta District. Beach club offers an integrated leisure concept that combines restaurants, lounges, bars, swimming pools, outdoor spaces, and entertainment facilities with a panoramic view of the beach as the main attraction. a beach club is a collection of buildings and facilities in the beach area that combines traditional and modern architecture with various recreational support facilities. As one of the tourist attractions, beach clubs not only function as a place of recreation, but also play a role in shaping the image of the destination. Therefore, the application of the concept of locality in building design, material selection, cultural activities, and services to tourists is an important part of creating a destination identity while supporting the principles of sustainable tourism.

2.4. Tourists' Perception of Locality

Tourist perception is an assessment formed based on experience while visiting a destination. This perception is influenced by various elements, both physical and non-physical. In the context of locality, tourists not only assess the shape of the building or architectural character, but also feel the atmosphere of the space, the quality of service, cultural activities, local culinary, and interaction with the local community (Priyambodo & Setijanti, 2016; Putra et al., 2023). An authentic travel experience can increase tourist satisfaction, strengthen the image of the destination, and encourage the intention to visit again. Therefore, tourists' understanding of the elements of locality is an important indicator in evaluating the successful implementation of the concept of locality in a tourist destination.

2.5. Research Gap

Various previous studies have discussed the concepts of sustainable tourism, locality, and architecture separately. Research on sustainable tourism generally focuses on environmental, economic, and socio-cultural aspects, while research on architectural locality deals more with building forms, local material use, and regional identity. On the other hand, research on beach clubs in Bali mostly only examines the impact of development on the environment, design characteristics, or the development of the tourism industry. However, there are still limitations in research that integrates the concept of architectural locality with the component of tourism attractions in evaluating beach clubs as tourist destinations. In addition, there have not been many studies that examine how tourists understand and feel the elements of locality applied to beach clubs, both through physical and non-physical aspects. The research gap shows the need for studies that link the application of localities, components of tourist attractions, and tourist experiences within the framework of sustainable tourism.

2.6. Development of Research Propositions

Based on theoretical studies and previous research, this research departs from the proposition that the application of the concept of locality in beach clubs is not only realized through physical aspects in the form of architectural design, the use of local materials, and the relationship between buildings and the environment, but also through non-physical aspects such as culture, services, culinary, and spatial experiences felt by tourists. The integration between physical and non-physical localities is believed to be able to strengthen the identity of destinations, improve the quality of tourist experience, and support the implementation of sustainable tourism principles. Therefore, this study analyzes the application of locality to

artificial attractions, natural attractions, and cultural attractions in Potato Head Beach Club and La Brisa and examines tourists' understanding of the elements of locality presented in the two research objects.

III. Method

This study uses a descriptive qualitative approach with multiple case study methods. This approach was chosen to gain a deep understanding of the application of the principles of locality in beach clubs in North Kuta District, Bali, as well as tourists' perceptions of the elements of locality applied to the object of research. The research location was carried out in two beach clubs that apply the concept of sustainability, namely Potato Head Beach Club and La Brisa, which are located in North Kuta District, Badung Regency, Bali Province. The two objects were chosen purposively because they have different characteristics in implementing the concept of locality and sustainable tourism, so that comparative analysis can be carried out (Anggani, 2024; Arida, 2012). The research observation unit includes the application of locality to artificial attractions, natural attractions, and cultural attractions. Meanwhile, the information unit consists of tourists as users of beach club facilities and architectural experts who act as validators in the data triangulation process. Primary data were obtained through field observations, in-depth interviews with tourists, and documentation of architectural elements and activities that took place at the research site. To increase the validity of the findings, source triangulation was carried out through the assessment of architectural experts on the results of observations and interviews. Data analysis was carried out in a comparative descriptive manner by referring to the concept of attractions in tourism theory 4A which is focused on the dimensions of attractions, namely artificial attractions, natural attractions, and cultural attractions, then integrated with indicators of architectural locality which include architecture that is responsive to the local context, design innovation based on local wisdom, sustainability in architecture, and spaces that have identity and meaning. Furthermore, the results of the analysis were compared between Potato Head Beach Club and La Brisa to identify similarities, differences, and their relationship with tourists' perceptions of the implementation of locality in supporting sustainable tourism (Seetanah et al., 2020; Sela, 2026).

IV. Result and Discussion

4.1. Application of Locality Principles to Beach Club Attractions

The field observations indicate that Potato Head Beach Club and La Brisa both incorporate locality into their tourism environments, although the two destinations employ different design and experiential strategies. The findings were organized according to three attraction dimensions: artificial attractions, natural attractions, and cultural attractions. These dimensions were subsequently interpreted through physical and non-physical indicators of locality. At Potato Head Beach Club, locality is primarily expressed through a contemporary interpretation of Balinese cultural values rather than through direct reproduction of traditional architectural forms. Field observations identified several elements that communicate local identity, including the presence of a temple as a spatial orientation element, *The Womb* bamboo installation, *angkul-angkul* elements, natural materials, and the use of recycled materials. These elements demonstrate that the architectural approach does not simply reproduce traditional Balinese buildings but reinterprets selected local values through contemporary design.

In contrast, La Brisa demonstrates locality through a stronger coastal-vernacular character. Field observations identified the use of reused fishing-boat wood, driftwood, timber, natural materials, dense vegetation, and spatial arrangements that respond to the existing coastal setting. The relationship between the buildings, vegetation, outdoor spaces, and coastline creates an environment visually and spatially associated with a coastal settlement. The comparison shows that the two beach clubs employ different forms of architectural locality. Potato Head emphasizes reinterpretation and innovation, whereas La Brisa

emphasizes continuity with coastal vernacular character. Both approaches demonstrate that locality does not necessarily require the literal reproduction of traditional architecture.

4.2. Natural Attractions

Natural attractions at both research sites are strongly associated with their coastal location. At Potato Head Beach Club, the beach and coastal panorama are integrated with the building orientation, swimming pool, and seaside spaces. Observation indicates that these spatial arrangements maximize visual access to the coastline and create a strong visual relationship between the built environment and the beach. At La Brisa, the coastal environment is combined with dense tropical vegetation, shaded outdoor areas, and natural materials. The observation indicates that vegetation is one of the most visually dominant characteristics of the site. The combination of beach views, vegetation, timber structures, and outdoor spaces creates a natural atmosphere that reinforces the site's coastal identity. In contrast, fauna was not observed to provide a substantial contribution to the tourism experience.

4.3. Cultural Attractions

The two beach clubs communicate locality through different forms of cultural attraction. At Potato Head Beach Club, cultural elements are integrated into the contemporary tourism environment through temples, *penjor*, art installations, local ingredients, and the reinterpretation of Balinese cultural references in food and beverage presentation. These elements function as visible references through which visitors can identify aspects of Balinese identity within a contemporary setting. La Brisa presents locality more strongly through activities and material expressions associated with coastal community life. Observations identified Sunday Market activities, local handicraft products, traditional and natural materials, and an atmosphere resembling a coastal community environment. These elements create a cultural experience that is less dependent on explicit architectural symbols and more dependent on activities, materials, and the atmosphere of the place.

4.4. Tourists' Perceptions of Locality Elements

The interview findings indicate that tourists were generally able to recognize locality at both beach clubs, but the elements that enabled recognition differed between the two cases. The tourists' responses were interpreted together with field observations to avoid relying solely on subjective statements. At Potato Head Beach Club, several tourists did not immediately identify the overall architectural form as traditionally Balinese because of its contemporary appearance. However, they recognized local identity through more explicit visual elements, particularly the temple, *penjor*, bamboo elements, natural materials, and other cultural references. This finding indicates that tourists may require visually recognizable cues to connect contemporary architecture with local identity.

At La Brisa, tourists more readily associated the environment with locality because of the extensive use of timber and natural materials, tropical vegetation, the coastal setting, and the atmosphere resembling a fishing village. The visual and spatial coherence between the buildings and the surrounding environment contributed to tourists' perception of the place as locally distinctive. The interviews also revealed that tourists perceived locality through non-physical elements. Hospitality, culinary presentation, cultural activities, music, aroma, and the general atmosphere of the spaces were identified as parts of the tourism experience. These findings demonstrate that tourists do not experience locality exclusively through architectural form. Instead, locality is also constructed through sensory and interpersonal encounters during the visit.

4.5. Relationship Between Physical and Non-Physical Locality

The combined observation and interview findings indicate that physical and non-physical locality operate as interconnected components. Physical elements make local identity visible through architecture, materials, landscape, cultural symbols, and spatial organization. Non-physical elements make that identity experiential through hospitality, food, activities, sound, aroma, and atmosphere. At Potato Head, the contemporary architectural language makes locality less immediately recognizable through building form alone, but cultural symbols and experiential elements help tourists establish a connection with Balinese identity. At La Brisa, the strong visual relationship between natural materials, vegetation, coastal setting, and spatial atmosphere makes locality more immediately recognizable, while community-oriented activities and hospitality further reinforce the experience. Thus, the findings suggest that locality in beach clubs should not be assessed solely from the appearance of architecture. A destination may communicate locality through a combination of visible physical cues and experiences encountered by tourists. The two cases demonstrate different pathways toward creating a tourism environment in which visitors can recognize and experience a distinctive relationship between the destination and its local context.

4.6. Discussion

The findings of the study show that the locality of the beach club is no longer realized through the reproduction of traditional architectural forms, but rather through the reinterpretation of local values into the design and experience of tourism. These results are in line with the concept of locality which states that the identity of place is built through the relationship between space, culture, and community activities, not just through the physical form of the building. The comparison between Potato Head Beach Club and La Brisa shows two different locality implementation strategies. Potato Head prioritizes design innovation, sustainability, and modern interpretations of Balinese culture, while La Brisa maintains the coastal vernacular character through the use of local materials and a close relationship with the natural landscape. Despite using different approaches, both managed to create a strong destination identity and support the principles of sustainable tourism. The study also found that tourists tend to more easily recognize locality through non-physical aspects, such as culture, services, activities, culinary, and atmospheric space, than through the architectural character of buildings. The findings show that the successful implementation of locality in tourist destinations requires the integration of physical and non-physical elements so that local identity can be understood while providing an authentic tourism experience.

V. Conclusion

The study concludes that Potato Head Beach Club and La Brisa have applied the principles of locality as part of sustainable tourism development, albeit through different approaches. Potato Head Beach Club prioritizes the contemporary interpretation of Balinese architecture through the use of recycled materials, the application of sustainability concepts, and the integration of local cultural elements in design and tourism activities. Meanwhile, La Brisa emphasizes the character of coastal vernacular architecture through the use of local materials, spatial organization that is responsive to site conditions, and the integration of buildings with the coastal environment. These findings show that locality is not only manifested through the physical form of buildings, but also through the application of cultural, environmental, and place identity values that are interpreted into architectural design and tourist attractions. In addition, the results of the study show that tourists are more likely to recognize locality through non-physical experiences, such as hospitality of service, cultural activities, local culinary, and the atmosphere of the space, than through architectural characters alone. The integration between physical and non-physical localities has been proven to strengthen the identity of destinations, create authentic tourism experiences, and support the implementation of sustainable tourism.

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