

Cultural Tourism Development in Yogyakarta: Challenges and Opportunities From the Tourist Perspective

Desika Nur Jannah^{1*}, Fera Dhian Anggraini², Sugiarto³

^{1,3} Sekolah Tinggi Pariwisata Ambarukmo Yogyakarta, Indonesia

² Akademi Pariwisata Dharma Nusantara Yogyakarta, Indonesia

¹ desika@usm.ac.id; ² feestroby@gmail.com; ³ profsugiarto@stipram.ac.id;

* Correspondence : desika@usm.ac.id

Abstract

The cultural diversity of Yogyakarta, as the center of Javanese heritage passed down through generations, offers significant potential for cultural tourism development. This study explores the challenges and opportunities in developing cultural tourism in Yogyakarta from the perspective of visitors. A qualitative approach was employed by conducting in-depth interviews with five cultural tourists to capture their insights regarding the existing challenges and opportunities. The findings reveal two major challenges: the lack of effective promotion and inadequate infrastructure. On the other hand, opportunities lie in the growing potential of digital promotion and the involvement of local communities in cultural tourism management. Tourists highly appreciate authentic cultural experiences, which can be further enriched through innovation and collaboration among the government, tourism stakeholders, and local communities. This study highlights the importance of sustainable, community-based cultural tourism strategies to enhance Yogyakarta's attractiveness as a cultural destination. The findings provide valuable insights for stakeholders in formulating strategies that not only generate economic benefits but also preserve and enrich the city's cultural heritage.

Keywords: Cultural Tourism; Challenges; Opportunities; Tourist Perspectives;

INTRODUCTION

Yogyakarta is widely recognized for its rich cultural heritage. As one of the most prominent cultural tourism destinations in Indonesia, Yogyakarta offers a variety of cultural attractions that appeal to tourists, including Prambanan Temple, Borobudur Temple, the Yogyakarta Palace, and numerous traditional art performances (Yuniarto & Dandan, 2020). According to Damardjati (2001), cultural tourism refers to tourism activities that emphasize regional cultural art forms, customs, religious ceremonies, community lifestyles, and historical heritage. The diversity of cultural attractions positions Yogyakarta as a prime destination for tourists seeking authentic cultural experiences (Alamsyah et al., 2023). Its cultural heritage, encompassing arts, traditions, and historical sites, also serves as a strong local identity that attracts both domestic and international tourists (Sutadji, Nurmallasari, & Nafiah, 2021). With such cultural wealth and diversity, Yogyakarta holds great potential for the development of cultural tourism, which not only contributes to regional economic growth but also strengthens cultural preservation.

The development of cultural tourism aims to preserve local cultural heritage, reinforce community identity, and enhance economic welfare through the tourism sector (Brata, Rai, & Wartha, 2020). In Yogyakarta, cultural tourism can generate multiple benefits for local communities and the regional economy. As Salsabila and Wulandari (2024) point out, cultural tourism creates employment opportunities, supports the growth of small and medium enterprises, and promotes local products. Additionally, it contributes to the preservation of traditions and cultural practices. However, the development of cultural tourism requires well-planned and sustainable management to ensure that it does not solely prioritize economic benefits but also safeguards cultural values. A comprehensive, community-based strategy is therefore essential to position Yogyakarta as a sustainable cultural tourism destination. Sustainable cultural tourism seeks to preserve the authenticity of traditions and cultural sites while mitigating negative environmental and cultural impacts (Tjilen, Waas, et al., 2023). Moreover, it encourages tourists to appreciate and understand the cultural values of the destinations they visit, fostering positive reciprocal relationships between visitors and local communities (Luturlean & Se, 2019).

Cultural tourism in Yogyakarta encompasses historical sites, art and cultural events, traditional performances, and living traditions that reflect the richness of Javanese heritage (Jatinurcahyo, 2023). These cultural resources represent valuable potential for sustainable development, both in enhancing tourism appeal and in safeguarding cultural heritage. Nonetheless, Yogyakarta faces significant challenges in cultural tourism development. Key issues include ineffective promotion and inadequate infrastructure, alongside other concerns such as traffic congestion and pollution. As Streimikiene et al. (2021) highlight, tourism development must balance opportunities with challenges, which often include infrastructural limitations, weak promotion strategies, environmental impacts, and the risk of cultural authenticity loss due to commercialization (Yang & Wall, 2022).

Addressing these challenges requires urgent attention. As demand for cultural tourism grows, effective promotion and infrastructure improvement become pressing needs. Without strategic solutions, these issues may hinder the growth of Yogyakarta's cultural tourism sector and diminish its attractiveness. A collaborative, strategic, and sustainable approach is therefore crucial in managing cultural tourism development (Sakina et al., 2023). At the same time, there are considerable opportunities, particularly in leveraging digital promotion and enhancing local community involvement in tourism management. These opportunities play a vital role in attracting more visitors while enriching their cultural experiences. Yogyakarta has the capacity to deliver authentic and unique cultural encounters, achieved through collaboration among government, tourism stakeholders, and local communities. Memorable experiences are fundamental in tourism, as they shape tourists' perceptions and foster positive impressions of cultural destinations (Hosseini, Cortes-Macías, & Almeida-García, 2024).

This study aims to analyze and identify the challenges and opportunities in developing cultural tourism in Yogyakarta from the perspective of tourists. Data were collected through a qualitative approach, involving in-depth interviews with visitors and direct observations at several cultural tourism sites in Yogyakarta. The qualitative findings are expected to provide insights into how tourists perceive the potentials and barriers of cultural tourism development in Yogyakarta. Furthermore, the results may serve as a basis for stakeholders to formulate sustainable and appealing cultural tourism strategies that not only attract visitors but also safeguard Yogyakarta's cultural heritage.

LITERATURE REVIEW

The literature review is a synthesis of relevant studies, not merely a summary, and therefore must be analytical and critical in nature (Cresswell & David, 2018).

Cultural Tourism as a Major Attraction

Cultural tourism has become one of the fastest-growing segments of the tourism industry in recent decades, as tourists increasingly seek authentic experiences related to local traditions, history, and identity (Coşkun, 2021; Horaira & Devi, 2021). According to Alamsyah et al. (2021), Yogyakarta is recognized as a leading cultural tourism destination in Indonesia due to its rich traditions, arts, and preserved historical heritage. Cultural tourism functions not only as entertainment but also as a medium of learning that offers transformative experiences for tourists (Rabbiosi & Ioannides, 2022; Amaro et al., 2024). The global development of cultural tourism aligns with the rising interest in heritage tourism, which emphasizes the preservation of local cultural values (Wasela, 2023; Surata et al., 2024). Cultural tourism is thus viewed as a dual instrument, reinforcing community identity while enhancing tourism competitiveness. According to Syaruf et al. (2023), cultural tourism attractions are divided into two categories:

a. **Tangible attractions**

Historical buildings, temples, museums, palaces, art artifacts, and archaeological sites.

b. **Intangible attractions**

Performing arts, traditions, language, culinary specialties, rituals, ceremonies, and cultural values of local communities.

Challenges in Developing Cultural Tourism

The development of cultural tourism in various destinations across Yogyakarta faces several obstacles that may affect the quality and sustainability of its management, despite the region's significant potential (Ramadhan et al., 2025). Field realities reveal both structural and technical challenges. These issues influence destination sustainability, tourist satisfaction, and the region's capacity to preserve its cultural heritage. Previous research highlights that the main challenges in cultural tourism development are closely related to promotion, infrastructure, cultural preservation, and community participation. The key challenges include:

a. Lack of effective promotion

Many cultural destinations in Yogyakarta have not fully utilized digital technology for marketing and promotion (Heliawati & Munawaroh, 2025).

b. Inadequate infrastructure

Tourists frequently express dissatisfaction with limited road access, public facilities, and transportation systems (Abundabar & Pongpong, 2022).

c. Risk of over-commercialization

In several cases, cultural tourism development tends to sacrifice authenticity for economic gain (Poort et al., 2021).

d. Limited involvement of local communities

Destination management is often dominated by government or private sectors, while local communities are treated more as objects than active subjects in tourism development (Erdmenger, 2023).

Opportunities for Developing Cultural Tourism

Despite these challenges, cultural tourism development also presents significant opportunities to enhance the attractiveness of destinations such as Yogyakarta. Global shifts in tourist behavior, advances in information technology, and growing awareness of cultural preservation provide strategic space for cultural destinations. If managed effectively, these opportunities can increase tourist arrivals, contribute to cultural conservation, and improve local community welfare. The main opportunities include:

a. Digitalization of promotion

Digital transformation has revolutionized how destinations engage with tourists. By leveraging social media, online platforms, and big social data, destinations can better identify tourist preferences and implement more targeted marketing strategies (Solazzo et al., 2022).

b. Growing demand for authentic experiences

Global tourists increasingly seek immersive and authentic cultural experiences rather than merely visiting popular sites. Li & Wang (2023) note that authentic cultural encounters create more memorable and meaningful impressions for visitors.

c. Community involvement

Active participation of local communities represents a strategic opportunity for ensuring sustainable cultural tourism. Community empowerment not only enhances the authenticity of tourist experiences but also contributes to welfare through job creation, creative economy development, and the preservation of local identity (Jha, 2021).

d. Development of sustainable tourism

Community-Based Tourism (CBT) models are increasingly recognized as effective strategies for balancing economic, social, and cultural preservation objectives (Raharjo & Wirahayu, 2025).

RESEARCH METHODS

This study employed a descriptive research design with a qualitative approach to analyze and identify the challenges and opportunities in the development of cultural tourism in Yogyakarta from the perspective of tourists. According to Sugiyono (2020), qualitative research is a method used to investigate natural conditions of an object, in which the researcher acts as the key instrument, and data are collected through triangulation (a combination of techniques). The qualitative emphasis lies in understanding various techniques applied throughout the research process to obtain in-depth insights into the phenomenon under study (Valtakoski, 2020). A qualitative approach was chosen because it allows the researcher to gain a deeper understanding of tourists' perspectives and experiences when visiting cultural tourism destinations in Yogyakarta.

The data were collected through in-depth interviews with five tourists selected using purposive sampling, based on specific criteria relevant to the study such as their interest in cultural tourism, prior experiences, and diverse demographic backgrounds to ensure a variety of perspectives. According to Arikunto (2019), purposive sampling is conducted not by random selection but based on certain considerations, such as time, resources, and financial limitations, which prevent the researcher from obtaining a larger and more dispersed sample. The interviews were guided by a set of flexible, open-ended questions, allowing participants to express their views more freely and in greater depth. The following table presents the participants involved in this study:

Table 1. Research Participants

Partisipant	Age	Gender	Origin	Cultural Tourism Experience in Yogyakarta	Interest Leve
Participant 1	36	Male	Jakarta	Has visited Prambanan Temple, Yogyakarta Palace, and attended local art performances.	High
Participant 2	46	Male	Surabaya	Has visited Prambanan Temple, Yogyakarta Palace, and Tamansari.	High
Participant 3	52	Female	Bandung	First-time visitor to cultural heritage sites in Yogyakarta.	Moderate
Participant 3	27	Female	Bali	Has visited Yogyakarta several times to watch traditional shadow puppet (Wayang Kulit) performance.	Very High
Participant 4	43	Female	Palembang	Frequently visits Yogyakarta to experience cultural and historical tourism.	Very High

Based on the table, it can be explained that there are different levels of interest among the participants, influenced by their varying ages and experiences with cultural tourism in Yogyakarta, which in turn shape their perspectives. From the table, it can be understood that the participants' backgrounds, experiences, and interests in Yogyakarta's cultural tourism provide important insights for analyzing the research findings. The five participants involved are positioned to offer diverse perspectives in this study, encompassing a variety of ages, genders, places of origin, as well as experiences and interests in Yogyakarta's cultural tourism. In addition, the involvement of these five participants is also intended to obtain a more comprehensive understanding of the challenges and opportunities in the development of cultural tourism in Yogyakarta, as seen from the viewpoints of tourists with different backgrounds and levels of cultural tourism experience.

These five participants will then be interviewed in depth to gain a holistic understanding of the challenges and opportunities in the development of cultural tourism in Yogyakarta. In-depth interviews are a method of collecting data and information conducted through face-to-face interaction with informants to obtain complete and detailed data (Kriyantono, R., 2020). In-depth interviews allow participants to freely express their thoughts, feelings, and experiences, thereby providing rich

and contextual insights into the phenomenon being studied (McPhail, G., 2021). In-depth interviews are unique in that they are typically used with a small number of subjects, sometimes only one or two, and provide detailed background information about the reasons behind informants' specific answers (Zakariah, M. A., et al., 2020). This technique also allows the researcher to adapt questions and further explore relevant topics based on participants' responses.

In addition to interviews, this study also employs participant observation conducted at several major cultural tourism sites in Yogyakarta, such as Prambanan Temple, the Yogyakarta Palace, and traditional art performances, to directly observe tourists' attitudes and roles in interacting with these destinations, as well as to gain an understanding of tourist experiences shaped by the surrounding environment and services. Participant observation is carried out by closely observing a group of people, culture, or community along with their practices, involving oneself intensively in that culture over an extended period to obtain accurate and comprehensive understanding (Bhutoria, A., 2020). The use of participant observation enables the researcher to capture nuances that might be overlooked in interviews, such as non-verbal expressions, spontaneous responses, and social dynamics occurring at cultural tourism sites.

The collected data were then thematically analyzed by identifying patterns and key themes that emerged from the interviews and observations. The analysis included several steps such as interview transcription, data coding, theme categorization, and interpretation of results. This method was used to uncover various challenges and opportunities experienced by tourists, as well as to understand their perceptions of cultural tourism development in Yogyakarta. The study also ensured data validity and reliability through data and method triangulation, as well as member checking, by asking participants to provide feedback on preliminary findings to confirm the accuracy of the researcher's interpretations. The results of this analysis are expected to provide valuable insights for developing more effective and sustainable cultural tourism strategies in Yogyakarta. The following are the interview guidelines and observation guidelines used in this study:

Table 2. In-depth Interview Guidelines

Focus of Inquiry	Question	Purpose
Cultural tourism experiences	Could you share your experience when visiting cultural tourism sites in Yogyakarta?	To understand participants' personal experiences in interacting with cultural tourism destinations.
Impressions and perceptions of cultural tourism in Yogyakarta	What do you find most interesting about cultural tourism in Yogyakarta?	To identify the elements considered attractive by tourists in Yogyakarta's cultural tourism.
Challenges in the development of cultural tourism in Yogyakarta	Do you see any obstacles or challenges faced by cultural tourism in Yogyakarta? If yes, what are they?	To identify the main challenges in the development of cultural tourism from the tourists' perspective.
Opportunities in the development of cultural tourism in Yogyakarta	In your opinion, what opportunities can be utilized to further develop cultural tourism in Yogyakarta?	To identify opportunities that can be leveraged for the development of cultural tourism.
Expectations and recommendations	What are your expectations for the future development of cultural tourism in Yogyakarta? Do you have any suggestions to share?	To gather inputs and recommendations from tourists regarding the development of cultural tourism.

Table 3. Participatory Observation Guidelines

Focus of Observation	Indicator	Observation Description
Tourists' interaction with cultural tourism destinations	How tourists interact with cultural tourism destinations (taking photos, joining tours, observing, others).	Recording all activities carried out by tourists and how they interact with cultural elements.
	Duration of time spent at each cultural tourism destination.	Measuring how long tourists spend at cultural tourism destinations.
Tourist experience	Tourist satisfaction with facilities and services.	Observing tourists' reactions and responses to available facilities such as toilets, resting areas, and tour guides.
	Level of engagement in cultural/traditional events.	Noting how enthusiastic and active tourists are in participating in events or traditional art performances.
Tourists' role in cultural heritage preservation	Tourist participation in cultural heritage preservation programs (donations, joining preservation education activities).	Observing whether tourists are involved in activities that support the preservation of cultural tourism.

The participatory observation guidelines and in-depth interview guidelines were designed to provide a systematic framework for collecting in-depth qualitative data regarding experiences, perceptions, challenges, and opportunities in the development of cultural tourism in Yogyakarta. These guidelines aim to ensure that researchers can identify and analyze various relevant factors from the perspective of tourists, as well as understand the role of tourists in interacting with cultural tourism destinations, experiencing cultural activities, and engaging in cultural preservation efforts. The in-depth interview guidelines allow researchers to explore tourists' views more comprehensively through open-ended questions that encourage participants to share their experiences and perspectives. Meanwhile, the participatory observation guidelines enable researchers to directly observe tourists' interactions with cultural elements, thereby offering a more holistic understanding of the tourists' responses and involvement in cultural tourism activities in Yogyakarta.

RESULTS AND DISCUSSION

Based on the findings obtained through interviews and observations, two main challenges in the development of cultural tourism in Yogyakarta were identified: the lack of effective promotion and inadequate infrastructure. Most participants stated that the promotion of Yogyakarta's cultural tourism remains limited, particularly in terms of utilizing digital media. Tourists felt that information regarding cultural destinations in Yogyakarta was either difficult to find or not sufficiently appealing to attract interest. This indicates that the existing promotional strategies are not yet optimal in reaching potential tourists, especially younger generations who primarily access information through digital platforms. Promotion strategies are a crucial step in increasing the attractiveness and number of tourist visits to cultural destinations (Fajriandhany, A., et al., 2020). Participants suggested that the government and related stakeholders should intensify promotional efforts, particularly through social media, user-friendly websites, and more engaging digital campaigns. They also emphasized the importance of collaboration between the government, the tourism industry, and local communities to broaden the reach of promotional activities and raise global awareness of Yogyakarta's cultural destinations.

In addition to promotion, another challenge highlighted by participants concerns the inadequacy of infrastructure in certain cultural tourism destinations. Many tourists expressed dissatisfaction with road access, public transportation, and basic facilities such as toilets, rest areas, and information centers, which they considered below the expected standards. These infrastructural limitations not only affect tourists' comfort but also reduce Yogyakarta's overall attractiveness as a cultural tourism destination. Some participants noted that infrastructure improvements, such as upgrading road quality to cultural sites and providing better facilities, would significantly enhance the tourist experience and

increase the likelihood of repeat visits. This study underscores the importance of placing greater attention on infrastructure development to support the growth of cultural tourism in Yogyakarta.

Alongside these challenges, there are also opportunities that can be leveraged to overcome constraints and promote the advancement of cultural tourism. Challenges and opportunities are interrelated factors that shape the direction and success of tourism development (Nurlatifah, I., 2020). While effective promotion remains a challenge, digitalization offers a promising solution to reach broader audiences and enhance the visibility of cultural destinations. Digital promotion has emerged as one of the greatest opportunities in the development of cultural tourism in Yogyakarta. Many tourists recognized the significant potential of digital technologies to expand the reach and effectiveness of destination promotion (Cuomo, M. T., Tortora, D., et al., 2021). They believed that digital promotion would facilitate easier access to wider audiences, both domestic and international, particularly younger generations who are more familiar with and accustomed to technology. The increasing use of the internet, social media, and digital platforms can be utilized to promote cultural attractions such as Prambanan Temple, Yogyakarta Palace, and various traditional performances.

Moreover, despite the current need for infrastructural improvements, the involvement of local communities in managing cultural tourism in Yogyakarta represents a key opportunity for ensuring sustainability and authenticity in the tourist experience. Increasing local community participation in cultural tourism management was considered by participants as a crucial opportunity. They suggested that local communities should be more actively involved in the development and management of cultural destinations. This would not only provide direct economic benefits for local residents but also ensure that tourism management remains authentic and rooted in local cultural values (Artianasari, N., 2024). The involvement of local communities can also enhance the quality of services and tourist experiences, as they possess a deeper knowledge of local traditions and culture, thus serving as more effective and informative guides or facilitators for tourists.

These opportunities can be harnessed to further develop cultural tourism in Yogyakarta so that it continues to grow while delivering greater economic and social benefits to the local community. Yogyakarta holds significant potential to strengthen its cultural appeal in the eyes of both domestic and international tourists by capitalizing on digital promotion and enhancing local community involvement. Such strategies will not only increase the number of tourist visits but also ensure that tourism development in Yogyakarta is sustainable. Collaborative and inclusive management that engages all stakeholders will be essential to preserve cultural authenticity while generating broad positive impacts for society. Therefore, optimizing these opportunities is crucial to create a synergy between cultural preservation and economic development through cultural tourism. The following table presents the challenges and opportunities in the development of cultural tourism in Yogyakarta as identified from participants' perspectives.

Table 4. Challenges and Opportunities in the Development of Cultural Tourism in Yogyakarta

Dimension	Challenges	Opportunities
Tourism promotion	Effective promotion remains limited, particularly in digital media.	Digitalization of promotion can enhance the reach and visibility of cultural destinations.
Access to information	Information about cultural destinations is difficult to find or not appealing to tourists.	Digital technologies can be used to present engaging and easily accessible information.
Infrastructure	Infrastructure in several cultural tourism destinations remains inadequate, including road access, public transportation, and basic facilities.	Infrastructure improvements will enhance tourist comfort and experiences, attracting more visits.
Local community involvement	Local community involvement in tourism management is still suboptimal.	Increasing local community participation can ensure sustainability and authenticity of tourist experiences while providing direct economic benefits to the community.

Based on the table, it can be explained that the main challenges in developing cultural tourism in Yogyakarta include the lack of effective promotion, particularly through digital media, which limits the reach to potential tourists. Tourists also often experience difficulties in finding relevant and engaging information about cultural destinations. In addition, inadequate infrastructure in several cultural tourism sites has reduced Yogyakarta's attractiveness as a tourist city. Another challenge lies in the suboptimal involvement of local communities in the management of cultural tourism. However, there are significant opportunities, such as digitalization of promotion to increase the reach and effectiveness of destination marketing, the presentation of more engaging and accessible information through digital technologies, and infrastructure improvements that can enhance tourist comfort and experiences. Lastly, empowering local communities to play a more active role in tourism management is crucial to ensure sustainability, authenticity, and direct economic benefits for the local population.

The research findings, which highlight challenges in promotion and infrastructure, should be placed within the context of global tourism trends and the needs of modern tourists. These challenges must be addressed promptly, as within the scope of global tourism trends, modern tourists tend to seek experiences that are not only authentic but also easily accessible and attractively promoted through digital platforms. Yogyakarta must adopt more effective promotional strategies and provide adequate infrastructure in order to meet the expectations of today's tourists and remain competitive in the global tourism market. Without improvements in these areas, Yogyakarta risks losing its appeal to tourists, who may turn to other destinations that are better prepared to meet their needs and preferences. Therefore, timely and strategic actions are urgently required to ensure that Yogyakarta continues to be a leading cultural tourism destination capable of competing globally.

CONCLUSION

Based on the findings, it can be concluded that the development of cultural tourism in Yogyakarta is currently facing significant challenges, particularly in terms of ineffective promotion and inadequate infrastructure. These challenges have the potential to hinder efforts to enhance the attractiveness and comfort of tourists in Yogyakarta's cultural destinations. Alongside these challenges, however, there are considerable opportunities to be harnessed, such as the digitalization of promotion to reach broader markets and the involvement of local communities in managing cultural tourism. Both factors must be optimized to generate significant positive impacts on the growth of tourism in Yogyakarta.

Yogyakarta must continuously adapt to modern tourism trends, which demand authentic experiences that are easily accessible and effectively promoted through digital platforms, in order to remain competitive in the global tourism market. Infrastructure improvements and more effective promotional strategies are key to achieving the development of cultural tourism in Yogyakarta. The integration of enhanced infrastructure, digitalized promotion, and local community empowerment will be the determining factors in ensuring the sustainability and success of cultural tourism development in Yogyakarta, ultimately realizing a cultural tourism sector that is both sustainable and competitive.

Acknowledgements

This journal article was written by Desika Nur Jannah under the guidance of Prof. Dr. Ir. Sugiarto, M.Sc., CHE. This journal article is a precursor to the dissertation being pursued by the author at the Doctoral Level of the Postgraduate School of Sekolah Tinggi Pariwisata Ambarukmo, Yogyakarta. The contents are the sole responsibility of the author.

REFERENCES

- Abundabar, A. P., & Pongpong, M. A. (2022). Assessing the local tourism infrastructure and services towards tourism development of San Jose. *International Journal of Applied Research in Tourism and Hospitality*, 1(2), 97-116
- Amaro, D., Caldeira, A. M., & Seabra, C. (2024). A comprehensive approach to transformative experiences in academic tourism. *Sage Open*, 14(2), 21582440241255839.

- Alamsyah, A. A., Nugraha, R. N., Mulya, M. H., Putra, E. S., & Jhanufa, A. B. I. (2023). Keberagaman budaya Yogyakarta sebagai destinasi wisata budaya unggulan. *Jurnal Ilmiah Wahana Pendidikan*, 9(25), 771-780.
- Arikunto. 2019. *Prosedur Penelitian*. Jakarta: Rineka Cipta.
- Artianasari, N. (2024). Strategi Komunikasi Branding Pariwisata Halal Berbasis Smart Tourism di Tana Toraja. *KOMUNIDA: Media Komunikasi dan Dakwah*, 14(1), 98-123.
- Brata, I. B., Rai, I. B., & Wartha, I. B. N. (2020). Pelestarian warisan budaya dalam pembangunan pariwisata Bali yang berkelanjutan. *Prosiding Webinar Nasional Universitas Mahasaraswati 2020*.
- Bhutoria, A. (2020). Understanding 'Rural' and Village Society. *Perception, Design and Ecology of the Built Environment: A Focus on the Global South*, 519-534.
- Coşkun, G. (2021). Authentic experience in tourism and commodification. *Journal of Tourism Leisure and Hospitality*, 3(2), 95-102.
- Creswell, John W & J. David Creswell. 2018. *Research Design Qualitative, Quantitative, and Mixed Methods Approaches Fifth Edition*. SAGE Publications, Inc.
- Cuomo, M. T., Tortora, D., Foroudi, P., Giordano, A., Festa, G., & Metallo, G. (2021). Digital transformation and tourist experience co-design: Big social data for planning cultural tourism. *Technological Forecasting and Social Change*, 162, 120345.
- Damardjati, R.S. 2001. *Istilah-istilah Dunia Pariwisata*. Jakarta: Pradnya Paramita.
- Erdmenger, E. C. (2023). The end of participatory destination governance as we thought to know it. *Tourism Geographies*, 25(4), 1104-1126.
- Fajriandhany, A., Gemiharto, I., & Rizal, E. (2020). Branding Riau the homeland of Melayu untuk meningkatkan daya tarik wisata dan kunjungan wisata di Provinsi Riau. *Tornare: Journal of Sustainable Tourism Research*, 2(3), 51-62.
- Heliawati, C., & Munawaroh, M. (2025). Peran Teknologi Digital dalam Pengembangan Pariwisata Budaya dan Religi di Banten. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 3(2), 398-403.
- Horaira, M. A., & Devi, A. (2021). Cultural tourism in Bangladesh, a potential and profound tourism destination: developing a model for cultural tourism development in Bangladesh. *International Tourism and Hospitality Journal*, 4(10), 1-22.
- Hosseini, S., Cortes-Macías, R., & Almeida-García, F. (2024). Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences. *Journal of Vacation Marketing*, 30(1), 21-44.
- Jatinurcahyo, R. (2023). Upacara tradisi Gumbreg Ageng sebagai daya tarik wisata budaya Muntuk, Dlingo, Bantul, Yogyakarta. *Journal of Tourism and Economic*, 6(1), 53-63.
- Jha, S. S. (2021). Rural tourism empowering local people and fostering community development. *EPRA International Journal of Agriculture and Rural Economic Research (ARER)*, 9(7), 55-60.
- Kriyantono, R. (2020). Teknik praktis riset komunikasi kuantitatif dan kualitatif disertai contoh praktis Skripsi, Tesis, dan Disertai Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran. Rawamangun: Prenadamedia Group.
- Li, X., & Wang, C. (2023). Understanding the relationship between tourists' perceptions of the authenticity of traditional village cultural landscapes and behavioural intentions, mediated by memorable tourism experiences and place attachment. *Asia Pacific Journal of Tourism Research*, 28(3), 254-273.
- Luturlean, B. S., & Se, M. M. (2019). *Strategi Bisnis Pariwisata*. Humaniora.

- McPhail, G. (2021). The search for deep learning: A curriculum coherence model. *Journal of Curriculum Studies*, 53(4), 420-434.
- Nurlatifah, I. (2020). *Kebijakan Pengembangan Pariwisata Halal di Indonesia: Peluang, Tantangan, dan Strategi* (Bachelor's thesis, Fakultas Syariah dan Hukum Universitas Islam Negeri Syarif Hidayatullah Jakarta).
- Poort, M. E., Persson-Fischier, U., Martinsson-Wallin, H., Elf Donaldson, E., & Schaub, M. (2021). "Authenticity" as a pathway to sustainable cultural tourism? The cases of Gotland and Rapa Nui. *Sustainability*, 13(11), 6302.
- Rabbiosi, C., & Ioannides, D. (2022). Cultural tourism as a tool for transformation in small and medium-sized towns. In *A Research Agenda for Small and Medium-Sized Towns* (pp. 107-126). Edward Elgar Publishing.
- Raharjo, D., & Wirahayu, Y. A. (2025). Analisis Penerapan Community Based Tourism Pada Wisata Kampung Keramik Dinoyo, Kota Malang. *Altasia Jurnal Pariwisata Indonesia*, 7(1), 121-133.
- Ramadhan, G., Yuliani, D., & Anwar, A. N. R. (2025). Pengembangan Pariwisata Perdesaan Oleh Dinas Pariwisata dan Kebudayaan di Kabupaten Pangandaran. *JOURNAL SAINS STUDENT RESEARCH*, 3(4), 869-881.
- Sakina, A. W., Wedadjati, R. S., Adiwirahayu, A., & Widati, W. (2023). Sinergitas Quintuple Helix dalam Pengembangan Pariwisata Berkelanjutan di Mina Wisata Technopark Sleman. *Islamic Management and Empowerment Journal*, 5(1), 87-102.
- Salsabila, E., & Wulandari, G. A. (2024). Peluang dan Tantangan Pengembangan Ekowisata dalam Mendorong Pertumbuhan Bisnis dan Ekonomi Banyuwangi. *BISMA: Jurnal Bisnis dan Manajemen*, 18(1), 49-61.
- Solazzo, G., Maruccia, Y., Lorenzo, G., Ndou, V., Del Vecchio, P., & Elia, G. (2022). Extracting insights from big social data for smarter tourism destination management. *Measuring Business Excellence*, 26(1), 122-140.
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable development*, 29(1), 259-271.
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Surata, I. K., Sumartana, I. M., & Utama, I. G. B. R. (2024). The impact of cultural tourism on local traditions. *JPPi (Jurnal Penelitian Pendidikan Indonesia)*, 10(4), 672-683.
- Sutadji, E., Nurmalasari, R., & Nafiah, A. (2021). *Dinamika Pengembangan Destinasi Wisata: Berbasis Masyarakat Era 4.0*. Media Nusa Creative (MNC Publishing).
- Syarif, A., Suyasa, I. M., & Darmutika, L. A. (2023). Pengembangan Potensi Budaya Sebagai Daya Tarik Wisata Di Desa Bayan Kabupaten Lombok Utara. *Jurnal Ilmiah Hospitality*, 12(2), 535-544.
- Tjilen, A. P., Waas, R. F. Y., Ririhena, S. W., Tambaip, B., Syahrudin, S., Ohoiwutun, Y., & Prihandayani, R. D. (2023). Optimalisasi potensi desa wisata melalui manajemen pengelolaan yang berkelanjutan: Kontribusi bagi kesejahteraan masyarakat lokal. *Nanggroe: Jurnal Pengabdian Cendikia*, 2(6), 38-49.
- Valtakoski, A. (2020). The evolution and impact of qualitative research in Journal of Services Marketing. *Journal of Services Marketing*, 34(1), 8-23.
- Wasela, K. (2023). The role of intangible cultural heritage in the development of cultural tourism. *International Journal of Eco-Cultural Tourism, Hospitality Planning and Development*, 6(2), 15-28.

- Yang, L., & Wall, G. (2022). Heritage tourism in a historic town in China: Opportunities and challenges. *Journal of China Tourism Research*, 18(5), 1073-1098.
- Yuniarto, H., & Dandan, W. (2020). Strategi Peningkatan Daya Tarik Wisatawan Tiongkok ke Indonesia Melalui Jurnalisme Perjalanan di Media WeChat. *Jurnal Media Wisata: Wahana Informasi Pariwisata*, 16(2).
- Zakariah, M. A., Afriani, V., & Zakariah, K. M. (2020). *Metodologi Penelitian Kualitatif, Kuantitatif, Action Research, Research and Development (R n D)*. Yayasan Pondok Pesantren Al Mawaddah Warrahmah Kolaka.