# Development Strategy for Cultural Tourism Destinations in the Era of Digital Technology Transformation

Budiman Mahmud Musthofa

*Tourism Vocational Program, Universitas Indonesia, Depok, Indonesia*

Abstract:     This paper aims to explain how cultural tourism develops in the era of digital technology transformation. This study employs a qualitative method using a case study of cultural tourism destination in Saung Angklung Udjo (SAU), Bandung, West Java, Indonesia. The results show that the development of cultural tourism in SAU is in line with the rapid growth of digital technologies, particularly with information and communications technology (ICTs) and the 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 can 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. The findings provide an insight into how digital means could be utilized to develop a thriving cultural tourism destination, and this is important to show how culture can be protected and promoted more widely through various digital platforms.

## 1 INTRODUCTION

The tourism industry has now become a very complicated 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 it provides many jobs and opens opportunities to sell various local products (Hung & Hauh, 2019).

Tourism destination is one part of the tourism industry's supply chain. Tourism destination management involves not only the aspects of management but also involves several 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 the 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 aspects and heritage conservation. Research on cultural tourism focuses mostly on scientific, historical, anthropological, or cultural criteria set by experts (Parkinson, Scott, & Redmond, 2016). At present, there has been a paradigm shift in the tourism industry where changes from cultural tourism to creative tourism. The 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 behaviour 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 essential thing in the innovation of the 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 essential 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).

The internet of things has also changed the experience of tourists when they start planning trips while travelling. They return to their home areas until tourists remember/memorized their experiences. The use of the internet and social media platforms allows travellers to share their knowledge and experiences. The sharing of 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 the 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 essential 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 vital (Marine, 2017). Sharing tourist experiences shared online has influenced consumers' perceptions and choices. This experience sharing also affects pricing in business, service innovation, and tourist motivation and destination managers. Furthermore, tourism service providers also get positive and negative impacts of various customer reviews. Therefore, online reviews are exciting and essential for management and marketing functions. From a practical perspective, findings and suggestions must be fascinating for industry practitioners to assist them in facing challenges in the online context. (Sotiriadis, 2017).

The development of ICTs is interesting to study during 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 a distinctiveness that is different from urban life. Rural areas usually have an interesting natural, cultural, and historical potential and harmonious social life. This area 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).

Nevertheless, 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 significant element of international tourism consumption, accounting for over 39% of tourism arrivals. Cultural tourism research has also snowballed, 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 most significant 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 is 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 human-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:

  a. The attraction that includes uniqueness and attraction based Nature, culture, or artificial.
  b. Accessibility includes the ease of transportation facilities and systems.
  c. Amenities include supporting facilities and tourism support.
  d. Ancillary Service supports tourism activities.
  e. Institutions have authority, responsibility, and role in supporting the implementation of tourism activities.

Cultural tourism is the movement of persons to cultural attractions away from their usual place of residence, intending 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 are related 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).

The development of ICTs and IoT currently closely related to 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 move 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 handy 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. Reminding. One of the most developed and active 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 a 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 the information at that time (real-time) (Morrisan, 2010).

ICTs and IoT have now become an essential 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 travelling 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 DISCUSSIONS

## 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 to preserve 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, primarily 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:

a. The existence of a unique and special object of tourist attraction and cultural tourist attraction considers 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 centre, 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, heparan 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.

b. Accessibility to SAU is effortless and is supported by a vast 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.

c. 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.

d. Many public facilities 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.

e. 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, at least 130 employees were working in the internal scope, and overall the number of people involved in operations reached 1,000 people. One hundred thirty of these employees are SAU's office employees who earn a monthly salary, while 1000 people involved in operations are partners, angklung craftsmen, and material suppliers.

Fulfilment 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 the Era of Digital Technology Transformation

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 the 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 necessary skills 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. Participants play digital Angklung through iPhone, iPad, and iPod touch. This digital angklung application is called angklung, which can be downloaded via the AppStore. The app store has developed the i-Angklung application for iPhone/iPod /iPad users. The i-Angklung 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 players 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 to 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 specialization in work, such as the presence of employees who are individually 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  is a one-stop cultural workshop of the performance venue, a bamboo handicraft centre, bamboo instrument workshop & educational centre – Angklung in particular. Tweets Tweets, current page. 17.9K, Following 596, Followers Followers 14.5K; Instagram @angklungudjo, have 1,126 posts, 26.6k followers, 170 followings; Youtube channel Saung Angklung Udjo with 8,260 subscribers and 120 videos; Facebook Saung Angklung Udjo with 47,503 likes and 49,816 Followers.

Instagram marketing communication strategies is an example of carrying out by Saung Angklung Udjo. An Admin on social media Instagram Saung Angklung Udjo provided information about the Evening Bamboo Show. Saung Angklung Udjo use of the caption feature through Instagram in providing ongoing event information with three 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. The use of the contents of the clear caption, mentions feature, hashtags facilitated 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 essential in promoting SAU cultural tourism destinations. As explained in the

previous section, the promotion has three main objectives to be achieved, namely Informing, Persuading, and Reminding (Liliweri, 2011). Creativity here starts with creative planning content, creative processes to the birth of creative products that are then conveyed to the broader 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 vital 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 posting 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 Angklung Udjo cultural tourism destinations to date can be said to have succeeded in increasing the number of tourists visiting SAU.

## 5 CONCLUSIONS

Increasing the competence of human resources related to 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 to increase the number of tourists 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 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.

## REFERENCES

Babu, S. R., & Subramoniam, S. 2016. *Tourism management in internet of things era. Journal of Information Technology and Economic Development,* 7(1), 1-14

Carvalho, R., Ferreira, A. M., & Luís, M. F. 2016. *Cultural and creative tourism in portugal. Pasos, 14*(5), 1075-1082. Retrieved from https://search.proquest.com/docview/1834366544?accountid=17242

Chiao, Huei-Ming Yu-Li, C., & Wei-Hsin, H. 2018. *Examining the usability of an online virtual tour-guiding platform for cultural tourism education. Journal of Hospitality, Leisure, Sports and Tourism Education,* 23, 29-38. doi:http://dx.doi.org/10.1016/j.jhlste.2018.05.002

Creswell, John W. 2010. *Research Design Qualitative, Quantitative and Mixed* (Indonesia version).Yogyakarta : Pustaka Pelajar

Daeanza, Danal Meizantaka; Nurhayati, Oky Dwi; Eridani, Dania. *Simulation Application and Play Angklung (Saung) based on Android. Journal of Technology and Computer Systems*, [S.l.], p. 37-42, jan. 2017. ISSN 2338-0403.<https://jtsiskom.undip.ac.id/index.php/jtsiskom/article/ view/12861>.

Fominienė, Vilija Bitė. *The Importance of Tourism Websites to Tourism Services AndMAssurance Of Their Competitiveness. Montenegrin Journal of Economics* Vol. 12, No. 4 (2016), 41-51
DOI*:* 10.14254/1800-5845/2016.12-4.4

Hermawan, Pri, Rikantini Widiyanti , Lidia Mayangsari & Santi Novani. *Urban Tourism Development For Bandung City, Indonesia: A Preliminary Study. International Journal Of Business And Society, Vol. 19 No.1, 2018, 73-86*

Jarábková, J., & Hamada, M. (2012*). Creativity and rural tourism. Creative and Knowledge* Society, 2(2), 5-n/a. doi: http://dx.doi.org/10.2478/v10212-011-0022-4

Lee, J., Lapira, E., Bagheri, B., Kao, H., (2013). *Recent Advances and Trends in Predictive Manufacturing Systems in Big Data Environment*. Manuf. Lett. 1 (1), 38–41.

Liliweri, Alo. 2011. *All-round communication means everything.*Jakarta.Kencana.

Lee, Tsung Hung & Jan Fen Hauh..2019. *Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability.* Tourism Management Vol.70 pp.368-380 ref.many
https://doi.org/10.1016/j.tourman.2018.09.003

Marine-Roig, E., Martin-Fuentes, E., & Daries-Ramon, N. 2017. *User-generated social media events in tourism. Sustainability,* 9(12), 2250. doi:http://dx.doi.org/10.3390/su9122250

Morissan, M.A. 2010. *Periklanan: Komunikasi Pemasaran Terpadu*. Jakarta: Pranadamedia Group

Musthofa, Budiman M .2019. *Cultural Development Towards Cultural Welfare: Lessons From Community*

*Development in Saung Angklung Udjo, Bandung, Jawa Barat*. **Sosio Informa**, [S.l.], v. 4, n. 3, jan. 2019. ISSN 2502-7913. Available at: <https://ejournal.kemsos.go.id/index.php/Sosioinforma/article/view/1600/875>. Date accessed: March 08. 2019. doi:https://doi.org/10.33007/inf.v4i3.1600.

Parkinson, Arthur Mark Scott & Declan Redmond. 2016. *Defining "Official" Built Heritage Discourses within the Irish Planning Framework: Insights from Conservation Planning as Social Practice, European Planning Studies*, 24:2, 277-296, DOI: 10.1080/09654313.2015.1077782

Pranita, Diaz, 2017. *Digitalization: The Way to Tourism Destination's Competitive Advantage (Case Study of Indonesia Marine Tourism).* KnE Social Sciences / The 2nd International Conference on Vocational Higher Education (ICVHE) 2017 / Pages 243–253. https://knepublishing.com/index.php/Kne-Social/article/view/2763. https://doi.org/10.18502/kss.v3i11.2763

Richards, Greg. *2018. Cultural Tourism: A review of recent research and trends*. *Article in* Journal of Hospitality and Tourism Management. Sept 2018 DOI: 10.1016/j.jhtm.2018.03.005. https://www.sciencedirect.com/science/article/pii/S1447677018300755

Smith, Melanie Kay & Anya Diekmann. *"Tourism and wellbeing*". Annals of Tourism Research Volume 66, September 2017, Pages 1-13.journal homepage: www.elsevier.com/locate/atoures https://doi.org/10.1016/j.annals.2017.05.006

Sotiriadis, M. D. 2017. *Sharing tourism experiences in social media*. *International Journal of Contemporary Hospitality Management, 29*(1), 179-225. doi:http://dx.doi.org/10.1108/IJCHM-05-2016-0300

Sunaryo, Bambang. 2013. *Concept and Tourism Destination Development Policy Its application in Indonesia.*Yogyakarta : Gava Media.

Supratman, Lucy Pujasari. 2018. *Use of Social Media by Digital Native.* Jurnal Ilmu Komunikasi Volume 15, Nomor 1, Juni, 247-60. Universitas Telkom Jalan Telekomunikasi Nomor 1, Bandung, Jawa Barat 40257

UNWTO (2017) Definitions Committee on Tourism and Competitiveness (CTC). http://cf.cdn.unwto.org/sites/all/files/docpdf/ctcdefinitionsenweb.pdf

Uysal, M., et al. 2015., *Quality of life (QOL) and well-being research in tourism, Tourism Management* http://dx.doi.org/10.1016/j.tourman.2015.07.013

Yahya, Muhammad. 2018. *Industrial Age 4.0: Challenges and Opportunities for the Development of Indonesian Vocational Education*. Presented at the Extraordinary Open Session of the Senate of Makassar State University on March 14, 2018. Speech of Inauguration of Permanent Professor in the Field of Vocational Education, Faculty of Engineering, Makassar State University.

Zsarnoczky, Martin . 2018. *The Digital Future of the Tourism & Hospitality Industri in Business Practices, Cooking, Restaurants, Spring 2018* https://www.bu.edu/bhr/2018/05/31/the-digital-future-of-the-tourism-hospitality-industry/