

Product Development of Cikini Highway Area Reactivation with The Application of Urban Tourism Concept

Athiyyah Izzati Jannah^{1*}, Sumaryadi²

Bandung Institute of Technology¹, Politeknik Pariwisata NHI Bandung²

Abstract

This study aims to examine the nature and effectiveness of current tourism product development in the Cikini street area, focusing primarily on heritage-based walking tours and assessing how well these tourism products align with established urban tourism product elements and core urban tourism components, identifying strengths, weaknesses, and opportunities to enhance the area's urban tourism appeal and sustainability. Using a descriptive qualitative research design, data were collected through semi-structured interviews with key stakeholders supplemented by literature reviews and field observations. The findings indicate that product development centers on a heritage-themed walking tour highlighting Cikini's historic buildings and their narratives. This aligns with urban tourism's historic district aspect and incorporates primary and secondary product elements. Major strengths include a strong emphasis on Cikini's distinct historical identity, robust government leadership, and infrastructure improvements such as sidewalk renovations and Taman Ismail Marzuki's (TIM) redevelopment. This study also reveals limited community engagement in product development and management and that modern digital and innovative tourism technologies are still in their early phases. This research holds significant theoretical and practical value. Theoretically, it advances the understanding of how urban tourism models and product development frameworks are applied within a Southeast Asian megacity undergoing heritage-led revitalization, emphasizing the need to adapt predominantly Western-origin frameworks to local contexts. It also contributes to discussions on top-down governance in heritage tourism. The study recommends expanding tourism by developing unused waterfront areas, encouraging community co-creation, adopting smart tourism technologies, and strengthening branding and governance to improve Cikini's socio-economic and cultural impact.

Keywords: Product Development, Urban Tourism, Heritage Tourism, Walking Tour.

A. INTRODUCTION

The increasing interest of tourists in urban tourism is an indication of the promising potential of urban tourism in Indonesia. This potential can be used as a reference to develop products into an attraction that is owned for the many urban areas in Indonesia. According to the Global Destination Cities Index data in 2019 shows that, the total number of tourist visits to the world's 20 best urban tourism destinations is 157.7 million people with an average expenditure of 123 USD per day (Mastercard, 2019).

Urban tourism has increasingly become one of the fastest-growing segments in the global tourism sector (International Urban Development Association, 2006). Supporting this upward trend, recent statistics highlight a strong recovery in international travel, with the UN Tourism World Tourism Barometer reporting a rebound to 99% of pre-pandemic levels in 2024 equivalent to around 1.4 billion international arrivals—where urban destinations play a critical role in this resurgence and anticipated future expansion (UNWTO, 2025b). The urban tourism market is expected to experience significant growth, with projections estimating a value of USD 7.42 trillion in 2025, rising to USD 11.39 trillion by 2032. This surge is primarily influenced by the increasing desire for urban exploration and authentic experiences, particularly among millennial and Gen Z travelers, who value originality and cultural engagement (Coherent Market Insight, 2025). Such developments reflect a fundamental transformation

in which urban tourism is not only viewed as an economic contributor but also as a strategic element within urban development frameworks, supporting initiatives like the New Urban Agenda and aligning with the Sustainable Development Goals especially Goal 11, which emphasizes creating inclusive, safe, resilient, and sustainable cities (UNWTO, 2025a).

Simultaneously, there is a noticeable global inclination toward culture-driven urban revitalization, where cities harness their cultural and historical assets to foster economic revitalization, promote social integration, and enhance global competitiveness (Marucci, 2025). This typically involves the innovative adaptation of heritage buildings and the development of cultural districts to attract visitors and investment (Boussaa, 2015). These efforts underscore the understanding that cultural heritage is a living, evolving asset capable of driving urban regeneration and nurturing a distinctive sense of identity (Labadi & Logan 2016). The growing emphasis on urban tourism and heritage-based regeneration is further fueled by shifting tourist expectations that favor deep cultural engagement over conventional sightseeing (UNWTO, 2025b). Contemporary travelers increasingly seek immersive, meaningful interactions with local culture and history, prompting the need for creative tourism offerings that are mindful of heritage preservation and aligned with local communities' needs and values (Arumugam et al., 2023).

As one of Indonesia's foremost metropolitan regions, the Province of DKI Jakarta holds considerable yet vastly underutilized potential for urban tourism development. A notable illustration of this lies in the Cikini area of Central Jakarta, renowned for its deep historical roots, colonial-era architecture, and dynamic cultural atmosphere. According to the Pemprov Daerah Khusus Ibukota Jakarta, (2012) the province ranks among the leading regions in Indonesia in terms of urban tourism potential. This localized emphasis resonates with broader regional frameworks, such as the ASEAN Tourism Strategic Plan (ATSP) 2016–2025, which aspires to position ASEAN as a premier tourism destination distinguished by its diverse and authentic offerings while also upholding principles of responsibility, sustainability, inclusivity, and equitable growth (ASEAN Secretariat, 2015). As a prominent member of ASEAN, Indonesia contributes to this shared vision, and revitalization efforts like Cikini's can be seen as grassroots manifestations of these broader regional objectives.

Nevertheless, the governance of urban heritage within Southeast Asia including in Indonesia faces persistent obstacles. These include reconciling the pressures of rapid urbanization with the need for heritage preservation, facilitating meaningful public participation, and mitigating potential adverse effects of tourism, such as displacement through gentrification and the erosion of cultural authenticity (Boussaa, 2015). In this context, the Cikini revitalization initiative transcends its local scope, serving as a representative case that encapsulates the broader regional tensions and possibilities inherent in advancing sustainable urban tourism through heritage-led strategies.

Although Cikini street possesses notable potential for urban tourism, its contribution to the overall tourism landscape of DKI Jakarta Province has thus far been minimal. This reflects a disconnect between the cultural and historical value of the Cikini area and its current utilization as a viable tourism offering. Targeted and strategic interventions are required to convert this latent potential into meaningful socio-economic outcomes for the province and the local population. Such a disparity is a recurring issue in heritage tourism, where limitations in branding, weak destination image, inadequate visitor experience design, and ineffective promotional strategies often impede development (Arumugam et al., 2023). Additionally, efforts to reactivate urban areas frequently face the challenge of harmonizing heritage conservation with urban development, fostering inclusive community engagement, and managing tourism impacts sustainably (Li & Hunter, 2015).

In the case of Cikini, the challenges are likely complex, involving more than just the formulation of tourism products. They also encompass broader concerns such as coordination among stakeholders, allocation and management of resources, marketing strategies, and the area's integration into Jakarta's

socio-economic ecosystem (Arumugam et al., 2023). While this study centers on tourism product development as a key entry point, it recognizes the necessity of a comprehensive, multi-dimensional approach to effectively harness the area's tourism potential.

This study aims to critically examine the product development strategies and the application of urban tourism concepts within the 'Cikini Highway Area Reactivation' initiative in Central Jakarta. The primary objectives are:

1. To investigate the nature and effectiveness of current tourism product development in the Cikini street area, specifically focusing on its heritage-based walking tours.
2. To evaluate the alignment of these tourism products with established urban tourism product elements and main urban tourism elements.

To achieve these objectives, the study addresses the following research questions:

RQ1: What are the characteristics of the current tourism products developed for the Cikini Highway Area Reactivation, focusing on its heritage walking tour?

RQ2: How do these tourism products align with established urban tourism product elements and main urban tourism elements?

RQ3: What are the key strengths and weaknesses of the current product development approach in the Cikini street area, and what are the implications for enhancing its urban tourism appeal and sustainability?

This study makes several important contributions. From an academic standpoint, it enriches the existing literature by contextualizing established theories of urban tourism and tourism product development within the framework of heritage area revitalization in a Southeast Asian megacity. Doing so offers critical insights into the practical applicability and limitations of these predominantly Western-origin frameworks when implemented in a developing country context. This addresses a recurring scholarly need to adapt and validate theoretical models in diverse cultural and socio-economic settings. Furthermore, examining a government-initiated revitalization project adds depth to the discourse on heritage tourism governance, providing a counterpoint to the dominant narratives that focus on community-driven or bottom-up approaches (Li & Hunter, 2015), thereby offering a more balanced perspective.

From a practical perspective, the study presents targeted, evidence-based recommendations for stakeholders involved in the Cikini reactivation, including the DKI Jakarta Provincial Tourism and Creative Economy Office, local entrepreneurs, community organizations, and other relevant actors. These recommendations aim to improve tourism product development strategies, enhance inclusive collaboration among stakeholders, and explore opportunities for innovation and diversification of tourism experiences. Ultimately, the insights contribute to the area's economic revitalization and cultural sustainability. Additionally, the findings hold potential relevance for policymakers and practitioners working on similar urban heritage regeneration initiatives in other Indonesian cities or analogous Southeast Asian urban environments.

B. LITERATURE REVIEW

Conceptualizing Urban Tourism

Urban tourism is widely acknowledged as a complex and multidimensional phenomenon involving a broad spectrum of activities shaped by numerous interrelated elements (Ashworth & Page, 2011; Daskalopoulou & Petrou, 2009; Pearce, 2001). It is closely intertwined with broader urban development dynamics, wherein tourism serves as a catalyst that influences urban environments' economic, social, and spatial transformation (UNWTO, 2025a). According to UN Tourism, urban tourism refers to "a type of tourism activity that occurs within urban settings, characterized by economies not based on agriculture

such as those centered around governance, industry, commerce, and services and typically functioning as transport hubs (UNWTO, 2025a). These urban destinations provide extensive cultural, architectural, technological, social, and natural attractions catering to leisure and business travelers (UNWTO, 2025b). The vibrancy of urban tourism is further propelled by changing tourist preferences, particularly among younger demographics like millennials and Generation Z, who increasingly seek authentic, immersive experiences that emphasize local culture and uniqueness over conventional or standardized offerings (Coherent Market Insight, 2025). This trend has encouraged the emergence of niche urban tourism products such as thematic walking tours, culinary street experiences, and interactions with creative local communities (Coherent Market Insight, 2025).

Nonetheless, the expansion of urban tourism is accompanied by various emerging challenges. Scholarly literature and industry analyses have drawn attention to issues such as over-tourism in high-demand urban areas, the need to approach gentrification with sensitivity, and the growing urgency to implement tourism models that prioritize regeneration and sustainability (Natalucci, 2025). As highlighted by Ashworth and Page, (2011), the inherent complexity of urban tourism continues to intensify. This is driven by several converging trends, including accelerating urbanization particularly in Southeast Asian cities (ASEAN Secretariat, 2018), the increasing dominance of the experience economy that emphasizes meaningful, personalized travel experiences (Marciszewska & Wanagos, 2024), and the transformative role of digital technology in shaping how tourists discover, engage with, and disseminate information about urban destinations (Fraga et al., 2025). These intersecting developments underscore the growing intricacy and urgency of designing urban tourism products—such as those envisioned for the Cikini area—that are appealing, sustainable, and contextually responsive.

Heritage Tourism and Cultural Product Development

Heritage tourism, a vital component of urban tourism, encompasses travel driven by a desire to explore a destination's historical, artistic, scientific, or cultural aspects (Li & Hunter, 2015). It strategically revitalizes post-industrial and historic urban environments, where cultural heritage assets are mobilized to generate new economic prospects and strengthen a sense of place. The success of heritage tourism product development is shaped by several key elements, including strong destination branding, a favorable public image, the delivery of high-quality visitor experiences, effective and targeted marketing, and the presence of appropriate supporting infrastructure (Arumugam et al., 2023).

A notable trend in modern heritage tourism is the growing emphasis on intangible cultural heritage (ICH) and storytelling as mechanisms for delivering immersive and meaningful experiences. Walking tours—such as those developed for the Cikini area—are powerful tools for presenting intangible heritage, enabling visitors to engage with the local narratives, customs, and living traditions that define a place beyond its physical landmarks. The idea of shaping tourism with culture and manifesting culture through tourism illustrates a mutually beneficial relationship wherein tourism aids in sustaining ICH. At the same time, cultural heritage, in turn, enriches the visitor experience (Li & Di, 2023).

Models of sustainable heritage tourism advocate for a harmonious balance between the preservation of cultural resources, the well-being of local communities, and the financial sustainability of tourism enterprises (Murzyn-Kupisz, 2012). This requires a proactive approach to cultural integrity challenges, equitable benefit-sharing, and minimizing negative environmental and social consequences. Adopting community-based tourism (CBT) principles—focusing on active stakeholder participation, community empowerment, and fair distribution of tourism benefits—has gained importance in the urban heritage, ensuring that development initiatives remain inclusive and culturally grounded (Li & Hunter, 2015). Therefore, crafting effective heritage tourism products in urban areas like Cikini calls for an integrated strategy that balances the tangible elements ("hardware")—such as historical buildings and

infrastructure—with the intangible dimensions ("software")—including local stories, traditions, community engagement, and experiential quality. A narrow focus on physical restoration without meaningfully integrating living culture risks producing generic or inauthentic tourism experiences. This recurring issue may compromise the destination's sustainability and long-term attractiveness (Murzyn-Kupisz, 2012).

Frameworks for Tourism Product Development

As outlined by Kottler and Keller, (2009), the fundamental principles of product development involve strategies to foster growth by introducing new or modified products that align with market needs and transforming concepts into tangible offerings. In the tourism context, Benur & Bramwell, (2015) emphasize the significance of tourism product development and the role of diversification in destination appeal. However, more specialized frameworks are required due to the unique characteristics of tourism—such as its intangibility, the co-creation of experiences between providers and consumers, and its strong ties to place and culture (Marciszewska & Wanagos, 2024).

Modern approaches to tourism product development increasingly prioritize sustainability and innovation. For example, frameworks derived from Design for Sustainability (DFS) principles provide structured methods to develop tourism products that are environmentally responsible, socially equitable, and economically viable in the long term (Haid & Albrecht, 2021). These frameworks emphasize product durability, future orientation, balanced resource use, and stakeholder collaboration (Haid & Albrecht, 2021). Innovative tourism product development models also focus on identifying core destination assets, designing transformative tourist experiences, and carefully selecting and engaging stakeholders throughout development (Santos et al., 2020).

Foundational typologies for analyzing urban tourism products are provided by Gârbea, (2013), who categorizes product elements into primary, secondary, and additional, and Ruetsche, (2006), who highlights key urban tourism components such as historic districts, convention centers, waterfronts, festivals/events, and special visitor districts. While these frameworks remain useful for classification, their application to contemporary settings like Cikini benefits from integration with newer perspectives that explicitly address sustainability, community co-creation, digital integration, and the complexities of the experience economy. The success of the Cikini reactivation project will likely hinge on adopting such a nuanced and integrated approach to product development, moving beyond simply assembling attractions toward curating holistic and meaningful experiences.

Urban Area Reactivation and Regeneration

The reactivation program for the Cikini street tourist area corresponds with wider global movements in urban regeneration, especially culture-driven urban renewal. This approach leverages cultural and heritage resources as key drivers to revitalize urban environments, targeting improvements across economic, social, and physical dimensions (Marucci, 2025). However, such projects often encounter challenges, notably the participation dilemma, which involves balancing the interests of residents and communities with the economic goals of developers and government bodies (Marucci, 2025). Critical to success are effective stakeholder collaboration, clear policy direction, and a commitment to enhancing public urban spaces (Lak et al., 2020).

Digital innovations and innovative city initiatives are increasingly integrated into urban regeneration and heritage experience enhancement (Fraga et al., 2025). Tools like Geographic Information Systems (GIS) support the planning of cultural routes and heritage conservation (Hidalgo-Sánchez et al., 2024), while gamification techniques can encourage sustainable urban development and boost community engagement (Chaieb, 2025). Additionally, innovative tourism technologies such as augmented

reality (AR) and mobile apps enrich visitors' experiences by providing interactive interpretations and personalized content at heritage sites (Zhang et al., 2022).

A key aspect of urban reactivation is the idea of everyday heritage including the local customs, practices, and meanings that shape community identity and their connection to place (Shao & Tang, 2025). Successful regeneration projects integrate these everyday heritage elements to ensure that revitalized areas remain meaningful and relevant to residents rather than becoming solely tourist-focused zones. The regeneration of the Suzhou Canal exemplifies this, demonstrating how waterfront renewal based on everyday heritage can foster residents' sense of belonging while creating appealing spaces for visitors (Shao & Tang, 2025). Consequently, the Cikini reactivation must carefully balance creating attractive tourism offerings with maintaining its role as a lively, living part of the city for locals. Without genuine community involvement, top-down regeneration risks causing gentrification or developing isolated tourist bubbles detached from local life, as seen in other heritage tourism settings (Murzyn-Kupisz, 2012). Incorporating everyday heritage and ensuring authentic community participation is essential to avoid these issues and realize a sustainable, culturally respectful reactivation (Y. Li & Hunter, 2015).

The Role of City Image and Identity

Lynch, (2013) introduced essential ideas for understanding how people perceive and navigate urban spaces. His framework, which includes elements like paths, edges, districts, nodes, and landmarks, explains the concept of a city's "imageability" or "legibility"—how easily people can recognize and organize its components into a coherent whole (Lynch, 2013). Understanding this city's image is crucial before developing products, as it aids in capturing the city's unique identity. Lynch's key concepts identity (distinctive characteristics), structure (relationships between elements), and meaning (the significance contained within the city)—remain highly relevant today in urban tourism, heritage tourism, and place branding (Hospers, 2010). This framework is especially valuable for cities that build a strong, recognizable image to attract tourists and investors (Hospers, 2010).

For the Cikini area, Lynch's physical elements directly inform the design and experience of heritage walking tours, which depend on the clarity of paths, identification of landmarks (heritage buildings), and the historic district's character. However, the idea of city image has evolved in the digital era. While Lynch emphasized physical perception, modern city images are increasingly shaped through digital media, social platforms, virtual tours, and online reviews (Wessel et al., 2018). The concept of the digital city image suggests that information and communication technologies (ICTs) are reshaping how people perceive environments and navigate spaces, potentially modifying the importance of Lynch's original elements and adding new dimensions to urban identity formation and communication (Wessel et al., 2018). Thus, a thorough strategy for Cikini's reactivation and tourism marketing must incorporate both its physical legibility, as Lynch described, and its digital imageability, ensuring a coherent and attractive narrative across both real and virtual environments.

C. RESEARCH METHOD

This study used a descriptive research design with a qualitative approach, selected for its ability to describe and interpret real-world phenomena within their natural context. The focus was on exploring the forms, activities, features, and relationships related to product development and the application of urban tourism concepts in the Cikini street area. Qualitative research is well-suited to uncover deep, detailed understandings of tourism-related complexities by examining stakeholders' subjective experiences, perceptions, and motivations (Phillimore & Goodson, 2004). This approach was crucial for addressing the "how" and "why" questions behind the current practices and conditions in Cikini, which quantitative

methods alone might miss (Beedie, 2017). The research aimed to provide a thorough, case-specific description of the Cikini reactivation, highlighting the dynamics shaping its tourism development.

Participants and data sources were purposively chosen to offer comprehensive insights into the Cikini Highway Area Reactivation. Key informants included officials from the DKI Jakarta Provincial Tourism and Creative Economy office, particularly from the marketing and attractions division, due to their key roles in planning and implementing the reactivation efforts. In addition to government personnel, the study involved other relevant stakeholders such as tourism practitioners like the Jakarta Good Guide, who directly facilitate walking tours in the area, and local business owners or tourism operators within Cikini street. These participants were selected based on their direct involvement, expertise, and experience in tourism product development, urban tourism programs, and the unique characteristics of the Cikini Heritage District. This purposive sampling aimed to collect diverse perspectives from policymakers, service providers, and local entrepreneurs, enriching the data and enabling a well-rounded understanding of the topic.

Data collection employed three primary qualitative methods: semi-structured interviews, literature studies, and field observations. Semi-structured Interviews with detailed interviews were conducted with selected resource individuals, including representatives from the DKI Jakarta Provincial Tourism and Creative Economy Office and other important stakeholders. This approach offers flexibility, allowing the researcher to investigate emerging topics and seek deeper insights while covering the main research questions (George, 2023). The discussions centered on product development strategies, implementing urban tourism concepts, obstacles faced, and prospects for the Cikini area.

Literature Studies, the written materials collected during the research, known as literature studies, were systematically examined. This involved analyzing official government documents concerning the Cikini reactivation program, tourism development plans for DKI Jakarta, promotional content, existing scholarly studies on Cikini or comparable urban heritage sites, and pertinent news articles or reports. This method offers contextual background, authoritative viewpoints, and historical information that support and enrich the primary data obtained from interviews and observations (Laosrirattanachai & Laosrirattanachai, 2025).

Direct field observations took place in the Cikini street area, involving a systematic examination of the physical surroundings, heritage sites, tourism facilities such as sidewalks and signage, tourist behaviors (including walking tours), visitor movement patterns, and the overall ambiance of the location. These observations aid in comprehending how tourism products are practically implemented and how the urban space is experienced firsthand, offering a tangible context that complements the data collected from interviews and documents (Byrne, 2021).

The use of these multiple data collection methods facilitated triangulation, a process that enhances the validity and reliability of qualitative findings by cross-verifying information from different sources and perspectives. Thus, it provides a more holistic and nuanced understanding of the Cikini reactivation project. Due to the qualitative orientation of this study, thematic analysis was utilized as the primary technique for analyzing the data. This method is well-suited for identifying, organizing, and interpreting patterns or themes within qualitative datasets (Braun & Clarke, 2022). The analysis followed a structured, multi-step process (Braun & Clarke, 2014):

1. Data Familiarization: The first step involved transcribing all interview recordings word-for-word, reviewing field notes from on-site observations, and thoroughly reading all relevant documents and literature. This repeated, immersive reading enabled the researcher to understand the data comprehensively.

2. Initial Coding: In this phase, important concepts, recurring expressions, and notable patterns were identified across the data corpus. Open coding was used to assign descriptive tags and preliminary categories to meaningful data segments.
3. Theme Identification: The codes were then grouped into broader thematic categories that encapsulated key ideas and recurring patterns relevant to the research questions. Relationships among codes were explored to uncover overarching themes.
4. Theme Review and Refinement: The emerging themes were carefully examined to ensure internal consistency and clear distinctions between them. This iterative process involved validating each theme against the original data to confirm accuracy and relevance to the study's objectives.
5. Theme Definition and Labeling: Each theme was clearly articulated and named. Representative data excerpts, such as direct quotes from interviewees, were selected to illustrate each theme's core meaning and significance vividly.
6. Report Writing: The final phase involved synthesizing the findings into a coherent narrative guided by the refined themes. This stage included detailed descriptions and illustrative quotes to support the interpretations and convey a rich, evidence-based account.

By following this systematic approach, the thematic analysis contributed to the transparency and credibility of the research. It ensured that findings were not anecdotal but derived through a rigorous, methodical process, strengthening the study's validity and reliability and forming a robust basis for interpretation and discussion.

D. RESULTS AND DISCUSSIONS

Cikini street situated in the Menteng subdistrict of Central Jakarta, is an urban corridor recognized for its significant historical importance. It has successfully maintained a substantial portion of its authentic character amidst ongoing contemporary urban development. The area is distinguished by numerous historical buildings and sites, each imbued with distinct historical narratives. The evolution of Cikini has been continuous, commencing from the colonial era, which is evidenced by enduring landmarks such as the Pos Indonesia building and the former residence of the painter Raden Saleh. This development has extended through to the post-independence period, marked by the establishment of iconic local businesses that contribute to its unique urban fabric.

The historical core of Cikini's urban tourism offerings is constituted by several key attractions. Among these is Bakoel Koffie, a coffee establishment whose origins can be traced back to 1878, initially operating as "Tek Sun Ho" before being re-established in 2001 on Cikini street under its current, well-known name; a signature product is the "Bakoel Affogato," a dessert that combines espresso with avocado ice cream, prepared using traditional family recipes. Another significant landmark is the Tan Ek Tjoan Bakery, established in 1921 and renowned for traditional products like "roti gambang" a spiced bread featuring palm sugar and sesame seeds alongside other specialties such as "coklat lapis" and "mocca keju"; the Cikini presence of this historic bakery is currently managed by a relative of the original owners, thereby ensuring the continuation of the family's business heritage. The Pos Indonesia (Cikini Post Office) building, erected before 1920, showcases Art Deco architecture and remains operational 24 hours a day, providing various postal services; while the building's internal space has been partially repurposed for optimized use, several original features, including an antique post box at its facade, have been carefully preserved, and its interior spaces are also available for hosting external events. Furthermore, "Rumah Raden Saleh" (Raden Saleh's House), designed by the acclaimed Indonesian painter Raden Saleh in 1852, stands as an exemplar of the Eclectic-Neo-Gothic architectural style, drawing inspiration from Callenberg Castle in Germany; it is presently located within the PGI Cikini Hospital complex and, despite undergoing several renovations, has

retained essential architectural elements such as its skylights, rose windows, composite columns, and distinctive horseshoe arches. Lastly, the building that currently accommodates SMP Negeri 1 Jakarta (established in 1947) was originally the Eerste School D, constructed in 1909; this institution was the first Dutch colonial government school for the indigenous population in Batavia and was designed in the Indische architectural style as a component of the ethical policy.

The predominant visitor demographic for the Cikini street area comprises residents of Jakarta with middle to upper income levels, with peak visitation typically occurring after standard working hours. Current initiatives to position Cikini as an urban tourism destination are led by the DKI Jakarta Provincial Tourism and Creative Economy Office, with a strong emphasis on leveraging its rich historical attractions. A key product developed under these initiatives is the "Jakarta Walking Tour," which strategically highlights both tangible historical assets such as the aforementioned Post Office, Bakoel Koffie, Tan Ek Tjoan Bakery, Raden Saleh's House, and Eerste School D and the area's intangible heritage, including the compelling stories and cultural narratives intrinsically associated with these locations. This walking tour was developed through a collaborative effort involving various stakeholders, namely ASITA (Association of Indonesian Tours and Travel Agencies), Jakarta Good Guide, Jakarta Creative Tourism, and the Indonesian Historia Community, and was launched commercially following an initial introduction during the Eid holiday period. These tourism initiatives are supported by significant infrastructural improvements, including the revitalization of sidewalks (a project initiated in 2019), the upgrading of underground utility cable installations, and a major revitalization project at the Taman Ismail Marzuki (TIM) cultural center. The TIM revitalization, backed by a substantial budget of IDR 1.64 trillion from the DKI Jakarta Regional Budget (APBD), aims to provide enhanced spaces and facilities for artists and cultural practitioners. Initial concerns from some artists regarding potential over-commercialization of TIM were subsequently addressed and eased by clarifying that the project's primary focus would be on art-related uses. The broader vision for Cikini, as articulated by the authorities, includes establishing it as a vibrant center for creative communities and fostering opportunities for Micro, Small, and Medium Enterprises (MSMEs), with strategic plans for regular cultural festivals, street art events, and culinary bazaars to reinforce its position.

An analysis based on Gârbea, (2013) framework reveals the composition of existing urban tourism product elements in Cikini. Primary elements include diverse physical attractions, most notably its historical buildings, complemented by significant non-physical attractions in the form of the historical narratives and stories connected to these sites. The Cikini area concurrently serves as a tourist destination and a zone for local daily activities, such as work and social gatherings. Cultural facilities, including museums, art galleries, and theaters, are mainly concentrated within the Taman Ismail Marzuki (TIM) complex, featuring spaces like Graha Bhakti Budaya and Wisma Seni. A wide array of entertainment facilities, such as nightclubs and venues suitable for festivals and other events, are also available, reflecting its mixed-use urban character and are generally regarded as comprehensive. Cikini's distinct physical character is predominantly shaped by its numerous well-preserved historical buildings, many of which have successfully retained their original architectural features. The socio-cultural environment has evolved over time; while generally lively, certain periods, particularly at night, may present safety concerns, prompting ongoing efforts to align social conditions with tourism activities. Dedicated sports facilities are not a prominent feature, although a public swimming pool exists within the broader Cikini vicinity.

Secondary elements are also well-established. The area provides a substantial number of accommodation options, with over ten establishments ranging from non-star to 5-star hotels. As an established commercial hub, Cikini offers a multitude of well-maintained commercial facilities, including a wide variety of restaurants and shopping centers.

Additional elements further support tourism. The road infrastructure is in good condition, facilitating convenient access by both private vehicles and public transportation, such as Transjakarta services. A notable infrastructural improvement is the significantly widened pedestrian sidewalks, a policy implemented by the DKI Jakarta Provincial Government to encourage public transport usage and enhance the pedestrian experience. Information concerning the Cikini area is readily accessible through the official social media channels and website maintained by the DKI Jakarta Provincial Department of Tourism and Creative Economy.

The application of urban tourism concepts in Cikini, analyzed using Ruetsche, (2006) framework, shows several manifested elements. Cikini is strongly identified as a historic district, characterized by its abundance of historical buildings and their associated narratives, with many structures preserving their original physical condition. The road network is tourist-friendly, featuring well-maintained roads and broad pedestrian pathways designed to promote walking. The general environment, enhanced by quality facilities and improved public spaces from recent revitalization, is supportive of tourism, and the area is officially recognized as a heritage site.

The element of waterfronts is not currently developed as part of Cikini's urban tourism offerings. While the potential for developing existing drainage channels or canals has been noted, this component is presently absent. Regarding convention centers and exhibition, Taman Ismail Marzuki (TIM) serves as the principal venue for business event facilities, conventions, and conferences. The historic Cikini Post Office also offers its space for external events, complementing its active postal service function. Accommodation for business travelers is ample, with over ten hotels of various classifications available. For festivals and events, TIM offers versatile multi-purpose spaces suitable for performances, exhibitions, and various events. The area is planned to host regular cultural festivals, street art performances, culinary bazaars, and MSME promotional weeks. Art gallery facilities are also primarily located within TIM, utilizing spaces like Graha Bhakti Budaya and Wisma Seni. Finally, Cikini functions effectively as a special visitor district, characterized by its unique amalgamation of historical attractions and a comprehensive suite of supporting tourism facilities. This includes easily accessible cultural, entertainment, and recreational opportunities designed for visitors, contributing to its identity as a distinct tourism zone.

Discussions

This study offers a critical analysis of product development strategies and the integration of urban tourism principles within the 'Cikini Highway Area Reactivation' initiative in Central Jakarta. The research primarily aims to examine the defining features of the existing tourism products particularly heritage walking tours to evaluate their coherence with recognized urban tourism frameworks and identify the strengths and shortcomings of current development practices. The findings hold meaningful theoretical and practical implications for advancing heritage-based urban tourism in the context of Southeast Asian megacities.

The first research question (RQ1) explored the nature of tourism products presently in place. Results indicate that the central product, initiated by the DKI Jakarta Provincial Tourism and Creative Economy Office, is a heritage walking tour. This tour is curated to emphasize tangible cultural assets such as the Indonesian Post Office, Bakoel Koffie, Raden Saleh's House, and the Eerste School D and the intangible values embedded in their historical and cultural significance. This dual focus reflects contemporary tourism trends, highlighting the value of intangible cultural heritage (ICH) and storytelling to foster meaningful visitor experiences (Li & Di, 2023; Arumugam et al., 2023). A defining attribute is a collaborative model involving key stakeholders such as Asita, Jakarta Good Guide, and local historical communities. However, previous studies emphasize that the long-term viability of such partnerships hinges on the depth of stakeholder involvement and interest alignment (Li & Hunter, 2015). Similarly, Jung

et al. (2015) note that shallow stakeholder engagement often undermines sustainability. This suggests that while Cikini's collaborative structure is promising, its effectiveness depends on the authenticity and commitment of participating entities.

The second research question (RQ2) assessed the extent to which these tourism products align with urban tourism frameworks, particularly those by Gârbea, (2013) and Ruetsche, (2006). Findings show considerable alignment, with most of Gârbea, (2013) core and supporting elements such as physical attractions, cultural facilities, accommodation, and commercial services well represented. Ruetsche, (2006) framework also positions Cikini as a strong historical district with favorable accessibility, infrastructure, and potential to serve as a site for exhibitions and public events. However, notable limitations persist. For instance, the waterfront component remains undeveloped despite the potential, a missed opportunity given the role of urban waterways in enhancing place identity and expanding tourism offerings (Shao & Tang, 2025). Moreover, the limited availability of integrated sports infrastructure—a core element in Gârbea's model—may constrain the area's appeal to a broader audience (Coherent Market Insight, 2025).

The third research question (RQ3) identified strengths and weaknesses in the current product development strategy. A significant strength lies in the active role of government, which provides strategic leadership, resource allocation, and infrastructural improvements, such as sidewalk revitalization and Taman Ismail Marzuki (TIM) redevelopment. These actions correspond with literature emphasizing the critical role of infrastructure in booming heritage tourism (Arumugam et al., 2023; UNWTO, 2025a). However, several shortcomings are evident. A primary concern is the limited depth of community involvement. While state-led initiatives are typical (Marucci, 2025), effective heritage tourism demands authentic grassroots participation to ensure cultural integrity and long-term community support (Li & Hunter, 2015; Murzyn-Kupisz, 2012; Boussaa, 2015). The risk of top-down approaches creating disconnection from local needs is significant (El Faouri & Sibley, 2022), directly challenging the inclusive ethos of the ASEAN Tourism Strategic Plan (ASEAN Secretariat, 2015) and its caution against the participation dilemma (Marucci, 2025). Another weakness is the underuse of Smart Tourism Technologies (STTs) despite their growing role in enhancing visitor engagement and digital marketing (Chaieb, 2025; Zhang et al., 2022). Additionally, there may be a disconnect between product design and the local target demographic—Jakarta residents. Ensuring relevance to this audience is vital to prevent the formation of "tourist bubbles" that offer minimal benefit to local communities (Murzyn-Kupisz, 2012).

This research contributes to the academic literature by applying established urban tourism models (Gârbea, 2013; Ruetsche, 2006) in a Southeast Asian urban context, offering a valuable lens for adapting global frameworks to regional realities. It reaffirms the importance of integrating tangible and intangible heritage elements (Li & Di, 2023). It underscores the complex governance dynamics in heritage tourism, particularly the tension between top-down directives and the imperative of community co-creation for sustainable outcomes (Li & Hunter, 2015; Marucci, 2025; Boussaa, 2015). Additionally, it highlights the continuing relevance of (Lynch, 2013) city image theory, especially in the context of evolving digital representations (Wessel et al., 2018).

Based on these insights, several actionable recommendations are proposed for relevant stakeholders. First, institutionalize inclusive community engagement mechanisms to facilitate active participation in all tourism product planning and development stages, fostering co-ownership and authenticity (Li & Hunter, 2015). Second, integrate appropriate STTs—such as mobile applications and augmented reality tools—to enhance the visitor experience and broaden outreach (Fraga et al., 2025). Third, expand tourism offerings by revitalizing underutilized assets such as drainage canals, aligning them with heritage narratives. Fourth, tourism narratives should be developed in collaboration with local communities to resonate with Jakarta's residents. Finally, adopt a comprehensive management

framework that balances development and conservation, addressing concerns such as over-commercialization and displacement through adaptive governance and sustained dialogue (Murzyn-Kupisz, 2012; UNWTO, 2025a).

Employing a qualitative, descriptive single-case methodology, this study provides deep contextual insight but is limited in generalizability. Future research could extend this work through longitudinal assessments of the Cikini reactivation initiative, comparative studies across other heritage sites, ethnographic explorations of local community perceptions, investigations into the heritage travel motivations of Jakarta residents, and empirical evaluations of STT adoption in Indonesia's heritage tourism sector.

E. CONCLUSION

This study explored the product development and the implementation of urban tourism concepts within the Cikini street area reactivation project. The results show that the product development, driven by the DKI Jakarta Provincial Tourism and Creative Economy Office, centers mainly on utilizing Cikini's historical assets through a heritage-themed walking tour. This approach corresponds with established urban tourism models, especially the "historic district" component, incorporating primary and secondary product elements. However, the research also revealed notable shortcomings, including the underexploitation of potential waterfront features currently limited to drainage channels and the lack of dedicated sports or recreational facilities, which are important primary product elements. Although strong government leadership is evident, there remains untapped potential for greater community involvement and the adoption of innovative tourism technologies.

Theoretically, this research contributes to understanding how urban tourism models and product development frameworks are applied in the context of a Southeast Asian megacity undergoing heritage-led reactivation. It highlights the practical challenges and nuances of translating universal conceptual elements such as those proposed by Ruetsche, (2006) and Gârbea, (2013)) into tangible, appealing, and sustainable tourism products in a developing country context. The study underscores the need to adapt and contextualize these frameworks, particularly by incorporating considerations of community engagement, intangible heritage, and the role of digital technologies, which are increasingly central to contemporary tourism. By examining a government-led initiative, the research also offers empirical insights into the dynamics of top-down heritage tourism development, providing a counterpoint to studies focusing on bottom-up approaches and contributing to the broader discourse on governance in urban heritage management.

The findings of this study offer several actionable recommendations for the DKI Jakarta Provincial Tourism and Creative Economy Office and other stakeholders involved in the Cikini reactivation by diversify product offerings, actively explore the development of the identified gap elements. This includes waterfront development and investigate the potential of transforming existing drainage channels or canals into attractive public spaces and tourism amenities, drawing inspiration from successful canal revitalization projects elsewhere that integrate everyday heritage and recreational uses (Shao & Tang, 2025).

Sports and recreational facilities should be consider integrating contextually appropriate sports or leisure facilities that complement Cikini's heritage character, potentially appealing to a wider range of local residents and visitors (Wall & Sinnott, 1980). Enhance community participation and co-creation move towards a more participatory governance model by establishing formal mechanisms for community involvement in the planning, designing, and managing of tourism products and experiences (Li & Hunter, 2015). This will enhance authenticity, local ownership, and the long-term sustainability of the initiatives.

Leverage innovative tourism technologies to enhance the visitor experience, such as developing interactive mobile applications for walking tours, utilizing augmented reality for historical reconstructions, and improving online information dissemination and marketing (Fraga et al., 2025). These initiatives will strengthen branding and image of destination and develop a cohesive branding strategy for Cikini, highlighting its unique historical and cultural identity, considering physical place-making and digital representation to attract the target audience, particularly local Jakartans (Arumugam et al., 2023).

The findings also suggest a need for a more integrated and participatory governance model for Cikini's ongoing reactivation (Jung et al., 2015). This would involve closer collaboration between government agencies, private sector actors, community representatives, and heritage experts to ensure that development is holistic, sustainable, and benefits all stakeholders.

In sum, the reactivation of Cikini street area holds great potential to emerge as a vibrant hub of urban heritage tourism. However, to realize this vision sustainably and inclusively, tourism development must move beyond its current top-down model to embrace participatory processes and digital innovation. Addressing existing limitations particularly community engagement and technological integration—will be essential for Cikini to thrive as a dynamic, culturally rich segment of Jakarta's urban tourism landscape.

F. LIMITATION AND FURTHER STUDY

This research, while providing valuable insights, has certain limitations. The primary focus was on product development aspects of the Cikini reactivation program, as this was the main emphasis of the ongoing initiatives and available data. Consequently, broader area development strategies and detailed management development structures were not examined in comparable depth. While covering key governmental and tourism practitioner groups, the scope of stakeholders interviewed might benefit from the broader inclusion of diverse community voices in future research. Furthermore, the findings represent a snapshot in time, and the dynamic nature of urban regeneration means that conditions may evolve.

There are some recommendations for future research such as longitudinal impact assessment by conducting longitudinal studies to track the socio-economic, cultural, and environmental impacts of the Cikini highway area reactivation program over an extended period. Comparative Urban Heritage Studies: Undertake comparative research with other urban heritage reactivation projects within Indonesia and the broader Southeast Asian region to identify common challenges, success factors, and transferable best practices (ASEAN Secretariat, 2015). Future study with in-depth qualitative research focusing specifically on the perceptions, aspirations, and levels of engagement of the Cikini local community regarding the tourism development in their area (Li & Hunter, 2015) are highly encouraged. Investigate the potential and practical implementation strategies for integrating innovative tourism technologies more deeply into Cikini's heritage offerings to enhance visitor experiences and operational efficiency (Alsharif et al., 2024). Development of untapped potentials with focus on the feasibility and design considerations for developing the identified "gap" elements, such as the waterfront areas or specific recreational amenities, within the Cikini context. Moreover, exploring how global trends in urban historical heritage conservation and development (Xia et al., 2024), including new theoretical perspectives and practical guidance, can be applied to and inform the future trajectory of areas like Cikini. Hopefully, this research and subsequent studies will contribute to the sustainable and culturally sensitive development of urban tourism in Cikini and similar heritage-rich urban environments.

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