

Analysis Of The Readiness Of Parepare in Handling Cruise Ship Tourism

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Abstract - Parepare is a city located in South Sulawesi Province which one of the facilities is a port that oftenly visited by cruise ships. Generally, the tourists carried by the cruise ships are having shore excursion to Tana Toraja, and those who don't join the program could spend some time in Parepare to enjoy the beauty of the city by sightseeing around. Parepare has good enough potential to take advantage of the tourists that don't join the Tana Toraja shore excursion, that is the reason why the researchers would like to analyze the readiness of Parepare handling cruise ship tourism. Theory used by the researchers in this research is the teory about 3A (Attraction, Accessibility, and Amenity) and cruise ship handling process. Analysis technique used in this research is SWOT analysis, by evaluating strengths, weaknesses, opportunities, and threats. That all these insights will result conclusion and recommendation related to the readiness of Parepare handling cruise ship tour.

Keyword; Cruise; Cruise ship; Parepare cruise ship; handling cruise; type of port of call

I. INTRODUCTION

Tourism is a rapidly developing industry today. Tourism is not anymore seen as one single activity but also a whole industry that has big opportunity to give positively big impact to all those who involve in the sector. This tourism industry is blooming as it has more various offers available for the tourists. One of the activities offered is a tour by cruise ships that is usually called cruise tourism. This cruise tourism is one of the most developing activities today. Activity development of the cruise ships in Indonesia shows good escalation, total number of cruise visit Indonesia in these four years keeps going up [1].

TABLE I. LIST OF CRUISE SHIP VISIT IN INDONESIA

YEAR	CRUISE SHIP VISIT
2011	76
2012	96
2013	116
2014	126

Based on **Table 1**, showing that Indonesia has opportunity to be a destination with cruise ship tourism activity. Below is the list of the ports that become port of call in Indonesia visited by cruise ships.

TABLE II. LIST OF CRUISE SHIP VISIT TO INDONESIA PORT OF CALL

NO	PORT OF CALL	CRUISE
1	Sabang (Aceh)	MV Amadea
2	TanjungBenoa (Bali)	Princes cruises
		Quick Silver
		Sevenseas Voyager
		Silver Shadow
		Silver Whisper
		Celebrity Solstice
		Rotterdam Cruise
		Artania
		Clipper Odyssey
		Zegrahm Expedition
3	TanaAmpo (Bali)	Sun Pricess
4	Lembar (NTB)	Sun Princess
		Celebrity Millenium
		MsSeabour Odyssey
5	Belawan (Medan)	Star cruise
6	<i>Makassar (Sulawesi Selatan)</i>	<i>AegonOdyssey</i>
		<i>Silversea</i>
		<i>Ms Rotterdam</i>
		<i>Costa Romantica</i>
		<i>MV Sevenseas Voyager</i>
		<i>Princess Cruise</i>
		<i>Sea Princess</i>
7	Parepare (Sulawesi Selatan)	<i>Orion Cruise</i>
		<i>Athena Cruises</i>
		Deutschland
		<i>MS Artania</i>
		Silver Discoverence
		Silverwind
		MV Minerva
		Caledonian Sky
8	<i>Palopo (Sulawesi Selatan)</i>	<i>Azamara</i>
		<i>Orion Cruise</i>
		<i>La Soleal</i>
		<i>AeganOdysse</i>
9	TanjungPeriuk (Jakarta)	Crystal symphony
		MS Rotterdam

9	Tanjung Perak (Surabaya)	Diamond Princess Cruise
		Seabourn Legend Cruise
		SeabournOdyssey
10	TanjungEmas (Semarang)	MS Crystal symphony
		MS Silver wind
		MV Rotterdam
		MV Sevenseas Voyager
		Princess Cruise
11	Kumai (Kalimantan Tengah)	Orion II
12	Jayapura (Papua)	Orion
13	YosSudarso (Ambon)	MV Albatros

Based on the table above, it can be seen that South Sulawesi Province is one of the port of calls of some cruise ships visiting Indonesia [2]. There are 3 international ports in South Sulawesi Province, they are Makassar, Parepare, and Palopo. In these recent years, Parepare becomes port of call visited by cruise ships, most of the tourists carried by the cruise ship would continue their travel to Tana Toraja through shore excursion program. Then some of the tourists who don't join the program can spend their time on the ship or sightseeing around the city. Having visits of various cruise ships, Parepare has excellent potential to be the main port of call for cruise ship tourists to have a trip. For that reason, Parepare should be able to take the most advantage of its potential for attracting the tourists. On another hand, Parepare is currently positioned itself as the transit city only, since the main destination for the cruise ship tourists is still Tana Toraja. It is expected that Parepare could develop to be more than a transit city considering the potential within. In developing the potential possessed by the city, the researchers would like to find out the readiness of Parepare handling cruise ship tourism visit. Finding out the readiness, the researchers view the condition of tourism attractions, accessibility, and amenity, also the handling process of cruise ships visiting Parepare.

II. LITERATURE REVIEW

a. Theory about Cruise Ship Tourism

Cruise ship tourism is one of the tourism activity that the world tourists are highly interested about. Tourism activity using cruise ship can be defined as follows:

“The ship it self I a floating resort and not as a means of transport” [3]

“Cruising is defined as a passenger vessel operating for pleasure purposes only. The ships are not involved in the transportation industry, like ferries or cargo ships. For the cruiser, it is not a matter of going from A to B; the voyage is a part of a holiday package [4]

“Within tourism industry, the term ,cruising” is generally assumed to mean sea cruising. This tend. This tends to imply trips during which the passenger is primarily based on vessel that travels to a number of destinations, where they disembark for short periods to visit land-based sites.” [5]

It shortly can be defined that cruise ship tourism is voyage tourism activity using a cruise ship to several destinations where the passengers or cruisers can be off the ship to visit tourism attractions on the destinations briefly. The port used to anchor the cruise ship oftenly called port of call. The port of call itself can be divided into some types based on the characteristics and functions. Below is a table describing and pointing out the types .

TABLE III. PORT OF CALL TYPE BASED ON FUNCTION

Destination Cruise Port
The cruise port is the sole destination. Limited, if any, excursions outside port area
<ul style="list-style-type: none"> - High quality cultural or physical amenities. - No other significant amenities in proximity. - Security and safety issues.
Gateway Cruise Port
The cruise port is not a destination, but a point of embarkation (turn port). Excursions outside port area.
No significant cultural or physical amenities. Port servicing major touristic destination.
Balanced Cruise Port
The cruise port is destination and a point of transit for excursions
Various balances between the amenities offered at the port and in the region.

According to **Table 3** above, the ports of call can be divided into 3 types based on the characteristics and functions [6] , they are:

1. Destination Cruise Port

Destination Cruise Port is a port that becomes main destination to have a voyage. The port that

is included in this type should have appealing tourism attraction for the tourists are interested to visit, such as the culture, nature, or even man-made.

2. Gateway Cruise Port

It is the port that only used as the place to anchor the ship and not as the main destination to have cruise ship tourism. This type of port is used only as „the entrance” or connector for the passengers of cruise ship to have excursion activity in other destination.

3. Balanced Cruise Port

It is the port that used as both main destination and the gateway or the connector for the cruise ship passengers. This kind of port has different characteristics from one to another depending on what they have to offer to the tourists.

b. Cruise Ship Handling Theory

Every cruise ship that is about to anchor at a port of call should fulfill the conditions and license required. There is a process should be implemented when the cruise ship is about to anchor at a port of call, they are cruise ship arrival handling process, shore excursion handling process and cruise ship departure process [7].

TABLE IV. HANDLING CRUISE AND SHORE EXCURSION PROCESS

The Ship will be arrived	The ship entrance the territory of port
Sailorship agent send the news to KSOP that the cruise ship has been arrived and than give the passage to the local agency	<ol style="list-style-type: none"> 1. Port staff and sailorship on board and bring the ship report 2. Captain bring the ship to the dock 3. Do the checking by local agency
The ship anchor at the dock	The Ship will Depart
Port staff and saillorship going down the ship to hand over the ship report in order that keep by the port officer	Shipping company applying Port Clearance to KSOP after all requirements are complete and still valid. The documents are : <ul style="list-style-type: none"> • affidavit from the captain • Port Clearance

	(Immigration) <ul style="list-style-type: none"> • Port Health, customs, Pelindo • list of charges
The ship Depart	
1. The officers of the ship above the guide way to assist ships to limit compulsory waters 2. The officer is obligated to revoke Port Clearance when found things that endanger the safety of the ship and reported to the Harbour	

provide the impression of a unique and interesting for tourist yachts, which are:

- a) Port
 1. Average 35 feet (10, 75 meters) water at low tide
 2. Deep draft sheltered berths
 3. Gateway port with easy access to destinations
 4. Availability of souvenir shop
 5. Suitable as home port, port of call or repositioning cruise port Professional service
 6. Island port with diversity of attractions
- b) Destinations
 1. Sightseeing tours/shore excursions
 2. Exciting nightlife
 3. Capacity for mega cruise ships.
 4. International airport nearby and Perfect weather year round/warm weather destination and then Cultural and historical treasures
 5. Water sports and land sports
 6. Panoramic views.

TABLE V. PROCESSING OF SHORE EXCURSION

Designing the Tour	Before Arrival	On Arrival
1. Cruise companies offer shore excursions or tours for a variety of reasons 2. Designing the Tour	1. The shore excursion office would be aware of the actual numbers sold and remaining availability 2. The shore excursion team would be briefed on the content of tours 3. The shore excursion manager will contact the tour operator with final numbers. 4. Sales ashore regarding special conditions such as dietary needs	1. Completed administrative tasks that were requested 2. Shore excursion officers to be among the first people to go ashore to meet the tour operator 3. Passengers meet at gathering point close to where they will disembark 4. The cruise company can make payment to the tour operator

Source : Philip Gibson, Cruise Operation Management (2006:81)

In addition to the process of arrival, shore excursion activity process and also process the departure of a cruise ship there quite important i.e. about the factors that made the destination can be used as a port of call for cruise ships. According to [8] there are several factors that determine a place/regions can serve as ports of call and can

Based on the handling processes have been mentioned then every ship the cruise will be docked at the port of call State of Indonesia should be qualified and licensing. Cruise ships that come to the country of Indonesia will handled by authorities such as Dinas Olahraga Pemudadan Pariwisata (DOPP) Kota Parepare, cruise agents, PELINDO (Pelabuhan Indonesia), DISHUB (Dinas Perhubungan), KSOP (Kesyahbandaran dan Otoritas Pelabuhan), the Main Agent and the Local Agent. The authorities will do the handling of taking action against the arrival of the cruise ship with as It should be.

"Handling are the act of touching, feeling, holding, or moving something. The way that someone deals with a person, event, situation, etc.The act or process of packing and shipping something to someone (such as a customer)." (Based on Webster dictionary)

Therefore the handling can be interpreted as how someone in the face Situations that are touching, feeling, holding and moving things. It is done to other people (customers) in the events and situations certain. In this discussion of the handling of the ship pesiat tours can be defined as someone in the process of moving the tourists from the Mainland toward the ship with predetermined regulations

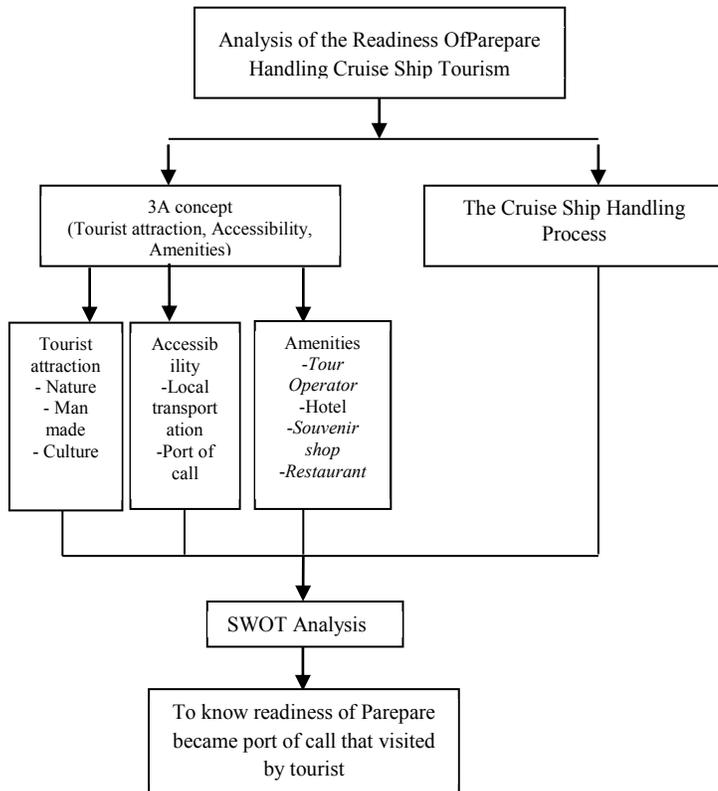


FIGURE I : PROPOSED RESEARCH PROCESS

III. RESEARCH QUESTION

Based on the explanation above then the problem statement of the researchers is to find out the readiness of Parepare handling cruise ship tourism and what are the attractiveness of Parepare for the tourists of the cruise ships based on the factors of attraction, accessibility, and amenity, also the process handling cruise ships.

Therefore, the researchers identify the problems as follow:

1. What factors make Parepare become the port of call of cruise ships all this time?
2. How is the condition of the attraction in Parepare?
3. How is the condition of the accessibility in Parepare?

4. How is the condition of the amenity in Parepare?
5. How is the cruise ships handling process in Parepare start from the arrival, doing shore excursion activity, to the process of departure?

IV. METHODOLOGY

a. Research Methods

To conduct this research, we use the descriptive method to determine what steps should be done in conducting an investigation, in order to lead to the conclusion that the solution for the problem to be studied.

"The descriptive method is a method in researching the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. The purpose of this descriptive study was to create a description, picture or painting in a systematic, factual and accurate information on the facts, the properties of the relationship between the phenomenon investigated." [9].

The type of data that will be collected in this research is quantitative data. According to Sugiyono [10] Quantitative research, is research to obtain data in the form of numbers or qualitative data into numbers.

b. Population and Sample

For population and sample in this research, Sugiyono [11] gives the sense that the "Population is the generalization region consisting of the objects or subjects that are of a certain quantity and characteristics defined by the researchers to be learned and then drawn conclusions."

Suharsimi Arikunto [11] says that "The sample is part of the population (in part or representative of the population studied). The samples are part of the population is taken as a source of data and can represent the whole population. "

The sample we took the 90 respondents composed of 80 cruise ship tourists who follow the Caledonian Sky shore excursion to Tana Toraja and 10 cruise ship tourists Caledonian Sky conducting Pare-Pare City Tour. In this study we used purposive sampling technique and Probability Sampling.

According Sugiyono [12] is a purposive sampling techniques determine the sample with a certain consideration in accordance with the desired destination. This sample is more suitable for qualitative research or studies that are not to generalize.

According Sugiyono [12] Probability Sampling is sampling techniques that provide equal opportunities

to every element (member) of the population to be elected as members of the sample.

These techniques include, Sample random sampling, stratified random sampling proportionate, disproportionate stratified random sampling, and sampling area.

Because in this study rating that we make respondents were divided into two parts with a disproportionate number ie 80 cruise ship tourists who follow the tour to Tana Toraja and 10 tourists cruises conducting Pare-Pare City Tour, and therefore we use probability sampling technique proportionate stratified random sampling.

According Sugiyono [12] Proportionate Stratified Random Sampling is a sampling technique used if it has members or elements that are not homogeneous and stratified proportional.

Here is the calculation Proportionate Stratified Random Sampling, to determine the accuracy of each sample of respondents rating that we make.

Both conducting tour of Tana Toraja and tourists conducting Pare-Pare City Tour.

- Travelers who follow the tour to Tana Toraja :

$$\text{Tour Tana Toraja} = (80/90) \times 89 = 79.1 = 79$$

- Travelers who perform the activity of Pare-Pare City Tour

$$\text{Pare Pare City Tour} = (10/90) \times 89 = 9.8 = 10$$

Based on the above results, thus showing that the number of samples that we take for travelers tour Tana Toraja many as 80 people and tourists Parepare City Tour of 10 people rated accurately. For the interview method we will take a sample of the Department of Sports, Youth and Tourism Parepare (Dopp), the Department of Transportation in Pare Pare, PELINDO (Pelabuhan Indonesia), KSOP (Kesyahbandaran and Port Authority), Agent Sailing, Main Agent and the Local Agent), and the community Parepare. But the purpose of the "people" here are the people who do business in the field of tourism, such as the community around tourist attractions, souvenir shop, and managers of tourist attractions.

c. Analysis Techniques

In this study we used a SWOT analysis as data analysis techniques. SWOT analysis itself can be interpreted as follows:

"The SWOT analysis (which stands for Strengths, Weaknesses, Opportunities, and Threats and is sometimes Referred to as tows or twos) is the

archetypal approach to a strategic evaluation. It embodies an internal analysis of strengths and weaknesses and an external analysis of opportunities and threats." [12]

The SWOT analysis itself is the method used to evaluate:

- a. Strengths (strengths)
- b. Weaknesses (weaknesses)
- c. Opportunities (opportunities)
- d. Threats (threats) in a project, program, or organizational units.

The fourth factor is what form the acronym SWOT (strengths, weaknesses, opportunities, and threats).

V. CONCLUSION

1. Tourist attractions

The advantages of the tourist attractions in the town of Parepare is having he diverse tourist attractions including nature tours, tourist and excursions culture. However, the attraction still has some drawbacks, namely still less well-preserved tourist attraction and not managed properly. In fact there are two sights that are experiencing the problem of land disputes between the community and the local government. In fact based on research, the researchers did in fact Parepare Town has enough potential, but not yet head charms that can be offered to tourists especially cruise ship tourists.

2. Accessibility

To find out the extent to which the readiness of Parepare Town in handling cruise tours, the condition of accessibility became one of the important aspects that must be Watch out for. Based on the observations of the researchers during field, can It was concluded that the condition of accessibility in the town of Parepare is good access It can be reached by road or sea. As for public transport can be found in the town of Parepare is petepete, taxi or rickshaw. The condition of the entire transport can fairly be said to be but a lack of ground transport in the town of Parepare is the lack of a number of routes in particular petepete. In addition, the town of Parepare have sea transport with 4 port which of them is the port of the archipelago which served as the port the main port, Pertamina set aside for fuel oil, the port of Cempae, which provided shelter for the fish of the sea and the Cappa Ujung port which served as the port of loading and unloading of goods at the same time as a backup if the port to 3 other ports are full. From the fourth port, which used to be the port for passengers is the port of the archipelago with facilities which are quite adequate. Not only that,

sign boards and road conditions are also included in the accessibility Parepare. Sign boards that are located in the town of Parepare is arguably already adequate, It's just that there are some drawbacks to sign board towards the tourist attractions as well as the the absence of a sign board at a tourist attraction itself. Road conditions in Parepare Town is good because it is included in the path of cross-province just in size still fairly small.

3. Amenitas

Tourist facilities owned by the town of Parepare still rated less, it can be seen from several factors that researchers have found over conduct activities in Parepare, the form factor deficiencies such as, Yet the availability of a souvenir shop. According to [2] Souvenir shop It is one of the aspects that must be present if a port of call wants to be made as a destination. In addition, the hotel is owned by the town of Parepare still classified as a budget class hotel, as well as tour operators are still losing compete with surrounding cities such as Makassar in South Sulawesi, it be demonstrated from some information that researchers may be on the majority tour operator from Makassar that do the handling of cruise ship tourism in the wile docked at the town of Parepare.

4. Cruise Handling Process

In the process of handling yachts there are three important process i.e. the process of handling the return of the cruise ship, the process of handling the activities of the shore excursion and the process of handling the departure of a cruise ship. Based on observations the researchers do can be inferred that these three processes cruise ship handling is done in the town of Parepare were in accordance with the theory of that has been described in CHAPTER II on the review of the literature on 13-14. Then based on the observations that have been researchers do, when viewed from the theory of regarding the type of port of call based on its functions according to Jean Paul Rodrigue and Theo Notteboom which has been listed on CHAPTER II on library thing 15 then it can be inferred that the town of Parepare in port of call with gateway-type cruise port. The reason is because up to this moment the city Parepare port of call being the only made berths only and not the main destination is visited by tourists. Main destinations It is usually visited by tourists anchored in Parepare Town is TanaToraja, then only the entrance or just being hub for cruise ship tourists who want to visit TanaToraja through the shore excursion.

Upon theory according to Philip Gibson about the factors that determine a place/region can serve as ports of call were good, When seen from the aspect

the port of Parepare, the city can meet 4 of the 6 factors already mentioned. 6 these factors i.e. Port has an average depth 35ft (10.75 m) at low tide. Have the port condition secure and well protected. Gateway port that is located not too far away with the city Centre as well as being a multifunctional port (as a passenger port, port of call and the loading and unloading of goods).

While the 2 factors that have yet to be met by the town of Parepare i.e. not yet plentiful souvenirs shop either in the port area as well as in the town of Parepare itself. Then the next factor that has yet to be filled i.e. about professional services, professional services, this can be seen in terms of availability of facilities for passengers. In the port of the archipelago's own facilities available are complete enough, but at the other end of the Cappa availability facilities are still very limited, even the availability of toilet matter does not exist. Whereas if viewed from the aspect of Parepare Town destinations, meet 6 of the 7 factors that exist namely presence of sightseeing/shore excursion. The existence of an exciting nightlife venues. The yacht can accommodate in the classification of mega ships. Have an interesting activities be it activities conducted in water nor activities performed on land. It has a unique cultural and historical value. Have a wonderful panoramic view. Then there is one factor that cannot be met by the town of Parepare i.e. close to the international airport. Because up to this moment there is no airport which are quite close to the town of Parepare, Sultan Hassanudin Airport there was only located in Maros which is within a time 3-4 hours.

VI. RECOMMENDATION

At the conclusion of the above researchers have stated that up to this time the town still contains the Parepare port of call with the Gateway type Cruise Port. But based on the observations of the researchers, with the potential that is owned by the town of Parepare both in terms of tourist attractions, accessibility, amenities as well as the process of handling has been done by the town of Parepare in dealing with cruise ship tourist, researchers recommend Parepare Town to be developed into a port of call with the type of Balanced Cruise Port. Port of call with the type of balanced cruise port this is the port of call that can be used as primary destinations as well as entrance or liaison for tourist cruises that will undertake activities to shore excursion in other destinations.

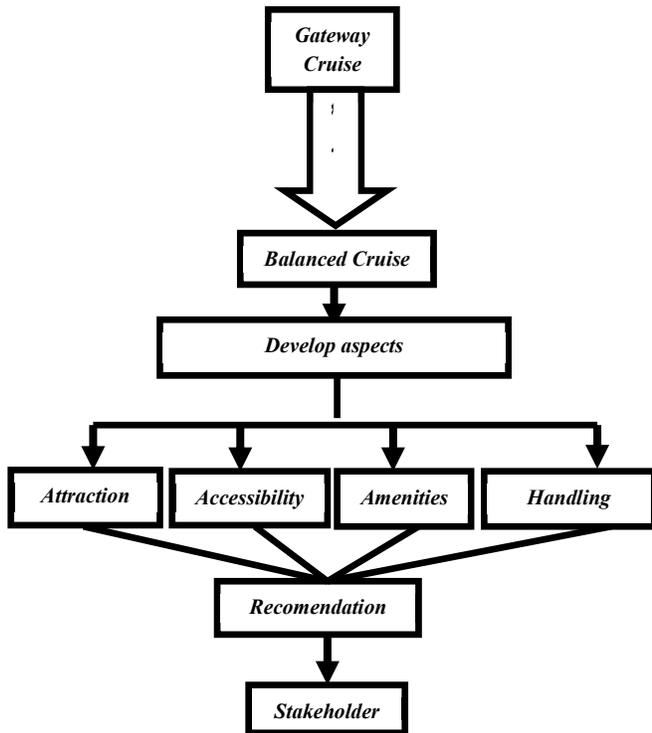


FIG.II DEVELOPMENT PORT OF CALL RECOMMENDATION

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