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by An. Dr. Rahmawati et al

Submission date: 28-Feb-2023 10:42PM (UTC+0900)

Submission ID: 1989703975

File name: 22753-review_combining_corrections.pdf (938.73K)

Word count: 7691

Character count: 44537

Becoming a Viewer Again? Optimizing Educational tour at IKN Nusantara to Encourage Community Enthusiasm

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Abstract.

The scenario of moving the National Capital (IKN) aims to equalize economic growth. In reality, the president of the Republic of Indonesia has chosen Penajam Paser Utara in East Kalimantan as the new IKN. Substantively, this program is predicted to have an impact on community empowerment. To stimulate the success of capital city relocation, stakeholder participation is needed, especially local communities using a comprehensive alternative. The primary target of this paper is to channel and expose the culture of East Kalimantan via IKN Nusantara educational tourism. The mixed method approach is applied by combining quantitative techniques based on surveys and qualitative techniques through in-depth interviews. As a result, the majority of local people in East Kalimantan are interested in taking part in the IKN educational tour with relatively cheap prices and unique packaging of activities. In particular, the informants had a desire to be part of IKN Nusantara, including maintaining cleanliness, caring for the environment, promoting educational tour on their social accounts, and actualizing this activity as content creators. The main polemic is that even though they obtain information regarding the IKN from various media, they are generally still confused about the role taken in the development of the Nusantara IKN. Therefore, the government's commitment can guarantee local community access as IKN partners. Optimism for the future agenda needs to be supported by popular and mutually-adhering policies towards holistic engagement of all stakeholders.

Keywords: *Educational tour, Moving the capital, IKN, Empowering local communities, East Kalimantan*

JEL Classification: Z31, Z32, N95, A13

INTRODUCTION

The transfer of IKN is not new for a country, where one of the cases is from Indonesia. The reason for moving the IKN is to support Advanced Indonesia in 2045, where the Indonesian economy is predicted to enter the top 5 in the world in 2045 (e.g. Bonita & Wadley, 2022; Oxford Analytica, 2022). Other facts are claimed to boost the regional economy outside Java. Until now, Indonesia's economy is still focused on the island of Java. Besides, the logical reason is to reduce the burden borne by Jakarta as the center of the current government (Ayundari, 2022). The relocation of Indonesia's IKN was designed from Jakarta to Penajam Paser Utara (PPU) in East Kalimantan. The area was chosen because it is the central point of Indonesia and has high location accessibility.

The transfer of the IKN was set up to have an impact, especially for the PPU community in East Kalimantan. Specifically, the expected effect is to trigger positive investment for the new region and its surroundings. In addition, it can increase output for several tertiary sectors, such as services (Baharuddin et al., 2022; Sutoyo & Almaarif, 2020). One of the sectors that is experiencing progress is the hospitality and tourism industry.



Figure 1. New IKN location
(Source: Own)

Figure 1 mapping the Indonesian IKN cluster in 2024. So far, tourism's contribution to macroeconomic growth in East Kalimantan is still low compared to its tourism potential (Ilmi et al., 2022). Foreign and domestic tourists visiting East Kalimantan have not been very prominent (Anggriawan, 2018). At the same time, the negative effects as a consequence of relocating IKN are climate change and cultural shifts (Salim & Negara, 2019; Shimamura & Mizunoya, 2020; Van de Vuurst & Escobar, 2020). This contradiction is caused by the intensity of massive infrastructure development. Then, there is the cultural transformation that will be brought by the migrants.

In a different lens, this transfer is articulated as a challenge by the institutions there, which automatically creates opportunities for creativity and innovation to guarantee an integrated IKN (de Vries, 2021). Therefore, an effort is needed to maintain the success of relocating the National Capital, one of which is by introducing tourism

and involving the local community to get to know and take advantage of nature, especially in East Kalimantan through an Educational Tour IKN Nusantara development program.

Educational tour or what is often called by the term "educational tourism" is a tourism program that combines a tourism framework with education. In a sustainable context, educational tours build and present educational values that are mixed into tour packages to synchronize a pleasant educational atmosphere in an informative tour related to knowledge topics including: natural, social, cultural, and imaginative learning (PASEBAN, 2022). Rodger (1998) actually argues about an educational tour as a composition that involves visiting tourists with a direct experience at the tourist attraction. Educational tour represents the most striking anomaly among other fields, even though it is not well received (Matthews, 1993).

Technically, educational tours are not an actual issue, even abroad this concept has long been offered in various attributes, such as many educational training camps held in the summer (Majid, 2015). The educational tour is narrated to connect tourism with the environment. There are four main components that synergize with each other, one of which is insight into the natural environment as the basis for a tourist attraction that can be marketed in product options (Buckley, 1994).



Figure 2. Derawan Islands
(Source: Own)

Educational tours are often operated in emerging markets, including Indonesia (Dabamona & Cater, 2019; Hendijani, 2016; Wijayanti et al., 2017). In the economic cycle, Indonesia, as an archipelago country that has cultural diversity and natural beauty, has a strategic role in educational tours (Rahmawati et al., 2022). Diving into this understanding, Indonesia is considered suitable for implementing educational tours. In Indonesia, educational tour practices that have been managed and attract public interest use educational tour services, such as the example of Tiara Mas under the authority of the Bali. In a capacity in East Kalimantan, what is famous is the educational tour in the Derawan Islands. As the example above, the beauty of Derawan Island is implied from Figure 2 which illustrates one of the priority scales of tourist destinations in East Kalimantan. Too, the relevance of the Figure above also captures tourism wealth such as Derawaran which until now has not been explored expansively (Suharto et al., 2019).

Management of educational tours is compiled to boost community elaboration in introducing natural and cultural tourism at PPU. Ideally, local people can take advantage of this advantage and become a vital network. They must complement each other, appreciate, and consolidate the existence of educational tours.

Publications that expose cross educational tours in East Kalimantan are discussed by Cahyani et al. (2022). Take the example of ecotourism in Muara Enggelam Village which offers visitors the essence of biotic including: birds, plants and fish. There is also an exploration of the physical potential, which is packaged in the form of residential buildings and other facilities that are adapted and adapted to the landscape of the region. Tour routines that are often converted by tourists, such as: tracking, boating, fishing, photography and culinary tours. Another study by Nala & Indriani (2020) justifies that Pela Tourism Village needs to control the mechanism for developing tourism towards destinations that is integrated with village institutions, tourism businesses, community networks, and a marketing atmosphere. Furthermore, it also prioritizes welfare without neglecting environmental sustainability (Ekins & Zenghelis, 2021; Martin et al., 2016; Mihelcic et al., 2017; Otto & Gugushvili, 2020). In a different moment, Sanjaya (2019) explained that the idea of ecotourism in the mangrove forest conservation area in East Kalimantan was instructed by the government. Then, it was followed by the initiation of NGOs, local communities and private parties who proposed several productive applications to restore the natural environment, such as mangrove forests. Through superior instruments that are based on institutional regulations, we can solve social welfare problems.



Figure 3. Public opinion about the urgency of IKN
(Source: Own)

In Figure 3, summarizes public comments about the tendencies and risks of the IKN which have the potential to trigger multidimensional conflicts. Contrary to the three studies described above, the motive of this paper is oriented towards introducing and educating local people about the cultural nature of East Kalimantan in the proportion of a more adaptive educational tour. There is a burden that becomes an obstacle to seeing the crisis of people's behavior and knowledge of the natural and cultural corridors. The expected motivation is to campaign for an educational tour that can be continued by various parties, including the public, tourists, businessmen, and the government in a constructive, cultural and natural consistency. Narratively, the prospect of educational tourism is directed to a more productive phase.

METHODS

To accommodate the objectives of the paper, several approaches are implemented. The data analysis phase is via mixed methods, which combines qualitative and quantitative techniques. In qualitative techniques, to get in-depth, authentic information and a basic understanding of the observed phenomena (Austin & Sutton, 2014). On the one hand, the key to qualitative techniques is concentrated in surveys or in-depth interviews with samples (Rahmawati et al., 2021).

Substantively, population standards are determined by the local participations. Sample objectivity invited 118 young communities in East Kalimantan as resource persons to be surveyed. The basis for selecting the sample is framed using a purposive pattern that relates the characteristics, traits, and types of informants based on their understanding of tourism education. In practice, data material collected from respondents includes: age, profession, background that initiated the formation of the IKN, environmental elements, sectoral dynamics, and their involvement in organizing the IKN. Too, a quantitative focus to explain the empirical state of the studied points using annual secondary publication data.

In a tourism research perspective, mixed methods describe, describe status, and verify to gain comprehensive tourism knowledge (e.g. Kotus & Rzeszewski, 2015; Molina-Azorin & Font, 2015; Truong et al., 2020). This method is structured to plan, make systematic, structured, and measurable, so that it can highlight the advantages and anticipate the shortcomings of the quantitative and qualitative approaches (Putra & Hendarman, 2013). Furthermore, the complexity of the method is also set up for social studies accurately and completely.

RESULTS AND DISCUSSION

Respondent Profile

The identity of the informant reviewed first was the age implied by the year of birth. The characteristics of the most dominant informants came from over the year 2000 reaching 54.3%. Of the 114 sources, the least was those born under 2004 (1.8%). The rest is quite varied, and in general these respondents belong to the millennial generation (Gen Z). Referring to Figure 4, you can see the diagram pattern which shows that the older informants are quite enthusiastic in addressing the IKN.

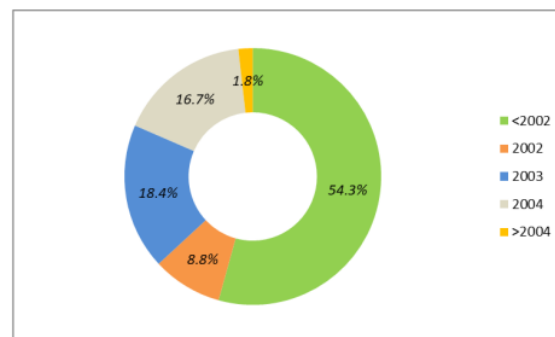


Figure 4. Respondent's birth year
(Source: interview)

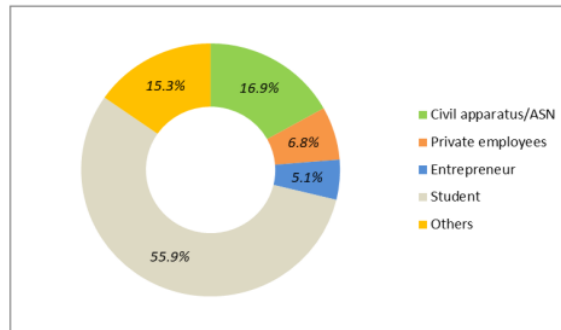


Figure 5. Respondent profession
(Source: interview)

Figure 5 describes the profession of the interviewees, where the most common are those with backgrounds as school students and campus students at 55.9%. Out of a total of 118 informants, the least were those who worked as entrepreneurs (5.1%). The rest are pursuing the profession as private employees (6.8%), government employees/ASN (16.9%), and other types (15.3%). This reflects that many students care about and have ambitions to face IKN Nusantara.

Preferences of Tourists and Local Communities

The location of East Kalimantan is at the central point of Indonesia. Apart from that, the accessibility of trade from Eastern Indonesia and the West through IKN Nusantara. As has been discussed above, that to move towards a more balanced IKN arrangement, parties from East Kalimantan need to adopt an educational tour program.

Most people are interested in being part of the program. Generally, they act that besides being able to enjoy the tour routine, they are also enthusiastic about education which is part of the educational tour package. They mentioned that there is hope for an educational tour program with a relatively cheap price. In 2019, BPS Kalimantan Timur (2020) released that the average profession in East Kalimantan is dominated by the agricultural and fishing sectors. Apart from substandard wage levels, government intervention is needed to regulate educational tour rates so that they can reach tourists and the local community.

Apart from the cost aspect, other items that need to be considered in educational tours are the availability of tour package options, comfortable facilities, and the holding of spectacular activities as supporting tricks to introduce local cultural customs. Tourists will be reluctant to take part in activities if they are charged a high fee.

The local community will be involved in the educational tour by restoring environmental cleanliness. Also, the implementation of this program, it also changed the economy, including the absorption of new jobs. With the creation of job opportunities, the level of prosperity is also indicated to increase (Roy et al., 2022). Local people who work as entrepreneurs are also experiencing progress. Not only that, they can also help spread knowledge and document educational tours on social media.

Practically, a new type of job after the educational tour empowerment is content creator. According to Barnes (2002) and Mileros et al. (2019), content creators are individuals or groups of people who create digital material, such as: video, sound,

images, text or a combination thereof, all which are subject to copyright rules. Through the foundation of this educational tour, the community can distribute local culture to tourists. If the educational tour trend is positive, then tourists will be reformed from environmental cleanliness and take care of educational tour sites. In the future, tourists will also protect the forest. If tourists can respect the wishes of local people, then local people are happy to welcome them.

For now, the insistence on the IKN has not fundamentally flowed to local communities to take part in the development process and will only be able to feel its use in 2024. However, local people are also not indifferent to understanding Nusantara Nationalism. They can find information about IKN Nusantara, for example, via Instagram, Facebook, Twitter, newspapers, and news broadcasts on TV. Not only through electronic media, local people can get news from family, friends, or parties related to the development process of the IKN.

Behind all this, there is still a need to strengthen insights into the Nusantara IKN including: the location of the location, what types of destinations will be channeled, and the impact brought by the Nusantara IKN on the social, economic and environmental fields. The government needs to think about this seriously by using outreach to the people in East Kalimantan to provide awareness and the essence of IKN Nusantara.

For several decades, the performance of educational tours such as in Northern-Cyprus has shone. Harazneh et al. (2018) analyzed selecting factors that influence student interest in studying abroad compared to their home country. After being evaluated, it was found that determinations such as: professional qualifications, academics, personal reasons, and the university's academic reputation were indicators that influenced the interest of domestic students. From a more implicit version, Quezada (2004) concluded that there is a link between student motivation and educational tours, where their learning experience while participating in study abroad increases awareness that is sensitive to other people, themselves, and others. Another article discussing the causality between cultural tourism and education is discussed. Kabanova et al. (2016) argue that the impediment hindering the growth of educational tours in the Russian Federation is the attractiveness of local authorities. In essence, the obstacles of economic entities in a collaboration in forming a particular city, are increasingly hindering innovative initiatives.

Next is the educational tour practice from Shekhawati and Hadauti in India. In the long term, the exclusive part of learning is converted into an educational tour. While this strategy initially attracted highly skilled urban youth to rural areas, it has sparked an increase in skilled labor. Even so, the longer it exists, the opposite of the cultural heritage is sinking (Sharma, 2015).

Conceptually, an educational tour is a tourism activity to nature that has not been touched and is not contaminated by human routines with a special dedication to learning, admiring and enjoying nature, animals, plants and cultures (Jafari, 2000). In the theoretical landscape, educational tours are articulated to harmonize tourism with the environment. There are 4 main pillars that connect tourism with the environment, where one of them is promoting the natural environment as a tourist attraction that can be produced (Buckley, 1994). Educational tours are suitable to be marketed in developing countries.

The assumption is that the educational tour will support the government's plan to move the IKN from Jakarta (Java Island) to PPU Regency (East Kalimantan) which

spans 3,333 km² with 2 total population of 178,681. As of 2020, the population density at PPU is spread over 24 sub-districts and 30 villages. These four districts are Penajam, Babulu, Waru, and Sepaku. Part of the new IKN was also designed at Loa Janan in Kutai Kartanegara Regency. This district has an area of 27,263 km² consisting of 18 sub-districts and 193 villages/kelurahan, which is inhabited by 734,485 people as of 2021 (Farida, 2021).

Local Community and Government Initiatives

The basic problem of the development of the IKN is still considered lay by the local community (Kodir et al., 2021; Sugihartati et al., 2020). The majority of people view that their participation in the development process of the IKN is determined by the government. In the contemporary duration, regulations and wise compromises are needed so that local communities can take various steps, for example: being empowered as workers in certain fields, learning about IKN, information channels, and providing educational facilities. They have projections about such things to get equal distribution of welfare.

In diplomatic planning, local communities can also be empowered to grow entrepreneurship, protect the environment, and participate in supporting the smooth development of IKN. Local people in East Kalimantan are optimistic that IKN Nusantara can be sustainable. To support the sustainable development of IKN, management of local cultural aspects needs to be strengthened, without ignoring government regulations and introducing local culture to newcomers. In terms of concept maturity, the government must prepare an IKN plan that does not damage natural preservation for the sake of nature conservation, respects local customs and culture, aspirations of local communities, and supports the quality of human resources.

Ultimately, the output of the interviews looked at the non-smoothness of the IKN, but the informants revealed that there were supporting and inhibiting factors in the development of the IKN. Supporting factors found were skilled human resources, adequate technology, harmony between the wishes of the government and local communities, and public awareness of government regulations. Surprisingly, the investigation into the negative factors includes: the lack of public awareness and participation, low fiscal injections, traditional community thinking, and the isolation of public understanding on the IKN. This statement seems to be in line with several publications, such as Hardiani et al. (2021) who examined community participation in the Quality Family Village (KB) program in Jambi Province. Based on the hypothesis proposed, it is claimed that the level of community participation is categorized as moderate. This enthusiasm is influenced by the distance from home, length of domicile, and education certificate.

Views about capital city relocation from various countries are contained in the publication Rachmawati (2021) which sees the problem of capital city relocation as arising from the hegemony faced in Indonesia. Equally important is infrastructure guarantees in the development of IKNs that cover information technology, communications, modes of transportation, and green open spaces. For example, relocating the capital center from Yangon to Naypyidaw in Myanmar or Kuala Lumpur to Putrajaya in Malaysia is the best solution in encouraging urban expansion. In the case of Myanmar, it shows the role of infrastructure in urban penetration, while in Kuala Lumpur its function is to re-organize urban areas through a new government center

(Abd Manan & Suprayitno, 2020 Gomà, 2010).

Relocating the National Capital is crucial now, considering that Java is overpopulated and is occupied by more than 50% of Indonesia's total population. This causes many problems, ranging from overcrowding, unemployment, unavailability of clean water, crime, to environmental problems. Jakarta, with a population of 10.56 million, is very dense and has acute problems such as traffic jams, flooding, accumulated waste, poor water and air quality, land subsidence, and rising sea levels (Sumantri, 2022).

The concrete evidence is that Jakarta is the capital city of Indonesia, which is currently the most densely populated and the environmental situation threatens the health of the population (Ward et al., 2013). This condition also affects the economy, biodiversity, land disputes, and social (Measey, 2010). Another impact makes people living below the poverty line vulnerable to infection with infectious diseases (Thiede & Gray, 2017). The Indonesian government took the initiative to move the center of the capital so that problems in Indonesia would not become more complicated.

Expectations for IKN

As a development actor, the development of the IKN can interact positively rather than negatively affect the future (Berawi, 2022; Teo et al., 2020). What is the root of the problem, they do not know for sure how much percentage to increase the positive impact, which in the planning posture is still in the initial review. Although some felt a positive impact from road repairs which were initially less impressive, providing jobs, increasing economic activity, synergizing education, and increasing investors.

To achieve maximum impact, efforts from local communities that are open-minded based on change are needed, for example the example of educational equity. From a regulatory standpoint, the government actively prepares human resources, makes mutually beneficial regulations, evaluates regulations, cooperates with local communities, and responds fairly. Even though there are concerns of negative impacts, such as traffic jams and overcrowding, these can be minimized with other things. The closer an area to the center of the country, the easier the activity. What is most visible is the increasing flow of transmigration. The more people there are, the more traffic jams will occur.

Big cities like Jakarta are known for their high crime rates, so it is possible that the new IKN will also increase crime. Another polemic is environmental degradation, which during the development phase has cut down many trees in the forest for land for government offices, buildings and other physical structures. Another concern of the local community in East Kalimantan is that it can damage the labor market because they are unable to compete with migrants. They respond that migrants have competent skills with an educational background required by the labor market. For that, they also have to prepare it through training and develop skills properly.

This transfer is an unavoidable choice, where the impact also supports food security. Recently, a study discussing Indonesian agricultural politics was reviewed. Normally, agricultural politics can adapt to disruptive innovations. Seeing that there is a large profit margin, food security competitiveness can be in line with improving the agricultural industry (Mustapa et al., 2022). Through the transfer of the new IKN, it can move agricultural land effectively. A conducive ecosystem can stimulate new

companies that empower new millennial farmers. Private sector involvement to balance the government's role, such as optimizing banking.

With the diverse background of moving the new IKN, it still reaps pros and cons for the public. This attracted the attention of Nugraha & Siregar (2021) to review. Using 5,356 Twitter data, 71.7% reacted to negative sentiment, while 28.3% viewed positively the decision to move the Indonesian capital to PPU. There are 4 flows in the process of moving to the new capital city. First phase: 2020–2024, second phase: 2025–2035, third phase: 2035–2045, and fourth phase: 2045 onwards (Chryсна, 2022). In its development, the construction of IKN is still in its first stage which targets the main government infrastructure, the initial transfer of government employees, and the provision of basic infrastructure. It is planned that the preparatory phase (first flow) will be completed by the end of 2022 (CNBC, 2022).

Dynamics in Elements of IKN

Based on Figure 6 below, that 34.7% of informants thought that the transfer of IKN was not too urgent. It should be noted that the construction of the IKN is currently in the process and has not yet been realized in East Kalimantan. In another statement, the source stated that this transfer was not urgent at 1.4%.

In the capacity for the level of insight into the essence of IKN, this is contemporary. Specifically, for the long term, IKN is predicted to bring about equitable development. Under current conditions, the trust of the local population, especially in the short term, does not lead to a holistic element, so it is not seen as a matter of urgency. It has been projected by Hadi & Ristawati (2020), Indrawati et al. (2022), and Theresia et al. (2020).

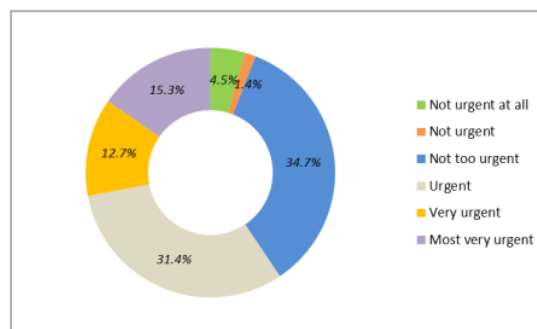


Figure 6. The urgency of the respondent's knowledge
(Source: interview)

Referring to Figure 7, the percentage of informants who stated that there would be environmental changes from the development of the Nusantara IKN reached 71.2%, which shows the identity of informants who are aware of the IKN. Then, those who think that the possibility of changes to the IKN are around 16.9% and the least is 0.8% of the 118 sources who stated that they have the least relation to post-IKN changes.

Detection of environmental degradation is also indicated. Adinugroho et al. (2021), Fristikawati & Adipradana (2022), and Jauchar et al. (2022) tells about the massive development of IKN which ignores concepts such as: reducing emissions, land

cover, agricultural productivity, or waste and pollution control in environmentally friendly indicators followed by poor evaluations, which have the potential to trigger uncertainty in environmental management.

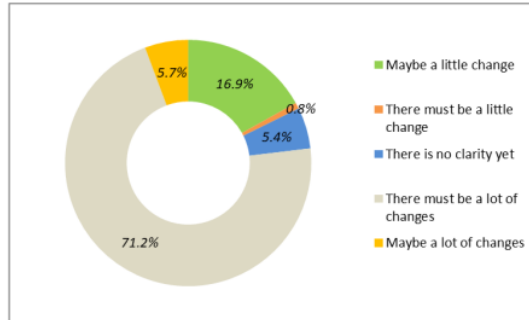


Figure 7. Environmental change
(Source: interview)

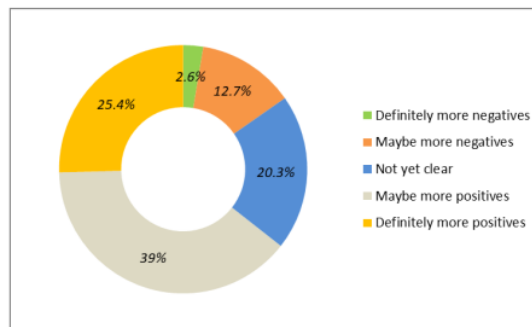


Figure 8. Cross sectoral changes
(Source: interview)

Internal and external effects when the construction of IKN in East Kalimantan Province is assumed to have a positive impact (39%). In internal or external changes, they believe that the plan to move the Indonesian capital will have a positive impact. The two things that are expected are economic equality and human resources in eastern Indonesia. Meanwhile, the percentage of the development of the IKN association for the East Kalimantan is at least definitely more negative with a percentage of 2.6% (see Figure 8). Reciprocity which is claimed to bring about impressive progress after the appointment of a new IKN is also mentioned in the scientific works from Kamal (2022) and Salya (2022).

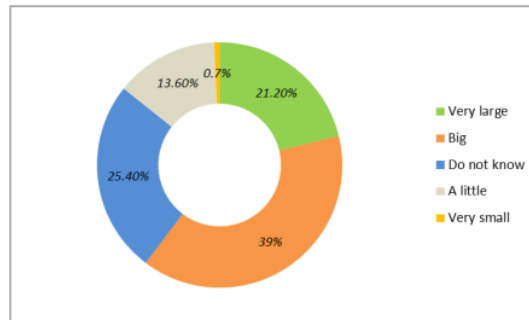


Figure 9. Community control over IKN
(Source: interview)

In Figure 9 above, the frequency of control of the people of East Kalimantan over the development of the IKN is a lot, with a percentage of 39% of the 118 respondents. In detail, around 21.2% thought it was very much, 13.6% of them were exactly the opposite (a little), and 25.4% did not know or were neutral. Only 0.7% of the people of East Kalimantan feel that they are the least involved in IKN. In humanitarian terms, development control is aimed at local residents who are not only assets, but also subjects in the new IKN.

Arguments that guarantee in supervising, supporting, and being part of the IKN, are in line with the paper proposed by Hamdani (2020). Besides that, collective causality between development progress and authority must co-exist with community empowerment.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This paper facilitates ¹⁷ to support the success of relocating a new capital city that modifies and combines tourism with education. The object focuses on the people in East Kalimantan and educates, introduces, as well as utilizes nature through an educational tour program. In other words, the future target is to attract local people as participants in the IKN Nusantara educational tour with relatively cheap rates. An important ¹⁴ point refers to the quantitative–qualitative approach, concluding that the choice of East Kalimantan as the transfer area for the new Indonesian capital has urged the attention of various groups ¹³. Yet, specifically for informants who were selected from local communities in East Kalimantan, it was assumed that the new IKN would bring automatic positive or negative changes that could trigger multidimensional rifts as well as channel opportunities and challenges that would impact their lives. In other facts, it is evident that there are assumptions that are not familiar to the sources from a cross-sectoral perspective. What is most interesting is the uncertainty regarding the aspect of participation in the involvement of IKN development, which is considered to be minimal.

Suggestions for academic directions, future scientific research needs to consider a model that can review the disparities in the development of IKN after the first stage. Weaknesses in analytical techniques are a serious concern, including adding to the composition of sources, taking a more modern approach, or limiting concentrated and

relevant samples according to population representation in the stages of developing new IKNs.

Recommendations

Based on the explanations that have been investigated, the advice given to local people is to get rid of the regional ego and start caring about being part of IKN Nusantara, even though this is not yet urgent. Recommendations for tourism stakeholders are providing alternatives in tour packages, guiding visitors through competent guides, and always sending messages campaigning for educational tours at every festival. The vital suggestion is the implication of government policy which is obligated to supply information to local communities, especially at the border of East Kalimantan because that has implications for insight into the transfer of integrated IKN. This paper is the right momentum to distribute practical recommendations and reaffirm alternative principles, arrangements and standards proportionally in ensuring development that demands environmentally friendly standards. In the future, referring to the existing weaknesses, the continuation of the study can reflect and facilitating a more universal evaluation, without neglecting the quality of the environment, tourism education and human resources. Finally, boosting accurate understanding and rethinking of scenarios in the IKN modeling must commit to a modern tourism arrangement.

ACKNOWLEDGMENT

The authors thank the anonymous reviewers at “JPPPD” for professional comments. This research received financial sponsorship from the “Kadaireka Matching Fund Program: Batch 4” provided by DIKTI–Indonesia in announcement Number: 0636/E/KS.06.02/2022 in partnership with Hotel Mesra–Samarinda. Apart from that, the study is also the output of thoughts from 2 campus institutional partnerships: Universitas Mulawarman and Politeknik Negeri Samarinda as contained in the research contract Number: 001/UN17/SPK/RM/P156/X/2022.

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