

A Systematic Review of Indonesia's Heritage Tourism in Perspective of Smart Tourism Conceptual Model

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Abstract—Currently, smart tourism has been adopted by cities in many countries. But this concept has various meaning built on different point of view of the smart tourism initiatives. This paper aims to give contribution on conceptual model formulation for smart tourism in process approach, using heritage tourism as case study. A literature review using PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-analyses) was carried out to achieve an understanding of the term smart tourism itself, with reference to various literature from qualified journals. From the literature review, various terms related to the definition, objectives, characteristics, inputs and outputs of smart tourism will be obtained. A semantic process with content analysis method to help determine the dominant factors/variables as important objects of Smart Tourism. The model to be built describes the components that influence the smart tourism process. This model also considers some local values that are used in general and particular in tourism policies that have been implemented in Indonesia. These values are believed to have an influence and characteristic of the smart tourism model in Indonesia. In the end, the model also describes the expected results of the smart tourism process.

Keywords— Smart Tourism; Conceptual Model; Heritage Tourism; Process Approach Model

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I. INTRODUCTION

The term "smart" has become a keyword to describe the application of technology, especially information technology in various objects and fields[1][2]. Information technology has proven to be a catalyst that accelerates innovation, including in the world of tourism [3][4]. According to Gretzel (2015), the smart concept describes the application of information technology that relies on sensors, big data, open data, and new ways of exchanging information (for example, Internet of Things, RFID, and NFC) [5][6][7]. Many countries are starting to shift from conventional tourism to Smart Tourism, so Smart Tourism has become an unavoidable trend and challenge[8]. Smart Tourism has become a challenge for researchers from academia and practice in answering how Information Systems (IS) can be used to create new value in the tourism sector that can increase the value of existing tourism by providing new designs of tourism information systems combined with technology and social systems [5]. This research which is termed the Smart Tourism Paradigm[9], must be able to provide value to the tourism experience, the tourism business ecosystem, and the tourism destination itself so that in the end it can accelerate the increase in income and achieve the goals of a country's development.

Indonesia is a country rich in ethnic, cultural, races, and religious diversity combined with natural beauty. In Indonesia, the tourism sector has now become the leading sector because it has succeeded in achieving the national GDP target and is ranked as a foreign exchange earner after the palm oil industry [10][11]. However, in the 2019 Travel and Tourism Competitiveness report, Indonesia's national tourism competitiveness index is ranked 40, which is 4.3 out of a scale of 7 [12], lower than the Government's target [10]. For this reason, in the 2020-2024 strategic plan, the Ministry of Tourism and Creative Economy (Kemenparekraf) has set several policies, including adopting the role of media and information technology adaptively. The application of Smart Tourism in Indonesia can be one solution to achieving the Government's targets in the tourism sector, in this case, the Ministry of Tourism and Creative Economy.

Heritage tourism is a kind of tourism which can also be referred as Heritage and Cultural Tourism, is closer to special interest tourism which can be an integral part of or a combination of various types of tourism, such as tracking tourism, cultural tourism, nature tourism, pilgrimage tourism, marine tourism and so on [13]. Heritage in this case is something in the form of material/material or non-material/non-material that is passed down from generation to generation that we want to protect [13]. Heritage in the form of material is regulated in dalam Undang-undang RI Nomer 11/2010 concerning Cultural Heritage [14]. In this regulation, Cultural Conservation is defined as cultural heritage that is material in the form of Cultural Conservation Objects, Cultural Conservation Buildings, Cultural Conservation Structures, Cultural Conservation Sites,

and Cultural Conservation Areas on land and/or in water whose existence needs to be preserved because they have value. important for history, science, education, religion, and/or culture through the designation process. Both in Indonesia and abroad, heritage tourism gets special attention. However, the use of Information Technology to support promotion and sustainability of heritage tourism in Indonesia is not as widely used as in other countries.

Currently, smart tourism has been adopted by cities in many countries such as Europe, China, South Korea, Australia, and Japan [5], [15]. But unfortunately, many of their projects cannot be realized perfectly and only become pilot projects [8]. Technology is not enough to make a tourist destination "smart" [16]. Many elements must be considered that must be involved in the formation of smart tourism destinations [17]. Another challenge is how to design appropriate smart tourism plans for certain cities. Each city has different situations and conditions so they need a unique tourism strategy [8]. The characteristics of different types of tourism will also form a smart tourism model with certain characteristics.

This paper aims to propose a smart tourism model with a case study of cultural heritage as a part of heritage tourism. The of the paper is structured as follows, method of conceptual model building will be explained in section II. The conceptual model proposed is described in section III. Finally, the concluding remarks are discussed in section IV.

II. RESEARCH METHOD

To build the conceptual model of Smart Tourism, with heritage tourism as the case, it is necessary to know the factors that are believed as important factors in the model to be built. For this reason, this research carried out PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-analyses) method[18][19][20] and followed by semantic process with content analysis as the method. PRISMA was carried out as literature review method, to explore the concept and finally to achieve a deep understanding of the term smart tourism itself. From that literature review, various terms related to the definition, objectives, characteristics, inputs and outputs of smart tourism will be obtained. Semantic process is then carried out to help determine the dominant factors/variables as important objects of Smart Tourism. These important objects structure the model to be built.

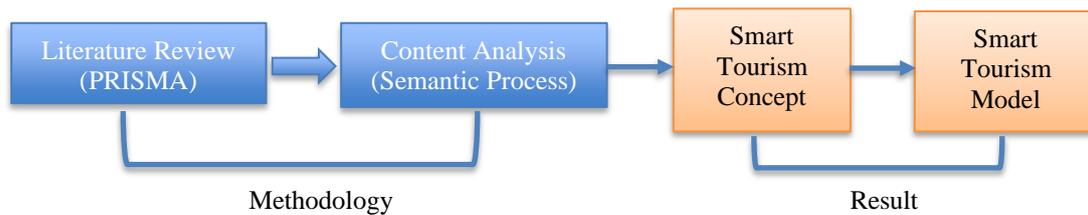


Figure 1. METHODOLOGY AND RESULT

The stages of literature review using the PRISMA method consist of 4 stages, namely: identification, screening, eligibility and inclusion. Identification aims to identify articles related to the research topic using keyword filter. Screening aims to determine which articles will be studied further by applying inclusion and exclusion factors and screening of abstract articles. Eligibility aims to get information from selected papers by doing deep reading. Included aims to determine which articles can be used as references and which cannot be used as references, based research topic. Reputable articles or government reports/policies should be considered as determination factors.



Figure 2. PRISMA PROCESS IN CONCEPTUAL MODEL BUILDING

Content analysis is a document analysis method characterized as systematic and rigorous approach in the course of the research[21]. Content analysis is usually used in companion with other research methods to enhance validity of research results[22]. Content Analysis examines all terms related to smart tourism obtained from the literature review in previous methods, to find objects that have a strong influence to Smart Tourism concept and implementation. These objects play as building blocks of the smart tourism model.

III. RESULT AND DISCUSSION

This section presents the process of Conceptual Model building and discusses the issues that must be addressed in the model to be built in detail.

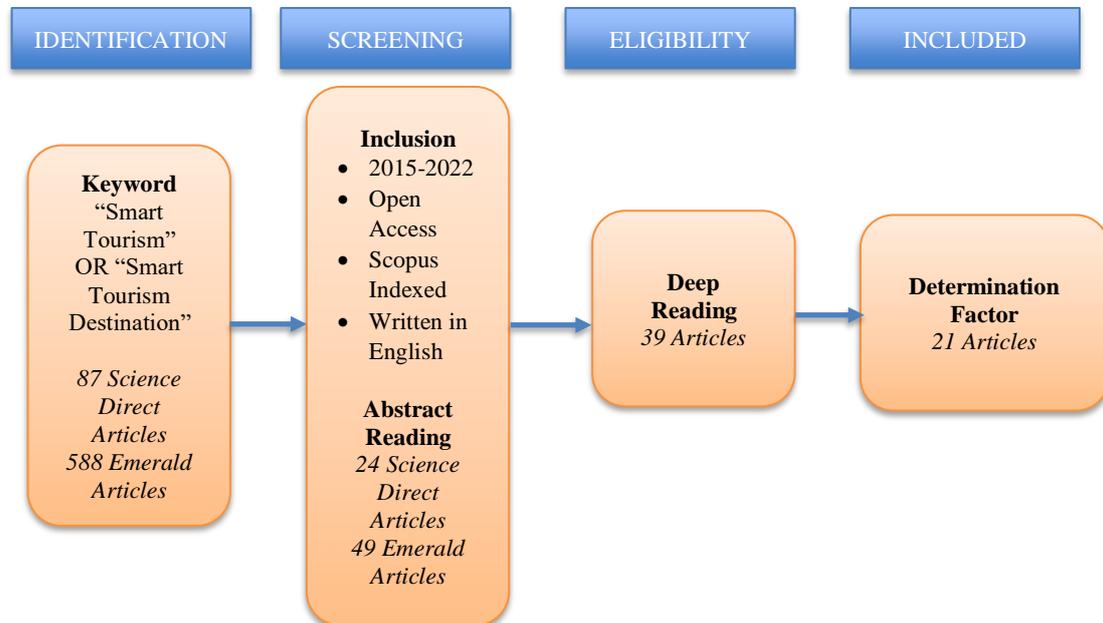


Figure 3. PRISMA PROCESS IN CONCEPTUAL MODEL BUILDING

Figure 3 describes the literature review process in this study. Explanation of each PRISMA Phase is describe as follows:

Identification Phase

This phase aims to identify articles related to the research topic using keyword filter. There are two databases used as references, namely: Sciencedirect and Emerald. Due time limitation, only these databases are chosen. They are a pretty good reference source among others. At this phase, 2 basic keywords are defined as keyword identification, namely: "Smart Tourism" and "Smart Tourism Destination". Based on these keywords, 87 articles from Sciencedirect and 588 articles from Emerald were identified. From these results, the articles which appear repeatedly will be deleted.

Screening Phase

Screening aims to determine which articles will be studied further by applying inclusion and exclusion factors and screening of abstract articles. In this phase, inclusion/exclusion factors are applied based on year, starting from 2015 (which was the year Smart Tourism articles increased significantly) to 2022. Another factor considered is scopus indexed only, open access and sourced from scientific journals. From the screening step, 24 articles from science direct and 49 articles from emerald were determined.

Eligibility and Included Phase

The eligibility phase is to do a deep reading of these article that yield 39 articles considered to be eligible. This step is also to assure, that all the statements obtained in the article referred from reputable articles or government reports/policies as determination factor. There are 21 articles to be included as references in building smart tourism model.

The model to be built describes the components that influence the smart tourism process. This model also considers some local values that are used in general and particular in tourism policies that have been implemented in Indonesia. These values are believed to have an influence and characteristic of the smart tourism model in Indonesia. In the end, the model also describes the expected results of the smart tourism process. Table 1 shows the semantic process of Smart Tourism.

Table 1. SEMANTIC PROCESS OF SMART TOURISM

No	Statement	Object
1	Clean, green, ethical and quality at all levels of the service chain[23], sustainability [5], [24], [25]	Sustainability
2	Integrated information using ICT technology relating to tourist activities, the consumption of products, and tourism and social resources [26], ubiquitous tour information service of summation of the common smart tourism attributes [27], integrated efforts at a destination to collect and aggregate data derived from physical infrastructure, social connections, government / organizational sources and human bodies/minds in combination[5], information relating to tourism activities could be exchange instantly[28], integrated tourism approach among data, infrastructure, human and organizational resources[29]	Information Integration
3	Application of mobile digital connectivity to create more intelligent, meaningful and sustainable[30], virtual tourism based on digital, intelligent, and virtual technology[26], the use of advanced technologies to transform that data into on-site experiences[5], an innovative tourist destination, built on an infrastructure of state-of-the-art technology[25],	Smart Technology

No	Statement	Object
	integrated platform is having multiple touch points that could be access through a variety of end-user devices[28], based on the Internet of Things technology, artificial intelligence technology, cloud computing and other information technology [31], with the use of advanced technology[29], adopt diverse technologies[28], include technological development, develop innovation activities, incorporating capacities, digital spaces, information processing and tools to these activities, which enable the transfer of technology and knowledge sharing[32], innovation that greatly influenced by the capacity of ICT[32], application of technology in its implementation that closely related to real time information and communication services[33], technological platform which integrates tourist resources and information technologies (artificial intelligence, Internet of Things and cloud)[6]	
4	connections between tourists and the destination[30], provides to tourists, enterprises, and organizations with a variety of end-user devices[26], facilitates the visitor's interaction with integration into his or her surroundings, increases the quality of the experience at the destination, and improves residents' quality of life [25], dynamically interconnecting stakeholders[28], effective application of tourism embodiment, industrial development and tourism[31], new model consisting of touristic consumers (tourists), residential consum-ers (residents), tourism suppliers (tourism businesses), suppliers from other industries, Government, media, destination management organizations, digital technologies, all embedded in a space (tourism destination) [34], enhance the quality of residents' life, tourism destinations[28], bring destination competitiveness, thereby giving rise to the concept of smart tourism destinations[28], set out four fundamental concepts: human capital; leadership; social capital [32], interconnection, and efforts to improve synchronization and synergy among tourism actors[33], enhance tourist experiences, increase the competitiveness of destinations and improve the quality of life of residents[2]	Beneficial Stakeholder and User
5	Information service provided to individual tourists based on special requirement [27], to transform that data into on-site experiences and business value-propositions with a clear focus on efficiency, sustainability and experience enrichment[35], support the creation and facilitation of real-time tourism experiences and improve the effectiveness of tourism resources management[28], purpose is to realize the effective integration of tourism resources and provide necessary customized services to users[31], to embrace technologies in order to enhance not only tourists' travel experience[28] enhance tourist experiences[2]	Recommender System to Tourist

Based on this semantic process, there are four dominant objects in smart tourism terminology that appear in overlap from various analyzed sources. They are sustainability; information integration; use of smart technology, and beneficial stakeholders, which include tourists,

Government, tourist destinations, residents, tourism businesses, individual information for tourists, and media.

The Indonesian Government, through the Ministry of Tourism and Creative Economy, is no longer focused on the number of tourists who come but is also starting to focus on implementing sustainable tourism in existing tourist destinations. The concept of sustainable tourism has a long impact on tourist destinations and emphasizes four pillars: sustainable management of the tourism business, sustainable economy, cultural development, and environmental aspects [34]. For this reason, the Government, through the Ministry of Tourism and Creative Economy, has set regulations on Guidelines for Sustainable Tourism Destinations [13]. This regulation has also been adjusted to the Global Sustainable Tourism Council (GSTC) standards, recognized by the United Nations World Tourism Organization (UNWTO), to respond to development challenges in the tourism sector today.

In this regulation, Sadar Wisata concept is introduced. Sadar Wisata concept regulation is created by Ministry of Culture and Tourism through Permenbudpar 04/2008. Sadar Wisata concept [35] is defined as a concept that describes the participation and support of all components of society in encouraging the creation of a conducive climate for the growth and development of tourism in an area. In the context of this understanding, the Gerakan Sadar Wisata can be described as:

- Movement to raise awareness and the role of all components of society in their role as hosts to implement and realize Sapta Pesona, which includes the following elements: safe, orderly, clean, cool, beautiful, friendly, and memorable.
- Movement to foster motivation, ability, and opportunity for the community in their role as tourists (guests) to recognize and love their homeland.

The number of cultural heritages in Indonesia is quite dynamic because the number of cultural heritages can increase and decrease. For identification and inventory purposes, the Government of Indonesia has a mechanism for registering objects/buildings/collections of buildings that have potential chance to be recognized as cultural heritage through the website: <http://cagarkultur.kemdikbud.go.id/>. However, there are several problems related to this Cultural Conservation, including not all regions have determined their cultural heritage areas, not all regions have input their cultural heritage into the national cultural heritage registration system, not all regions having a team of cultural heritage experts, determination of cultural heritage zoning and so on [36].

Based on various dominant factors obtained from previous studies, a Smart Tourism model in process approach is developed with Heritage Tourism as its case study. Smart Tourism is a system with main activities: planning, operation, and marketing. Technology has become a key driver in managing these main activities. Smart technology here is used to support sustainability which includes: the environment dimension (registration system and cultural heritage maintenance), the economy dimension (digital tourism business), and the social capital dimension (collaborative platform that connects Kelompok Gerakan Sadar Wisata, Government, residents/residents, tourism industry) and its supporters, tourists, and the academicians to build/develop smart tourism together in certain tourist areas as an effort to co-creation and co-development of smart tourism in certain tourist destinations)[36][37]. Furthermore, Smart Tourism will be optimal more with the support for the formation of human capital competent in Smart Tourism through formal and informal education. The outcome of this system is expected to be able to create Smart Tourism that supports the value of Sapta Pesona Wisata, which has the following characteristics:

1. Speed and accuracy of information achievement
2. Support sustainable tourism
3. Creating fun, and experiences for tourists
4. Providing wealth, and benefits for residents, organizing tourism businesses and their supporters, as well as tourist destinations.
5. Increased state income
6. Preservation of cultural heritage assets
7. Achievement of education about Smart Tourism and cultural heritage

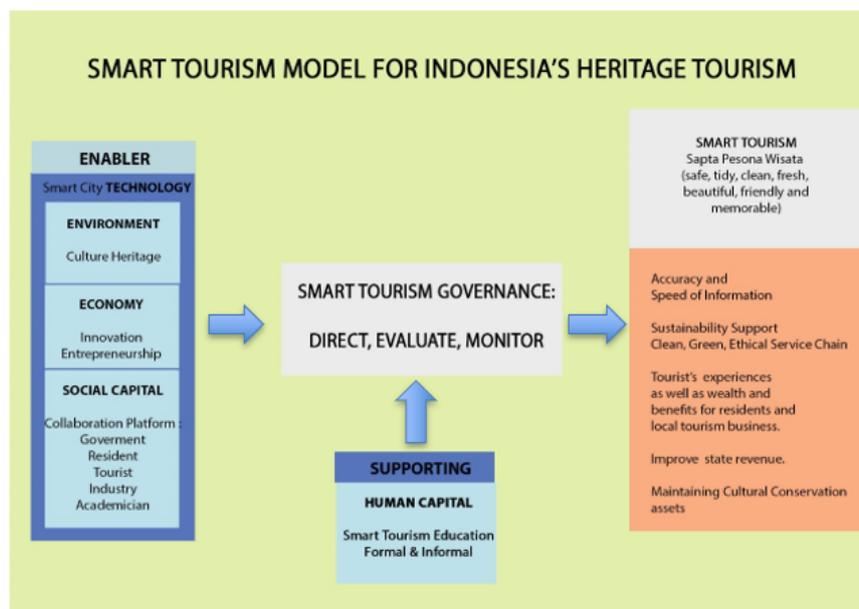


Figure 4. SMART TOURISM MODEL FOR INDONESIA'S HERITAGE TOURISM

Smart Tourism implementation has some challenges, namely answering how to manage smart tourism plans that are right for certain countries because each country has different situations and conditions, so the tourism strategy is different [3]. Differences in values and cultural impact on local residents become a complexity in planning the development of tourist destinations [37]. The characteristics of different types of tourism will also form a smart tourism model with certain characteristics.

IV. CONCLUSION

Smart Tourism is a manifestation of information technology's impact on the tourism sector. Many countries are shifting from conventional tourism to Tourism that uses IT as its enabler, so Smart Tourism has become an unavoidable trend and challenge. Using PRISMA and content analysis as the model building method, this paper proposes a smart tourism model with a case study of heritage tourism in the form of cultural heritage in Indonesia. The model is formed by the dominant factor obtained from the literature review. Because this model is specifically constructed for Indonesia's heritage tourism, local wisdom elements like Sadar Wisata and Sapta Pesona is adopted. The model offers insight to the policymakers and other tourism stakeholders in identifying smart tourism structure so smart tourism strategy plans can be built to prepare smart tourism implementation in the cultural heritage destination in Indonesia.

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