



## Glass Terrace Villa Business Metamorphoses: Application Of The Life History Method

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### ABSTRACT

*The aim of this research is to explore and analyze the business metamorphosis of Villa Teras Kaca in Yogyakarta, as well as understand how the personal experiences of individuals or groups involved in the tourism industry in Yogyakarta influence their business strategy and evolution. Apart from that, this research also aims to explore how adaptation and innovation in the face of changing times and changing external conditions can help tourism businesses in Yogyakarta survive and develop. Another aim of this research is to explore how the changing dynamics of the tourism industry in Yogyakarta affects the Villa Teras Kaca business and how this business can adapt to these changes. The research will seek an in-depth understanding of how this business evolution occurred over time. This research will focus on business metamorphosis in the context of Villa Teras Kaca in Yogyakarta which is likely to be involved in accidental entrepreneurship in the tourism sector. The Life History method is a qualitative approach analysis used to trace the life journey or experiences of individuals or groups involved in the Villa Teras Kaca business. The research will seek an in-depth understanding of how this business evolution occurred over time. Through analysis using the Life History Method, research will reveal how changes in economic conditions, developments in the tourism industry, or certain events, including the possible role of accidental entrepreneurship, have influenced the business of Villa Teras Kaca.*

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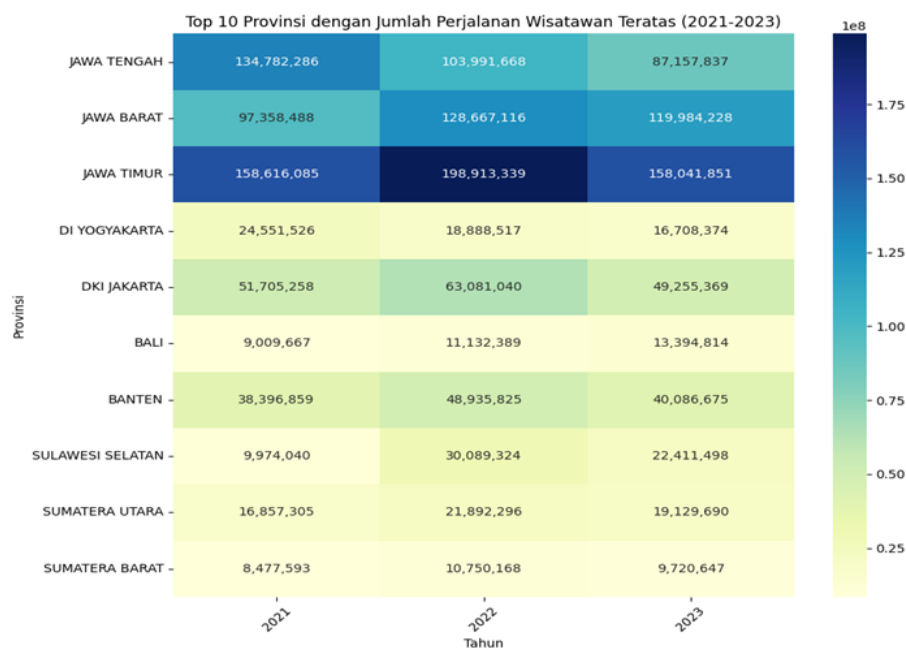
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## 1. INTRODUCTION

The tourism industry is a significant economic sector in many countries around the world. It covers a wide range of services and products, such as accommodation, transportation, tourist attractions, food and beverages, as well as various recreational activities. Tourism is growing rapidly as global mobility, technology, accessibility and lifestyle changes increase. Tourism is an activity as a human need which is realized in the connection between activities carried out by tourists with facilities and services from the community, government and private sector (Rahman, 2021). This creates opportunities for various forms of business to grow and develop in this sector. The tourism industry has become one of the main drivers of economic growth in various countries around the world. Along with increasing global mobility and changing consumer behavior patterns, the industry has experienced rapid development. Tourism does not only include travel and recreation, but also creates a broad business ecosystem, including

various services and products that support the tourist experience. The tourism industry not only makes a significant contribution to a country's national income, but also creates jobs directly and indirectly. This sector expands economic diversification and influences other sectors such as hospitality, culinary, transportation and the creative sector. The impact on a region's economic growth is often very substantial. Technological developments, especially the internet and online platforms, have changed the tourism landscape. Quick accessibility of information allows travelers to explore potential destinations, book accommodation, purchase tickets and organize travel agendas with ease. Technology also allows tourism industry players to reach global markets more efficiently.



Picture1- Top Number of Tourist Trips in 10 Provinces (2021-2023) BPS.

The visualization above shows that most of the provinces which are the main tourist destinations in Indonesia experienced significant fluctuations in the number of tourist trips during the period 2021 to 2023. At the start of the COVID-19 outbreak, there was a fairly large decline in the number of tourists, then there was an increase in 2022, and will decline again in 2023. In the face of this uncertain situation, many tourism industry players are forced to change their business strategies. For example, hotels and resorts are starting to offer low-contact services and increased cleaning to ensure guest safety. Likewise, transportation companies are adopting stricter cleaning protocols. This pandemic has also encouraged innovation in tourism services. Many companies are starting to develop new business models, such as virtual tours, the use of technology to enhance tourist experiences, and digital promotion of tourist destinations. The COVID-19 pandemic has been a major challenge for the tourism industry,

but it has also become a moment for the industry to evaluate and develop more adaptive and disaster-resistant strategies. The government, business players and tourism organizations are working together to find solutions and sustainable recovery of the tourism sector. With widespread vaccination and improved hygiene protocols, the hope is that the tourism industry can gradually recover. However, the impact of this pandemic has illustrated how important adaptability and innovation are in dealing with the drastic changes that can occur in this industry.

Metamorphosis in the tourism business refers to the changes or transformations that occur in the tourism industry over time. This includes business evolution, strategy shifts, adaptation to external changes, and various other transformations that impact the way tourism businesses are run. The tourism industry has undergone significant changes over time, influenced by various factors that have played a significant role in changing the face of this business. Technological developments, particularly in terms of online reservations and digital marketing, have changed the business landscape, providing greater accessibility and convenience for travelers. The tourist experience also continues to evolve through the development of unique tourism activities, while awareness of sustainability and conservation strengthens the social responsibility of tourism businesses. On the other hand, government regulations and policies have shaped existing business strategies, while global competition drives innovation and adaptation to global trends. When a crisis occurs, such as a natural, health or security disaster, the tourism business must survive by being resilient and responsive. Other factors such as community involvement, globalization, reputation and corporate social responsibility also play a big role in shaping the metamorphosis of the tourism business. All of these factors, both separately and together, are key drivers of the evolution of the tourism business, reinforcing the need for adaptation, innovation and strategies that are responsive to rapidly changing global market dynamics.

Yogyakarta, often referred to as Jogja, is a special region in Indonesia which has very diverse cultural and historical riches and is one of the most popular tourism destinations in Indonesia. Famous tourist attractions include Prambanan Temple, Yogyakarta Palace, Taman Sari, Parangteritis Beach, Pindul Cave, Affandi Museum, Malioboro Street, Mount Merapi, Beringharjo Market and many more. All tourism destinations in Yogyakarta have their own business models which are unique in carrying out their business processes (Nanda, 2023). Yogyakarta maintains strong local wisdom and traditions. Shadow puppet arts, Javanese dance, gamelan music and batik are important parts of Javanese culture that are still preserved and often performed for tourists. Apart from that, traditional ceremonial traditions such as Grebeg

Maulud and Sekaten are important celebrations in Yogyakarta. Yogyakarta is also the center of education and arts in Indonesia. The city is home to many leading higher education institutions and various art galleries and creative studios that attract students and artists from all over Indonesia (Nur et al., 2022).

A rich background of cultural heritage, history and natural beauty has made Yogyakarta one of the main tourism destinations in Indonesia. However, behind its beauty, the tourism industry in Yogyakarta is experiencing significant dynamics, especially in facing changing times and changing external conditions. Therefore, using the Life History (MLH) Method in the context of Yogyakarta tourism is expected to provide an in-depth picture of the evolution of business, thoughts and experiences of individuals or groups involved in the tourism industry in this area. The Life History method can be applied to understand the business journey of individuals or groups in developing their business, including how their personal experiences influence business strategy and evolution. By using the Life History Method approach, researchers can compile comprehensive notes about these significant changes. From their initial involvement in the tourism industry to their business evolution, this research will illustrate the impact of personal experiences, strategic decisions and challenges faced by business people. This will provide a comprehensive picture of how external changes, such as technological changes, social events, or even the post-pandemic situation, have influenced the course and development of the business.

By understanding the life journey and experiences of tourism business actors, both planned (by design) and accidental entrepreneurs, the Life History Method will enable researchers to investigate the changes, challenges and successes that have shaped their businesses over time. For example, there are individuals or groups who accidentally get involved in the tourism business, then experience significant transformation in their business over time. In the context of the tourism industry, this will not only reveal the unique stories of business people, but will also provide valuable insight into the factors that influence the metamorphosis of their businesses. This will provide an important basis for understanding the dynamics of the tourism industry and its contribution to the future growth and evolution of this sector. The business method based on life experience (life story) is nothing new in adapting individual managerial abilities with strategic management in companies. This approach emphasizes creating and offering unique, in-depth and valuable experiences to everyone, especially in the tourism destination business. (Irawan, 2023).

The metamorphosis of the tourism business in this context includes the evolution of this kind of situation. A business that initially starts without a specific plan in the tourism industry may develop into a larger or more complex business over time. There may be property expansions, added services, or adaptations of marketing strategies to accommodate traveler needs. Such changes, which started from accidental entrepreneurship in the tourism industry, are part of the business metamorphosis in this sector. With research and an in-depth understanding of how accidental entrepreneurship influences changes in the tourism business over time, we can dig deeper into how these factors contribute to the evolution and transformation of the tourism industry. (Supriono, 2017). For example, someone who owns land but the land is often visited because there are a variety of hidden panoramas and is then managed in such a way with the context of creating a tourism destination or someone who initially only has a villa or private residence, then uses it as accommodation for tourists without any initial plans to get involved in the tourism industry. This research will focus on business metamorphosis in the context of Villa Teras Kaca in Yogyakarta which is likely to be involved in accidental entrepreneurship in the tourism sector. The Life History method will be used to trace the life journey or experiences of individuals or groups involved in the Teras Kaca Villa business where there is a role of accidental entrepreneurship.

In the analogy of the metamorphosis of a butterfly, the initial stages of the process can be linked to the initial journey of the Glass Terrace Villa where initially, the property owner's idea to build a villa with a glass terrace was the "egg" of this unexpected journey. Without realizing the huge potential that would develop, the "larvae" stage began when the villa concept was gradually realized. However, this stage of work underwent an interesting change when the Glass Terrace Villa "hatched" onto social media, similar to the "caterpillar" phase that attracted the attention of many people. The virality that occurred attracted widespread interest, bringing visitors from various regions to enjoy the location right on the seashore with beautiful views overlooking the ocean. However, as in the "cocoon" stage, Villa Teras Kaca experienced a "closed" period due to its permit status as a private place, not a public tourist destination. Despite this, public interest has not waned, and the Villa remains a strong attraction. In the village of Kapenawon Gilikarto, the location of Villa Teras Kaca which was previously quiet, is now busy due to the arrival of tourists who want to see and visit this place. Through analysis using the Life History Method, research will reveal how changes in economic conditions, developments in the tourism industry, or certain events, including the possible role of accidental entrepreneurship, have influenced the business of Villa Teras Kaca.

Based on the observed stages and different perspectives, a new concept emerged in business known as accidental entrepreneurship. The transformation of private property into a new tourist destination requires in-depth evaluation and understanding of this transformation process. The end result of this change is similar to the metamorphosis of a butterfly which gives rise to a beauty that is attractive and stunning to all who see it. After explaining the background covering the dynamics of the tourism industry and referring to the context that has been explained, the title chosen for this research is "Metamorphosis of the Glass Terrace Villa Business: Application of the Life History Method"

### **Dynamics of Increasing Visitor Interest**

The phenomenon of visitor interest reflects the attractiveness and success of tourist destinations, as well as providing opportunities to optimize marketing and service strategies based on visitor characteristics. The increase in visitor interest in Villa Teras Kaca creates an interesting phenomenon that has a positive impact on the tourism business in Yogyakarta. This focus on visitor interests is key to understanding how the attraction of this destination has succeeded in attracting the attention of various groups. One of the main points that drives increased visitor interest in Villa Teras Kaca is its attractive visual charm. Amirulah (2002:62) defines the decision to visit as a process where tourists carry out an assessment process of various alternative choices, then choose one or several alternatives needed based on certain considerations. The unique design and glass terrace concept provides a different experience and attracts the attention of tourists. This aesthetic factor plays an important role in attracting visitors from various backgrounds. According to Kusumaningrum (2009) a tourist who visits an area usually really wants to spend their time relaxing, refreshing their mind and really wanting to get away from the routine of daily life. Villa Teras Kaca has succeeded in positioning itself as an 'instagrammable' destination, where visitors can capture beautiful moments to share on social media. This phenomenon creates a domino effect, where one visitor's interest becomes an inspiration for others to visit that destination, which is a common behavior of people today. Villa Teras Kaca has succeeded in building a reputation as a current and trendy destination. This creates a special attraction for visitors who are looking for a tourism experience that suits the latest trends and lifestyle.

Based on data from the DIY Tourism Department (2017), the number of tourist visits to DTW in Yogyakarta Province, Gunung Kidul Regency was the second lowest contributor to tourist visits, after Kulon Progo during 2013 – 2017.

Table 2. Traveler (Soul)

Subdistrict	Traveler (Soul)								
	Indonesian/Domestic Tourists			Foreign Tourists			Amount		
	2017	2018	2019	2017	2018	2019	2017	2018	2019
<b>Roast</b>	0	0	241606	0	0	500	0	0	242106
<b>Purwosari</b>	10907	118140	243671	312	901	773	11219	119041	244444
<b>Paliyan</b>	0	0	0	0	0	0	0	0	0
<b>Saptosari</b>	113075	108225	111426	488	654	451	113563	108879	111877
<b>Delete</b>	780006	639692	588499	4427	9270	11173	784433	648962	599672
<b>Tanjungsari</b>	1643912	1544748	1535198	5451	4252	1200	1649363	1549000	1536398
<b>Rongkop</b>	0	0	0	0	0	0	0	0	0
<b>Girisubo</b>	270774	255882	170486	685	772	645	271459	256654	171131
<b>Semanu</b>	10473	9310	7359	4393	1410	271	14866	10720	7630
<b>Ponjong</b>	0	0	0	0	0	0	0	0	0
<b>Karangmojo</b>	142550	112391	134141	2531	2070	1610	145081	114461	135751
<b>Wonosari</b>	0	0	0	0	0	0	0	0	0
<b>Playen</b>	111241	80558	65384	987	1673	1391	112228	82231	66775
<b>Patuk</b>	149703	140444	112425	1794	1735	682	151497	142179	113107
<b>Gedangsari</b>	0	0	10534	0	0	76	0	0	10610
<b>Hanging around</b>	0	4714	19106	0	0	0	0	4714	19106
<b>Ngawen</b>	4290	3232	8883	14	22	7	4304	3254	8890
<b>Semin</b>	0	0	0	0	0	0	0	0	0
<b>Gunungkidul</b>	3236931	3017336	3248718	21082	22759	18779	3258013	3040095	3267497

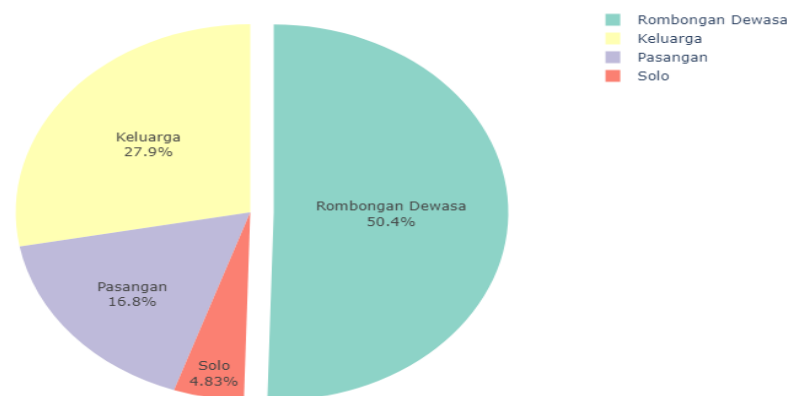
Source: Gunungkidul Regency Tourism Office

Kapenawon Gilikarto Village may previously have only been known as a quiet village, but since the arrival of Villa Teras Kaca, it has brought significant changes. The village's location right on the seashore with beautiful views provides great natural attraction. Natural beauty, including beaches, expanses of sea, and stunning sunset panoramas, is the main attraction for visitors. The natural potential of this village makes a significant contribution to increasing visitor interest. Tourism managers and their tourist objects are interrelated and really determine the existence and progress of the tourist area (Supriono, 2017). Kapenawon Gilikarto Village, which was previously only known as an ordinary village far from the crowds, is now experiencing a transformation with the presence of Villa Teras Kaca. The combination of the uniqueness of the tourist attraction and the environmental charm of Kapenawon Gilikarto village with its strategic location right on the seashore offers stunning natural charm, making it an attraction that can amaze the hearts of visitors. The natural beauty of this village has become a strong magnet that stimulates the interest of visitors to come.

In dealing with large visitor interest, visitor segmentation can be a strategy for understanding and meeting the needs and preferences of each group. This phenomenon illustrates how various types of visitors, from groups of teenagers, adults to families, can be grouped and served more specifically. Visitor segmentation not only creates a more personalized experience but also opens up opportunities to increase the frequency of visits. High visitor interest illustrates the great potential for the Glass Terrace Villa business. Through observation and analysis, this research can identify the interests and preferences of each segment, from teenagers looking for unique experiences to families who prioritize family-based activities. Based on current empirical observations, this segmentation can be grouped as follows:

- a. Visitor Status
- b. Number of Visitors

Klasifikasi Pengunjung Villa Teras Kaca (November 2023)

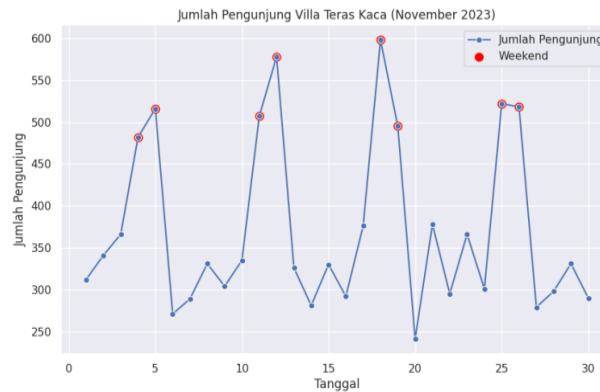


Picture2- Classification of Glass Terrace Villa Visitors

- c. Trend of Increasing Tourist Frequency

In examining the trend of increasing frequency of tourists at Villa Teras Kaca, the research observed that this phenomenon not only includes visitor classifications, but also reflects a significant growth in the number of visitors. Empirical data shows that over time, there has been a consistent increase in the number of visitors choosing this destination. The increasing number of visitors reflects the enduring and growing appeal of Villa Teras Kaca. This increase in frequency can be measured from various aspects, such as the number of daily reservations, the number of visitors per month, or year-on-year comparisons. This observation provides a concrete picture of how effective the attraction of Villa Teras Kaca is in attracting visitor interest.





Picture2- Number of frequency of increase in visitor interest

The owner understands the characteristics of visitors to each segment of Teras Kaca Villa, which can be grouped based on criteria such as age, gender and travel status (individual, couple, family or group). This allows adjustments to be made to offers and services according to the specific needs of each group. The trend of increasing tourist frequency is important for designing sustainable strategies to maintain positive momentum. This can also provide insight for Villa Teras Kaca business owners on how to respond to interests and preferences by developing tailored experiences for each segment. For example, providing photo tours or extreme activities for teenagers, romantic packages for couples, and family-friendly facilities for visitors with families (Irawan, 2023).

### Charming Uniqueness

One of the interesting phenomena in the context of the Glass Terrace Villa in Kapenawon Gilikarto Village is the existence of an unusual terrace compared to residences in general. Where terraces are usually built using materials such as wood/bamboo, cement or concrete, Villa Teras Kaca comes with a striking innovation, namely a terrace made of glass. This uniqueness is one of the main attractions that differentiates this villa from other properties. A combination of natural tourist attractions, culture and creativity of the local community, supported by other facilities and accommodation that can attract tourists to visit the village (Amir et al., 2020). The glass terrace provides a unique experience for visitors by providing a feeling of being at one with the natural surroundings. Through the glass terrace, visitors can enjoy views of nature and the surrounding environment without significant visual obstacles. This creates a different atmosphere and allows visitors to experience the beauty of nature to the fullest. The existence of the glass terrace is a stunning visual surprise for visitors. The transparent design allows views of the ocean below the terrace, natural light enters freely, creating a bright and open atmosphere. In addition, when night falls, the glass terrace becomes an ideal place to enjoy the view of the stars and the romantic atmosphere of the night.

The glass terrace innovation not only creates an interesting and unique visual element but also provides a different tourism experience. Visitors can feel a different sensation with the concept of a residential property that is rarely found. Apart from that, the desire to visit new environments, undertake adventures and personal activities (Beerli & Martin, 2004). The unique experiences that visitors can experience include:

- a. Invite Curiosity and Interest
- b. Exhilarating Experience at Altitude
- c. Amazing Sea Views
- d. Personal Courage and Challenge
- e. Attraction for Adventure Lovers

Thus, the existence of the glass terrace at Villa Teras Kaca is not just an ordinary architectural element, but rather a phenomenon that brings different innovations, creates a strong attraction and is not only a place to enjoy beautiful natural views, but also an arena for visitors who seek extreme thrill and personal courage. The combination of natural beauty and extreme elements creates an unforgettable experience at a height, making the glass terrace one of the main elements that differentiates and provides added value to this villa.

### **Transforming Private Property into a Public Destination**

In this modern era, shifting social dynamics and the need for unique experiences have given rise to interesting phenomena in the world of tourism. One striking manifestation of this change is the transformation of private properties into public destinations. A residence, apart from being a place to live and rest for its occupants, can in fact change its function to support commercial, industrial and agricultural activities involving one or more family members.(Roslin & Engka, 2023). This is also in accordance with the theory of Rapoport (1969), where the transformation of a residence is not only the result of physical factors, but also socio-cultural factors from different cultures. Transformation can be interpreted as a change that occurs gradually in form, nature and function(Elshafiyena et al., 2023)Kapenawon Gilikarto Village witnessed an amazing journey from quiet to busy, thanks to the courage to transform the glass terrace of the villa which was originally part of a private residence into an amazing tourist destination. This phenomenon is not just about innovative architecture or design, but also about how a private property can be a major driver of change in a community. The transformation of the Glass Terrace Villa in Kapenawon Gilikarto Village creates a gap that allows properties that were previously limited only to certain residents to become open for everyone to enjoy. The layers of change that have occurred, from the surge in visitor interest to the positive impact on changes in aspects of tourist amenities that are still incomplete, such

as road access and the village environmental situation. According to Rossadi & Widayati (2018) tourist amenities have a linear relationship with tourist interest in visiting. The higher the level of amenities a tourist area has, the higher the level of tourist visits it will receive and vice versa. One of the interesting parts is exploring how the innovative design of a property can create an interesting and different object, taking visitors on an experience that goes beyond conventional boundaries.

Observations of the development of tourism in Kapenawon Gilikarto Village, especially with the presence of the Glass Terrace Villa, reveal a gap in the phenomenon that describes the transformation of private property into a public destination. This phenomenon includes significant aspects, such as increased interest and frequency of visitors, the success of attractive object elements, and the impact of changes in property status on village dynamics such as:

- a. The Role of Entrepreneurship
- b. Role in Property Management and Control
- c. Owner Leadership Role
- d. Increased Visitor Interest and Frequency
- e. Interesting and Different Object Elements
- f. Impact of Changes in Property Status on Village Dynamics
- g. Integration with Local Natural Potential.

The transformation of Villa Teras Kaca into a public destination is not only aimed at creating an interesting tourism phenomenon, but also at bringing positive economic and social impacts to Kapenawon Gilikarto Village. The existence of the tourism sector should receive support from all parties such as the government as manager, the community at the location of the tourist attraction and the participation of the private sector as tourism developers and managers.(Silitonga et al., 2023). Integrity between natural beauty, design innovation and community empowerment is the key to the success of this phenomenon which can be used as inspiration for the development of sustainable tourism in the future.

### **Research Gaps**

In an era of dynamic change in the tourism sector, we are witnessing phenomena that are changing the landscape of tourist destinations. One interesting trend that is starting to stand out is the transformation of private properties into public destinations. The shift in visitor preferences from conventional accommodation towards unique and differentiated tourism experiences has encouraged property owners to explore new potential. The importance of understanding the implications of this phenomenon lies not only at the local level, but also has a wider impact on the tourism industry as a whole. By involving current literature, this research

gap will provide a solid foundation for investigating the phenomenon of how private property transformation can create attractive public destinations and explore its potential contribution to tourism development.

Although the phenomenon of increasing visitor interest at Villa Teras Kaca has created a significant positive impact and created a domino effect, where one visitor's interest becomes an inspiration for others to visit the destination, there has been no research that specifically discusses this dynamic aspect, especially in the context of the phenomenon. photo spot at the villa. This research gap provides space for this study to further explore the factors that influence visitor interest, including the role of visual appeal and the potential for virality through social media. According to Rukmiyanti and Suastini (2016), viral or popular photo spots are usually the choice because travel decisions tend to be influenced by friends/family posts regarding tourist information (photos, videos, recommendations). The influence of photo spots on visitors' perceptions and decisions as well as the role of social media in describing the visual appeal of Villa Teras Kaca are interesting subjects for further research. The phenomenon of increasing visitor interest in the Teras Kaca Villa, which is triggered by its stunning visual charm, opens up an interesting research gap related to the photo spot approach in this tourist destination. Although the domino effect of one visitor's interest influences broader inspiration, research on specific aspects of photo spot use is still very limited. The photo spot at Villa Teras Kaca has become an important element in attracting visitors' attention. However, there has been no research that specifically explores the further impacts and dynamics that may occur with the use of this photo spot. In this context, it is important to explore in depth how photo spots contribute to increasing visitor interest and how their influence involves visitors' perceptions and decisions.

Furthermore, the next significant research gap that emerges is in the context of the construction aspect of the glass terrace, a main element that is the main attraction of the Glass Terrace Villa. Although visitor interest continues to increase in the uniqueness of this architecture, there has been no research that in-depth reveals the technical and constructive aspects of the glass terrace. Glass is a material that has aesthetic and transparent characteristics, so it is starting to be widely used as a structural load-bearing material on building floors and bridges (Pariafsai 2016). In general, the terrace of a residence can be made from various types of materials that can be adapted to the needs and desired architectural style. Traditionally, terraces are often built using materials such as wood, bamboo, or concrete. The use of wood or bamboo gives a natural and warm impression, creating a comfortable and homely atmosphere.

On the other hand, concrete terraces tend to give the impression of being sturdy and durable, often used for terraces that require high resistance to weather.



Picture4- Glass terrace villa, Kapenawon village, Gilikarto district. Gunung Kidul - Yogyakarta

However, innovations in architectural design bring changes to traditional concepts. As technology and construction materials develop, residential terraces can now be made from a variety of materials, including metal, glass and composite materials. The choice of material depends on the preferences of the residential owner and the functional purpose of the terrace. Utilizing the aesthetic and transparent characteristics of glass in the floor elements to provide a unique experience for visitors, while increasing the attractiveness of the tourist area (Ma, Guo, and Sun 2017). The development of the use of glass as the main material for terraces, as seen in the Glass Terrace Villa, marks an innovative step in designing open spaces. In addition, structural glass floors are considered an environmentally friendly material because they do not require special maintenance such as steel floors which need to be repainted to avoid corrosion or wooden floors which will rot due to the effects of weather and age (Ma, Guo, and Sun 2017). Glass provides maximum visual clarity, creating a transparent effect that allows residents or visitors to enjoy the surrounding views without significant visual obstructions. It also creates a feeling of being at one with the natural surroundings, providing a unique and enchanting experience. Construction research involving glass-bottomed or floored structures is generally limited to special projects such as pedestrian suspension bridges. In China, there are at least sixteen bridges that use a glass floor system to carry the load, one of which is the Zhangjiajie Grand Canyon Bridge (Gong et al. 2021). Although the application of glass-based construction in housing or private property is still relatively rare, this trend is growing, especially in innovative architectural projects. Therefore, potential research could explore the following aspects to provide a more comprehensive understanding of the unique contribution of glass terrace construction to the attractiveness of Glass Terrace Villas such as.

## **2. RESEARCH METHOD**

Research Methods are the methods or techniques used to collect and analyze data in a study. In this research proposal, the research method used is the Life History Method. The Life History method is a qualitative research method used to explore detailed information about changes and evolution of business over time. This method includes personal experiences, strategic decisions, and challenges faced by business people involved in the Teras Kaca Villa business. By using the Life History Method, researchers can compile comprehensive notes about these significant changes. From their initial involvement in the tourism industry to their business evolution, this research will illustrate the impact of personal experiences, strategic decisions and challenges faced by business people. This will provide a comprehensive picture of how external changes, such as technological changes, social events, or even the post-pandemic situation, have influenced the course and development of the business. By understanding the life journey and experiences of tourism business actors, both planned (by design) and accidental entrepreneurs, the Life History Method will enable researchers to investigate the changes, challenges and successes that have shaped their businesses over time.

Research Object discusses Villa Teras Kaca as the research object chosen because it is one of the popular tourist destinations in Yogyakarta and has an interesting business trip to be investigated using the Life History Method. This research will use the Life History Method to investigate the business journey of Villa Teras Kaca, including the role of accidental entrepreneurship in its transformation. Previously, in the Theoretical Foundation, it was explained that the Life History Method is a qualitative research method used to explore detailed information regarding changes and evolution of business from time to time. This method includes personal experiences, strategic decisions, and challenges faced by business people involved in the Teras Kaca Villa business.

In the context of this research, the data collection technique used is in-depth interviews. This technique was chosen because it allows researchers to gain a deep understanding of changing times and changing external conditions in the tourism business in Yogyakarta. Through in-depth interviews, tourism business people will be invited to share their experiences, views and thoughts in detail. This will allow researchers to understand how external changes have influenced business evolution, strategy, and the success of business actors over time.

Data analysis techniques are methods used to collect, analyze and interpret data obtained from research and data collection. The data analysis technique used is content analysis, this technique was chosen because it allows researchers to identify and analyze patterns in data collected from in-depth interviews. Content analysis allows researchers to identify the main

themes that emerge in the data, as well as understand how these themes relate to the research questions. In content analysis, data collected from in-depth interviews is converted into text that can be analyzed. Next, the text will be analyzed systematically to identify the main themes that emerge in the data. In conducting content analysis, researchers will ensure that the analysis process is carried out systematically and structured. Researchers will ensure that the themes that emerge in the data are analyzed carefully and thoroughly, so that the results of the analysis can provide a deep understanding of changing times and changing external conditions in the tourism business in Yogyakarta. Apart from that, researchers will also ensure that the results of the analysis can be interpreted correctly and can be used to build a mini theory that supports the research questions.

### **3. RESULTS AND DISCUSSIONS**

#### **Purchase Interest Theory in the Context of Increasing Visitor Interest**

Purchase interest theory has a key role in analyzing the increase in visitor interest in tourist destinations, especially such as Villa Teras Kaca. In this context, consumer behavior theory provides a solid basis for understanding the psychological, social and economic factors that influence visitors' purchasing intentions. Some theories that are relevant and detail these aspects are:

#### **Maslow's Hierarchy of Needs Theory**

In the context of the Glass Terrace Villa, the application of Maslow's Hierarchy of Needs Theory is a relevant basis for understanding how the unique experience of the glass terrace can fulfill several levels of human needs. Maslow explained that even when all of these needs are met, new frustrations and anxieties often arise (if not always) unless individuals do what is right for them. First of all, the architectural beauty offered by the Glass Terrace Villa can play a role in fulfilling the need for aesthetics and self-actualization. According to Kotler and Keller (2009:19) consumers tend to like products that offer the best quality, performance or innovative features. Visitors who are charmed by the glass terrace's innovative design and its engaging visual elements may feel a sense of fulfillment of their need for beauty and personal accomplishment. Tjiptono (2006:258) revealed that product quality (goods or services) has a large contribution to consumer satisfaction, consumer retention, word of mouth communication, repeat purchases, consumer loyalty, market share, and also profitability.

More specifically, photo spots in this villa can be a channel for visitors to express themselves and celebrate unique moments, contributing to the need for appreciation and self-actualization. Apart from that, social aspects can also be explained through Maslow's Hierarchy

of Needs Theory. The interaction between visitors who share experiences at photo spots creates togetherness and social connection. This shared experience can fulfill the need for social connection and integration in the community, because visitors feel positive involvement and share in creating memories together. In this way, Villa Teras Kaca not only meets physical and aesthetic needs, but also creates a space for building satisfying and enriching social relationships.

### **Product Life Cycle Theory**

Product Life Cycle Theory provides a useful perspective for analyzing the position of Villa Teras Kaca in the context of the tourism product life cycle. In the introduction stage, the main focus may be on creating awareness of the uniqueness of the destination, such as through attractive visual marketing and strong branding strategies. The striking photo spots and architectural beauty of the glass terraces are perhaps the main attraction during this stage. Furthermore, in the growth stage, Villa Teras Kaca can consider strategies to expand its visitor base and increase its attractiveness. This can involve innovation in the visitor experience, adding new facilities or activities, as well as expanding market reach through partnerships or cross-media marketing, this is in accordance with Kotler's theory (2009; 405) which states that each stage of the product life cycle requires a different marketing strategy. Good visitor management, including providing high-quality services and maintaining unique photo spots, is key to ensuring sustainable growth.

As it enters the maturity stage, Villa Teras Kaca may need to focus on maintenance and rejuvenation strategies. This can include regular updates to facilities, innovation in the visitor experience, and marketing strategies to stay relevant in the eyes of consumers. In addition, managing the environmental and social impacts of tourist visits also becomes increasingly important at this stage. Lastly, in the decline stage, Villa Teras Kaca may consider diversification or restructuring to remain relevant. This could involve developing new products or services, targeting different markets, or even further transformation of the property. It is important to understand that tourism destinations change over time, and adaptation strategies need to be integrated to remain sustainable.

### **Stimulus-Response Theory (Black Box Model)**

Stimulus-Response Theory (Black Box Model) provides a framework for understanding the consumer decision-making process as an internally invisible entity, where stimulus and response are linked by complex internal variables. In the context of Villa Teras Kaca, the main stimulus comes from a unique visual experience, especially through elements such as glass terraces and photo spots that attract attention. The behavior of most people is the result of their



experiences with stimuli from their environment (Lomu & Widodo, 2018). First, the visual stimulus of the glass terrace can be considered the main input into this “black box”. The visual clarity, aesthetics and uniqueness of glass architecture can provide positive stimulation to visitors, creating a strong and memorable impression. Then, how visitors interpret the stimulus in the "black box" can include psychological factors, personal values, and previous experiences. For example, someone who appreciates the beauty of modern architecture may have a greater positive response than someone who is more likely to value authenticity and traditionalism. Visitor responses, in this context, can include increased purchasing interest in tourist destinations. Positive responses to visual stimuli, such as the beauty of the glass terrace and the attractiveness of photo spots, can motivate visitors to develop further interest in Villa Teras Kaca. This purchase interest may be reflected in the decision to visit, recommend to others, or even return to the destination.

### **Group Influence Theory**

Group Influence Theory focuses on how influence from social groups, such as friends, family, or community, can shape consumer behavior. In the context of Villa Teras Kaca, group influence can be an important factor in increasing visitors' buying interest through a domino effect. group giving according to Yang et al., (2007) references have a positive influence on purchasing decisions. First of all, the influence of friends or family who have visited Villa Teras Kaca can be a significant source of reference and information for potential visitors. According to Sumarwan (2011:305) a reference group is a group that functions as a reference for someone in purchasing and consumption decisions. Personal recommendations from individuals who have had positive experiences can create buying interest and a desire to follow in their footsteps.

### **Glass Terrace Construction Theory**

In exploring the uniqueness of tourist destinations, we are often enchanted by the stunning architectural elements. Villa Teras Kaca is one striking example, offering an unforgettable experience through its innovative glass terrace design. Glass Terrace Construction Theory opens a window into the technical and constructive world that forms the basis of the beauty and uniqueness of this destination. On a deeper level, this theory guides the process of creating a glass terrace by detailing how modern architectural elements and the use of glass as a structural material play an integral role.

## **Modern Architectural Theory**

Within the framework of modern architectural theory, the Glass Terrace Villa emerges as a major exponent of the fusion of modern aesthetics and advances in construction technology. This theory provides a basis for in-depth understanding regarding the evolution of architectural design, especially in the use of innovative materials such as glass in terrace construction. A modern building must show its authenticity in a form that is transparent and free from things that are not needed in the building so that it can adapt to developments every year mechanically and quickly (Wahid & Alamsyah, 2013). This villa, as a tourist destination that takes glass terraces as its main element, stands out as a clear example of how modern architectural principles are applied to create a visual attraction and unique experience for visitors. The innovative architectural design at Villa Teras Kaca reflects attention to modern aesthetics by exploiting the visual clarity and transparency offered by glass as the primary structural material. This uniqueness has a significant impact on the visitor experience, creating a stunning atmosphere and allowing visitors to connect directly with the surrounding environment. Modern design must consider designing using the latest technology in terms of structure and function. (Wahid & Alamsyah, 2013). Modern architectural theory helps explain how these innovative aspects create a strong visual appeal, characterizing this tourist destination as an astonishing achievement of modern architecture.

## **Glass Floor Building Construction Theory**

Glass Floor Building Construction Theory is the main focus point in the context of Glass Terrace Villas, where glass is used as the main material for the floor or terrace. This in-depth understanding of construction theory can lead to research detailing the aesthetic and transparent characteristics of the use of glass as a structural element for floors, which in turn creates very interesting visual effects. The glass floor is considered as an additional dead load and is not taken into account in the load distribution design, so the cross girders required are larger than for suspension bridges with conventional floor systems (Ma, Guo, and Sun 2017). Through the lens of glass floor building construction theory, research can examine in detail how the use of glass as a structural material brings uniqueness to this tourist destination. How technical aspects, such as structural durability and safety, are addressed in the use of glass as a floor element could also be a focus of research.

## **Sustainability Theory in Glass Construction**

Involving Sustainability Theory in the context of glass construction at Villa Teras Kaca opens the door to understanding how the use of glass can be interpreted as a step that supports environmentally friendly construction. In this theory, glass is considered a material that

contributes to economic and environmental sustainability. The use of glass in the Teras Kaca Villa can be analyzed from an economic sustainability perspective. Glass is known as a material that is relatively easy to produce and has a long service life. With this characteristic, Villa Teras Kaca can plan for economic sustainability through reducing maintenance costs and material replacement, thereby optimizing the management of its financial resources. Apart from that, aspects of environmental sustainability can also be reviewed in this theory. Glass, as a material that does not require special maintenance, can be considered an environmentally friendly choice in construction. By utilizing the sustainable properties of glass, Villa Teras Kaca can design and manage building structures with minimal environmental impact.

### **Entrepreneurship Theory in Glass Terrace Transformation**

In studying the transformation of Villa Teras Kaca, entrepreneurship theory plays an important role in understanding the business aspects and creativity of property owners. The emphasis on entrepreneurship brings a focus on innovation, resource management, and marketing strategy. The following is a further explanation of entrepreneurship theory:

#### **Innovation and Creativity**

Business Innovation is at the heart of the transformation of private properties into public destinations such as Villa Teras Kaca. In this theoretical analysis, we can see how the owner carefully created a business model that was not only different, but also relevant to market needs. Larsen, P and Lewis, A, (2007) stated that one of the most important characteristics of entrepreneurs is their ability to innovate. The owners of Villa Teras Kaca were faced with the challenge of differentiating this destination from others, and this is where the glass terrace played a central role as an innovative element. Baldacchino (2009) states that entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources for seeking opportunities for success. The use of glass terraces is not only a unique architectural solution, but also the foundation for an extraordinary visitor experience. Through this innovative business model, the glass terrace is integrated as the main attraction, motivating visitor interest and creating significant added value. By understanding how business innovation plays a role in shaping unique tourism experiences, we can understand the essence of Entrepreneurship theory in the context of the transformation of Villa Teras Kaca. Creativity in the tourist experience at Villa Teras Kaca plays a major role in making this destination special. The owners have carefully designed creative elements that not only attract visitors' attention but also provide an unforgettable experience. Empirically, Poon (1993) shows that to gain long-term sustainable profits in a tourist attraction, it is important to have a competitive advantage (Ety, 2019). Through the glass terrace, visitors can enjoy the beauty of transparent modern

architecture, creating an atmosphere that blends with the natural surroundings. These creative elements may include art installations, beautifully designed lighting, or even the use of interactive technology. The aim is to evoke unique sensations and challenge visitors' creativity. The experience of taking photos at a special spot, for example, can be considered a form of creativity that allows visitors to actively participate in creating their own memories. (Nasution et al., 2024).

### **Resource Management**

The use of local resources by Villa Teras Kaca reflects the owner's awareness of the importance of integrating with the surrounding community. Mulyana (2011) also explains that tourism as an integral development activity in a region can provide direct and indirect benefits for the community. By integrating local resources into destination operations, owners not only create authentic experiences for visitors but also support business sustainability. It is possible that the owner utilizes local products, handicrafts, or even involves local residents in organizing events and activities at the Villa. Yoeti (2016) added that the attractiveness of tourist attractions is based on the presence of resources that can create feelings of joy, beauty, comfort and cleanliness; there is high accessibility to be able to visit it; the presence of special characteristics/specifications that are rare; the existence of supporting facilities/infrastructure to serve the tourists who attend. Sustainable financial management is a key factor in ensuring the sustainability of property transformation. Glass Terrace Villa owners need to run a business model that not only benefits themselves but also has a positive economic impact on the surrounding environment. How they manage revenue from admission tickets, merchandise sales, or other ancillary services can impact the economic contribution they make to the local community (Nasution et al., 2024).

### **Marketing strategy**

Experience Based Marketing is the basis of the marketing strategy for Villa Teras Kaca. In this context, owners need to develop marketing strategies that are able to highlight the uniqueness of the glass terrace as a key element of the destination. Utilizing social media and content-based marketing can be an effective means of reaching a wider audience. How the use of photo spots and the architectural beauty of the glass terraces are promoted through social media platforms can have a direct impact on the attractiveness of the destination. Identification of marketing potential consists of the product and product development potential, what price is set, who are the distribution channels, and how promotions are carried out (Abam, 2016). Pricing Strategies, or pricing strategies, are an important consideration in carrying out the transformation of a property into a tourist destination. The selection of entrance ticket prices

and related services needs to reflect the added value provided by the glass terrace. Do visitors feel that the price they pay is worth the unique experience they get? How owners set prices can influence visitors' perceptions of a destination's value and quality.

### **Management Theory in the Glass Terrace Context**

Tourist property management, especially in unique destinations such as Villa Teras Kaca, requires a careful and visitor experience-oriented approach. The owner's main task involves efficient coordination of all operational aspects, from maintenance of the glass terrace to interaction with visitors. Thus, special strategies and quality tourism management are needed to increase the number of visitors to tourist destinations (Streimikiene & Korneeva, 2020). In understanding how property management plays a role, management theories are an important foundation. Modern management concepts, such as customer experience management, leadership, and resource management, all play a role in creating a memorable experience for visitors. The importance of management lies not only in operational efficiency but also in how interactions with visitors can be managed well. In the context of Glass Terrace Villas, where the visual experience and architectural aesthetics are very important, management must ensure that these aspects are carefully considered (Nasution et al., 2024).

### **Daily Operations**

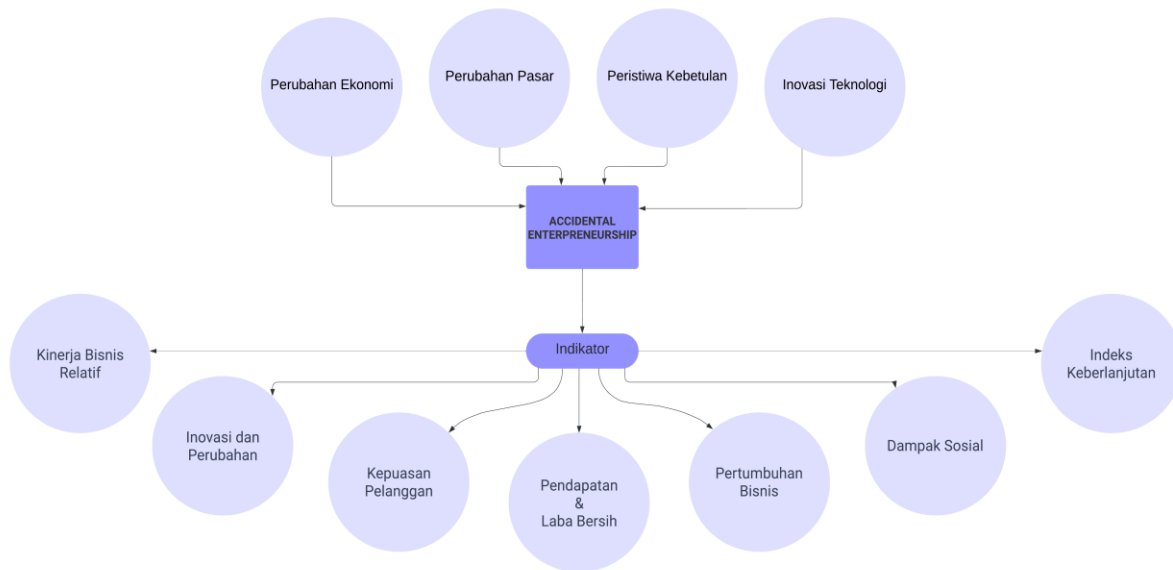
Facilities management plays a crucial role in the operational success of Villa Teras Kaca. According to Herjanto (2007) Operations Management is an activity related to the production of goods, services and their combination, through a transformation process from production resources into desired output. In this aspect, facilities management theory is the main basis for understanding how various facilities are organized and maintained in this tourist destination. The concept of facilities management is not only concerned with operational sustainability but also includes how facilities create a visitor-friendly environment. This theory includes strategies for meeting hygiene and safety standards, two aspects that are critical to ensuring a positive visitor experience. Interaction with visitors is a critical dimension in operational management. How staff and management interact with visitors can shape the perception of their experience. Meanwhile, Fogarty (in Herjanto, 1997) defines operations management as a process that continuously and effectively uses management functions to integrate various resources efficiently in order to achieve goals. Implementing specific strategies to enhance the visitor experience, such as training employees to provide friendly service or arranging interactive programs, can help create a pleasant and welcoming climate at Villa Teras Kaca.

## **Sustainability and Social Impact**

The sustainability aspect is an important focus in the management of destinations such as Villa Teras Kaca. Environmental sustainability theory plays a role in understanding how these destinations integrate sustainability principles into daily operations. The application of this theory includes efforts to minimize environmental impacts that may arise from property transformation, such as the use of environmentally friendly materials or sustainable resource management. Research conducted by Ismail (2017), concluded that the impacts of tourism development include: changes in the quality of life, increasing the role of village heads in the social life of the community, and increasing community income. Villa Teras Kaca, as a destination that utilizes glass terraces, can consider strategies and innovations in environmental sustainability to make a positive contribution to the surrounding environment. The social impact on local communities is an important consideration in destination management. Social impact theory can help explain the extent to which the transformation of a property into a public destination has a positive impact on the local community. Pitana and Gayatri, (2005), it has been assumed that the impact of tourism will cause social and cultural changes due to the arrival of tourists. How the management of Villa Teras Kaca participates in advancing the welfare of the surrounding community is the main aspect that can be explored through this theory. Implementing social programs or partnerships with local communities can be part of a destination management strategy to create a sustainable and positive social impact(Widiati & Permatasari, 2022).

## ***Accidental Entrepreneur Indicators***

After an accidental entrepreneur has succeeded in establishing his business, measuring his success becomes crucial to knowing the extent to which the business is running well. This measurement involves a number of indicators that provide a complete picture of business performance and its impact on the surrounding environment. One of the main indicators is financial performance, where increasing revenue, stable net profit and business growth can indicate success. In addition, customer satisfaction is an important indicator; reviews and feedback from customers can illustrate the extent to which a business meets their expectations and needs. Social impacts also need to be evaluated, including contributions to local communities, job creation, and involvement in community development. Measuring business sustainability is also considered, both in terms of environmental impact and socio-economic contribution. Continuous innovation and adaptation to market changes or new technologies are also determining factors for success.



Picture5. Diagram of Causal Factors & Success Indicators for Accidental Entrepreneurship

As can be seen in Figure 1 regarding the Diagram of Causal Factors & Success Indicators for Accidental Entrepreneurship, the factors that influence the formation of an accidental entrepreneurship event then have implications for the indicators of the success of accidental entrepreneurship. Through a combination of these indicators, measuring the success of accidental entrepreneurship in the tourism industry can provide a comprehensive view of business performance and its impact on the surrounding environment.(Appadurai, 2012). The explanation of several indicators used to measure the success of accidental entrepreneurship in the tourism industry includes:

1. Revenue and net profit as financial performance measurements are one of the most common ways to assess business success. Revenue and net profit that increase over time can indicate that the business is running well.
2. Business growth which can be seen from the growth in the number of customers, market share, or new business branches is an important indicator of business success. If the business continues to grow and expand its reach, this can be considered a positive sign.
3. Customer satisfaction in assessing customer satisfaction through reviews, feedback, or satisfaction surveys can provide an idea of the extent to which the business meets customer expectations and needs.
4. Social impact in measuring the social impact produced by the business is also important. This could include contributions to local communities, increased employment, or contributions to community development.

5. Innovation and change can see the extent to which a business continues to innovate, adapt to market changes or new technology, and create added value for customers.
6. The sustainability index assesses the sustainability of tourism businesses by looking at indicators such as reducing environmental impacts, involvement of local communities, or socio-economic contributions.
7. Relative business performance which can compare business performance with competitors or the industry as a whole can also provide a broader view of the position and performance of the business.

The use of a combination of these various indicators can provide a more comprehensive picture of the success of businesses that grow accidentally in the tourism industry.

#### **4. CONCLUSION**

The last one is related to the phenomenon of transforming private property into a public destination, especially in the context of the Glass Terrace Villa. Although understanding the entrepreneurial role of property owners and management has been emphasized, no research has specifically focused on the business model and public consumption aspects of this transformation. Potential research could dig deeper into how owners utilize their properties as public destinations, engage the community, and create sustainable economic and social impacts around villages. An area can develop rapidly in line with being designated as a tourist destination, which can then have positive or negative impacts on the economic, social and environmental sectors. Research related to the transformation of private property into a public destination, especially in the case of Villa Teras Kaca, digging deeper into the business model and aspects of public consumption is an important step. Although aspects of entrepreneurship and property management have been highlighted, it is also necessary to emphasize how owners use their properties effectively as public destinations and their impact on society.

The business model underlying this transformation could be an interesting subject of research. This includes marketing strategies, appropriate pricing, and innovation in presenting experiences to visitors. Deeply understanding how owners utilize local resources to support the operations and sustainability of their public destinations will provide valuable insight into the integration of tourist properties with their surrounding communities. It is important to explore the business model applied by the owner of Teras Kaca Villa in designing the property transformation. How the owner combines elements of creativity, courage to innovate, and sensitivity to the market is an important aspect that needs further research. This research may involve analysis of how owners develop service facilities, determine admission prices, and



offer unique experiences to visitors. Aspects of public consumption are also a potential research focus. Kristiana, et al (2020) explain that creative tourism is informal and flexible, apart from that it is practical and interactive. How the local community interacts and participates in a destination that was once a private residence in a quiet village, becoming an environment bustling with visitors.

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