**Cultural Tourism in Digital Era: A Case Study of the Success Story of Saung Angklung Udjo as a Cultural Tourism Destination in Indonesia**

**Abstract**

The aims of the paper is to confirm and explain how cultural tourism develops in the digital era.This study employs a qualitative method using case study of cultural tourism destination in Saung Angklung Udjo (SAU), Bandung, West Java.The results show that the development of cultural tourism in SAU is in line with the rapid growth of digital technologies, particularly Information and communications technology (ICTs) and Internet of Things (IoT). Increasing the competency of human resources related to information and communication technology literacy has proven to have a positive impact on increasing tourist visits. SAU is able to use digital facilities as a medium of promotion, marketing and education through various digital platforms such as web sites, facebook, youtube, twitter, Instagram and various other social media facilities so that it impacts on the development of this tourist destination. This study expands the existing literature on cultural tourism, by looking into how the ICTs has influences the tourism business. It also develops a successful model of cultural tourism digital platform. The findings provide an insight on how digital means could be utilized to develop a successful cultural tourism destination for business tourism, particularly for those that operated within the same locations, as they may possess the similar cultural values. This is important as it shows how cultural wealth can be protected, developed and promoted more widely through various digital platforms that have an impact on improving the welfare of society.

**Keyword:** *Internet of Things*, *Digital Tourism, Cultural Tourism,* *Social Media*

**1. Introduction**

Tourism industry has now become a very complex business. The tourism industry has a significant influence on economic development and population welfare (Uysal, 2015). Recent tourism studies focus more on welfare aspects. Tourism studies began to focus on welfare through various terms such as 'quality of life' (QoL) and 'life satisfaction' (Smith, 2017). Tourism study also considered an effective method for reducing poverty from communities because provides many jobs and open opportunities to sell various local products (Hung & Hauh, 2019).

Tourism destination is one part of the tourism industry suplay chain. Tourism destination management involves not only the aspects of management, but also involves a number of factors such as culture, attraction, marketing, branding, promotion and communication. Now, the tourism industry has used information and communication technology (ICT) to obtain information about almost all tourism transactions, market structures, customer needs and various other information in a single electronic platform. Tourism development has now entered the era of internet of things (Babu, 2016). At present, the tourism industry uses information technology to get information about almost all tourism transactions, market structure, customer needs, in a single electronic platform, moreover internet users in 2015 are 45% which is projected to increase by 51.5% in 2019 globally (Babu, 2016).

In the current era of the internet of things, opportunities for developing tourist destinations, especially cultural tourism destinations, are getting bigger by utilizing ICT media to increase profits in managing these destinations. Cultural tourism is characterized as tourism that respects traditions that are managed to balance commercial aspect and heritage conservation. Research on cultural tourism focuses mostly on scientific, historical, anthropological or cultural criteria set by expert (Parkinson, Scott, & Redmond, 2016). At present there has been a paradigm shift in the tourism industry where changes from cultural tourism to creative tourism. Creativity displayed in cultural tourism destinations contributes to improving the quality of life of the community, increasing local pride, and preserving local culture to the creative experiences that tourists feel. (Carvalho, 2016)

The development of digital technology and the Internet of things has brought an unprecedented transformation and the creation of new opportunities for the tourism industry that change tourist behavior in many ways. Current developments indicate that the internet is a source of information and sharing travel experiences. Access to tourism-related information has also undergone fundamental changes and travel information can be easily accessed via the Internet (Chiao, 2018). For destination managers, information technology is considered an important thing in the innovation of tourism business today. One of the most common is the existence of a web site. The web site is not only a mediator of communication with customers but also has an impact on the growth of competitiveness in the tourism sector. Web sites play an important role in the process of exchanging information between both parties "buyers and sellers". The success of a tourist destination depends on the competitiveness of tourism services including the elements of the website. Website analysis usually includes website e-service factors, interactivity, design, information, and functions (Fominienė, 2016).

Internet of things has also changed the experience of tourists when they start planning trips, while traveling, they return to their home areas until tourists remember/memorized their experiences. The use of the internet and social media platforms allows travelers to share their knowledge and experiences. The sharing tourism activity is a new element in creating meaningful travel experiences. The social media platform has opened up new spaces of dialogue among people, including share and discussion about tourism services, travel and tourist destinations (Sotiriadis, 2017). For destination managers, the development of integration of information and communication technology services is an inevitable trend for the development of tourism in the future. The cultural tourism platform has an important meaning in integrating interdisciplinary technology to create collaboration between tourism and information technology (Chiao, 2018).

The development of ICT has revolutionized communication and spawned the formation of online communities. Promotion through the dissemination of images and activities online is very important (Marine, 2017). Sharing tourist experiences shared online has influenced consumers' perceptions and choices. This also affects pricing in business, service innovation, and tourist motivation and destination managers. Furthermore, tourism service providers also get positive and negative impacts from various customer reviews. Therefore, online reviews are very interesting and important for management and marketing functions. From a practical perspective, findings and suggestions must be very interesting for industry practitioners to assist them in facing challenges in the online context. (Sotiriadis, 2017).

The development of ICTs is interesting to study in the midst of the development of cultural tourism in Indonesia, which globally cultural tourism has developed into creative tourism. Cultural tourism destinations tend to be in rural areas. Rural areas usually become an attractive environment because they have distinctiveness that is different from urban life. Rural areas usually have interesting natural, cultural and historical potential and harmonious social life. This is an attraction for tourists as a place to spend their free time. Contemporary postmodern visitors and millennial genres will be interested in finding authentic and unique experiences that rural areas can provide by utilizing their resources. (Jarabkova, 2012). But over time, many rural areas have developed into cities. One example of the phenomenon of shifting rural tourism occurred in Bandung, West Java. Modernization in Bandung has had an evolutionary effect on tourism activities from cultural tourism to more consumptive patterns such as shopping-culinary activities. Develop new facilities and other potential new attractions, which positively not only offer tourism destinations themselves but also become a new branding force for Bandung destinations and cities (Hermawan, 2018).

Cultural tourism has recently been re-affirmed by the UNWTO as a major element of international tourism consumption, accounting for over 39% of tourism arrivals. Cultural tourism research has also grown rapidly, particularly in fields such as cultural consumption, cultural motivations, heritage conservation, cultural tourism economics, anthropology and the relationship with the creative economy (Richard, 2018). From various studies related to the development of cultural tourism and the development of the internet of things in the digital era described above, in the context of cultural tourism in Indonesia it is important to study because currently tourism is a priority in the context of Indonesia's national development and a conventional cultural tourism destination development model need to be developed as ICTs advances. This study discusses cultural tourism in the digital era by raising a case study of Saung Angklung Udjo in Bandung, West Java as the largest cultural tourist destination in West Java. The Saung Angklung Udjo cultural tourist destination which was established in 1966 has now become an international tourist destination visited by more than 250,000 tourists each year. The question that needs to be answered is how the development of Saung Angklung Udjo as a cultural tourist destination in the digital era and how ICTs have contributed to the development of Saung Angklung Udjo until today.

**2 Literature Review**

Tourism according to Indonesia Law No. 10 of 2009 is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government. Whereas Tourist Attraction is anything that has a uniqueness, beauty, and value in the form of natural, cultural, and man-made diversity that is the target or destination of tourist visits. The framework for developing tourism destinations Cooper consists of the main components (Cooper, 2000; Sunaryo, 2013) as follows:

1. Attraction that includes uniqueness and attraction based
nature, culture, or artificial / artificial.
2. Accessibility which includes the ease of transportation facilities and systems.
3. Amenities that include supporting facilities and tourism support.
4. Ancillary Service that supports tourism activities.
5. Institutions that have authority, responsibility and role in supporting the implementation of tourism activities.

Cultural tourism according to Sillberberg (Damanik, 2013) is a visit of people from outside the destination who are driven by an interest in objects or heritage of history, art, science and lifestyle owned by groups, communities, regions or institutions**.** Cultural tourism is the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather information and experiences to satisfy their cultural needs (Richard, 1996). Cultural tourism is a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural
attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions (UNWTO, 2017: 18).

Cultural tourism is not merely associated with visiting monuments and sites, which is the traditional view of cultural tourism, it also includes consuming the way of life in different destinations. In other words, cultural tourism is not just about consuming cultural products of the past; it also deals with contemporary way of life and culture of people (Mousavi, 2016).

The development of ICTs and IoT currently closely related to the industrial revolution 4.0 which was born from a project initiated by the German government to promote computerization of manufacturing. Industry 4.0 was characterized by an increase in digitalization of manufacturing driven by four factors: 1) increased data volume, computing power, and connectivity; 2) the emergence of analysis, capability and business intelligence; 3) the occurrence of new forms of interaction between humans and machines; and 4) improvement of digital transfer instructions to the physical world, such as robotics and 3D printing (Lee, 2013). The digital revolution and the era of technological disruption are other terms of industry 4.0. Called the digital revolution because of the proliferation of computers and the automation of records in all fields. Industry 4.0 is said to be an era of technological disruption because automation and connectivity in a field will make the movement of the industrial world and work competition not linear (Yahya, 2018). This era is increasingly globalizing when the internet becomes a part of everyday life.

The internet is a very effective tool for promoting and marketing tourism destinations. Promotion can be used as a tool to disseminate messages (so that inevitably must involve the role of the media) for a particular purpose or purpose (Liliweri, 2011), including the following: 1. Informing, 2. Persuading, 3. Remainding. One of the most developed and effective promotional media in this era is through digital media and social media. Communities have found abundant convenience since entering the internet era so that it is increasingly easy to connect to communicate with each other. Humans communicate, behave, work, and think as digital society (Supratman, 2018). Social media is an internet service that allows people to interact freely, share and discuss various information. This social media is an interactive media that allows reciprocal information flow that allows users to participate and modify the form and content of information at that time (real time) (Morrisan, 2010).

ICTs and IoT has now become an important component in tourism development strategies (Pranita, 2017; Zsarnoczky, 2018) . The development of digital technology has led to a global trend, where people are preoccupied with capturing moments of traveling with photos and videos which they then upload to various social media platforms. Several social media platforms currently include Instagram, Facebook, Twitter, YouTube, WeChat, Line, Path, and various other social platforms.

**3 Research Methodology**

This study uses a qualitative approach. A qualitative approach is an approach carried out in a natural setting and the data collected is generally qualitative (Creswell, 2010). This research was conducted by raising a case study of Saung Angklung Udjo, a cultural tourism destination located on Jalan Padasuka No 118, Bandung, West Java. The technique of selecting informants that the researchers used was purposive sampling where researchers chose a typical sample based on specific knowledge or selection criteria.

**4 Results and Discussion**

**4.1. Saung Angklung Udjo Short Profile**

Saung Angklung Udjo was originally an angklung art studio founded in 1966 by Udjo Ngalagena with his wife Uum Sumiyati. Saung Angklung Udjo is located in the city of Bandung precisely on Jalan Padasuka No. 118, Bandung, West Java. Udjo Ngalagena is a junior high school teacher who has a very high talent and love for Sundanese art, especially gamelan and angklung. Udjo loved angklung since childhood, and then studied with Daeng Soetigna, a figure known as the Angklung Indonesia, so his skills were increasingly honed both in making angklung and making shows with angklung. The establishment of Saung Angklung Udjo is also inseparable from the support of his teacher. Saung Angklung Udjo (SAU) was established with the aim of preserving the typical Sundanese arts. Initially the activities at SAU were the production of angklung and angklung training given by Udjo to surrounding children, which later developed into a tourist show. At present SAU is a tourist destination especially cultural tourism, creative tourism and education in Bandung, West Java (Musthofa, 2019)

The development of angklung was pioneered by various angklung musicians, including Daeng Soetigna and Udjo Ngalagena to make angklung known in various parts of the world. Finally, on November 16, 2010, 44 years after SAU was established, angklung was designated as The Representative List of the Intangible Cultural Heritage of Humanity by UNESCO in the 5th session of the UNESCO Inter-Governmental Committee in Nairobi, Kenya. The development of the SAU destination that has been running since 1966 to date is inseparable from the main components of destination development (Cooper, 2000; Sunaryo, 2013) as follows:

1. The existence of a unique and special object of tourist attraction and cultural tourist attraction by considering the elements of culture, nature and community participation which preserves the village life of the Sundanese community. Saung Angklung Udjo has a learning and performance arena, a bamboo handicraft center, an angklung making workshop, accommodation and restaurant facilities, a souvenir shop and various other facilities that support a tourist destination. Every day angklung performances are held at 15.30-17.00. The show contains several performances such as: puppet show demonstration, helaran ceremony, traditional dance, beginner angklung, angklung orchestra, mass angklung and arumba (strains of bamboo clumps). At the end of the show, the audience was invited to dance with the children.
2. Accessibility to SAU is very easy and is supported by a very large transportation system which includes the ease of transportation facilities and systems. There is a lot of access to the location considering the location is quite strategic in the city of Bandung.
3. Amenities that include tourism support and support facilities around SAU are numerous, even SAU provides these facilities such as guest houses, restaurants, cafes, souvenir shops and various service facilities to facilitate visitors both within the SAU environment and nearby.
4. Many public facilities that support tourism activities in SAU, such as office services and tourist information; brochures, tourist profiles, maps, tour guides and various support facilities provided by the local government.
5. SAU's institution has been in the form of a Limited Company, so it has the authority, responsibility and role in supporting and developing the destination and its various attractions. In 2018 according to data from the SAU HR section, there were at least 130 employees working in the internal scope and overall the number of people involved in operations reached 1,000 people. 130 of these employees are SAU's official employees who earn a monthly salary, while 1000 people involved in operations are partners, angklung craftsmen, material suppliers and so on**.**

Fulfillment of the five elements of destination development as described above proved to provide many contributions to the success of SAU in inviting tourists. Statistically, the development of SAU was shown through the number of tourist visits that continued to increase. In 1977 as many as 5755 touris.ts, in 1987 as many as 16,161, in 1997 as many as 38,445, 2007 as many as 59,792, in 2010 jumped to 136,212, 2016 visitors 269,493 with details 239,585 were domestic tourists , 29,908 are foreign tourists. In 2017 there were 231,564 visitors with details of 205,324 domestic tourists and 26,240 foreign tourists (Musthofa, 2019)

**4.2. Saung Angklung Udjo in Digital Era**

Various efforts to increase the innovation of cultural tourism products at SAU continue to be carried out, of course this product innovation is in line with the improvement of the HR competencies of the creative team. In terms of business, the competition in the tourism industry and the many art performances in Bandung, national and international levels make Saung Angklung Udjo have to continue to make improvements and strategies to attract visitors and the public, given that there are many other performances outside the SAU arena. In addition, competition at the international level is also increasingly interesting considering that the era of creative economy has penetrated the divisions of the country so many foreign countries are interested in learning and developing angklung.

The players improved their competence both in basic sklill mastery of angklung and its development including the use of various types of angklung and other musical instruments. HR competency in the performance section is not only trained to play conventional angklung, but also digital angklung. Saung Angklung Udjo captured the opportunity for the development of digital technology and the development of the internet of things very quickly. SAU has collaborated with various parties trying to create and package angklung for the millennial generation.

In 2012 Saung angklung Udjo held an interactive event to play digital angklung together. Digital Angklung is played by participants through iPhone, iPad, and iPod touch. This digital angklung application is called iAngklung which can be downloaded via the AppStore. Angklung application has been developed by the app store for iPhone / iPod / iPad users. The iAngklung application was created in November 2011 by Dhany Irfansyah and Yulis Wibowo. The way to play it is almost the same as playing angklung, which is by shaking the iPad or iPhone, and you can also use a finger, the angklung image on the screen is shaken right and left (bandung.bisnis.com). Furthermore, an Android-based angklung application has also been developed which can be downloaded and played by the public (Daeanza, 2017).

The marketing division pays great attention in developing competencies with mastery of conventional and digital marketing strategies. Tourism development in SAU is inseparable from the development of digital technology and the use of the internet of things. Other supporting sections such as public relations and corporate secretaries have also been provided with digital knowledge. At present there is even a specialization in work, such as the presence of employees who are specifically responsible for managing websites, facebook, twitter, youtube, instagram and various uses of social media with various platforms. HR in marketing also uses social media tools to promote SAU. An online visitor, for example, will be able to communicate directly via the https://angklungudjo.com/ web site, because there are special chat features through the WhatsApp application. There are special features that serve ticket purchases online and there are also whatsapp marketing features. Strength of SAU's social media promotions in 2019**,** On Twitter, [@angklungudjo](https://twitter.com/angklungudjo)  is one-stop cultural workshop of performance venue, bamboo handicraft centre, bamboo instrument workshop & educational centre – Angklung in particular. Tweets Tweets, current page. 17.9K , [Following Following 596](https://twitter.com/angklungudjo/following) , [Followers Followers 14.5K;](https://twitter.com/angklungudjo/followers) Instagram angklungudjo, have 1,126 posts, 26.6k followers, 170 following; Youtube channel Saung Angklung Udjo with 8,260 subscribers and 120 videos; Facebook Saung Angklung Udjo with 47,503 likes and 49,816 Followers.

As an example of Instagram marketing communication strategies carried out by Saung Angklung Udjo. An Admin on social media instagram Saung Angklung Udjo provided information about the Evening Bamboo Show. The use of the caption feature is done by Saung Angklung Udjo through Instagram in providing ongoing event information with 3 languages, namely Indonesian, English and Sundanese that make information can be conveyed and understood even by foreign tourists. Related information contains a message in the form of an invitation to visit Saung Angklung Udjo and participate in preserving Indonesian culture. Starting from the contents of the caption that is clear, the use of mentions feature, the use of hashtag to facilitate consumers in searching for information and start using the share feature and selecting good photos to post, the results have also been seen with the increase in Saung Angklung Udjo Instagram followers, and the many tourists visited to study this Sundanese original art.

Creativity in Human Resources Saung Angklung Udjo is important in promoting SAU cultural tourism destinations. As explained in the previous section, Promotion has three main objectives to be achieved, namely Informing, Persuading and Remainding (Liliweri, 2011). Creativity here starts from planning content that is creative, creative processes to the birth of creative products that are then conveyed to the wider community through social media and various digital platforms. Communication strategy planning is carried out to produce promotions that have an impact on achieving these 3 objectives. Promotion through social media has a two-way impact, both for message senders and message recipients. Response and feedback from the community as the recipient of the message becomes important in the promotion process. From the promotion of Saung Angklung Udjo cultural tourist destinations on Facebook, Twitter and Instagram social media, there are many direct responses from followers and also some feedback in the form of suggestions, input and other forms of communication. Feedback obtained through social media is usually in addition to post comments on Facebook and Instagram, as well as replies on Twitter, also in the form of likes, shares, and retweets, and questions in direct messages both about SAU, angklung and tourism in Bandung. Creativity in promoting Saung Anglung Udjo cultural tourism destinations to date can be said to have succeeded in increasing the number of tourists visiting SAU.

**5. Conclusion**

Increasing the competence of human resources related to the communication and information technology (ICTs) literacy and the use of digital technology has proven to have a positive impact on SAU. Technology literate human resources are able to use digital facilities as a medium of promotion, marketing and education so as to increase the number of tourist visits so that they contribute significantly economically. The use of digital facilities as a media for promotion, marketing and education through various digital platforms such as web sites, facebook, youtube, twitter, Instagram and various other social media facilities so that it has an impact on the development of tourist destinations Saung Angklung Udjo. In the end, in a broader context, the existence of the digital era provides opportunities that can be used to develop the cultural richness of a nation. Through ICTs, cultural wealth can be protected, developed and promoted more widely through various digital platforms that have an impact on improving people's welfare.

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