



Digital Tourism Marketing and Local Wisdom : Strategies for Destination Development in Kutai Kartanegara Regency

Dida Rahmadanik¹, V Rudy Handoko¹, Rachmawati Novaria¹, Jaimito Soares Missa²

¹Department of Public Administration, Universitas 17 Agustus 1945 Surabaya, 60111, Surabaya, Indonesia.

²Department of Public Administration, Universidade Oriental Timor Lorosae (UNITAL), Dili, Timor-Leste.

ARTICLE INFORMATION	A B S T R A C T
Received: May 02, 2025 Revised: May 20, 2026 Accepted: June 27, 2026 Available online: July 23, 2026	Tourism is a strategic sector in supporting sustainable development and economic recovery. Kutai Kartanegara possesses significant potential in natural, cultural, and artificial attractions; however, its contribution to increasing tourist visits has not yet been optimized. The main issue lies in the suboptimal tourism marketing strategies, particularly in the utilization of digital technology and the strengthening of local wisdom as a destination identity. This condition has created a gap between potential and actual tourism development, especially across three strategic zones: the Central Zone, the Highland Zone, and the Coastal Zone. This study aims to analyze Digital Technology-Based and Local Wisdom-Oriented Tourism Marketing Strategies in Kutai Kartanegara Regency. The research employed a qualitative case study design, with data collected through in-depth interviews, observations, and document analysis. The findings indicate that Kutai Kartanegara has substantial potential for developing culture-based digital tourism through policy support and diverse attractions. However, challenges persist in digital infrastructure, technological literacy, and the risk of cultural commodification. Opportunities remain open through the growing trend of experience-based tourism and the region's strategic position near the new national capital (IKN), which can strengthen destination branding and regional competitiveness.
KEYWORDS	
Marketing Strategy; Tourism, Digital Technology; Local Wisdom.	
CORRESPONDENCE	
Name: Dida Rahmadanik Email: didarahma@untag-sby.ac.id	

INTRODUCTION

Tourism is a strategic sector that plays an important role in supporting sustainable development (Hakim, 2024). Its contribution can be seen in economic growth, job creation, and the strengthening of cross-sector collaboration within the framework of the SDGs. Tourism also contributes to reducing regional disparities and encouraging partnerships among governments, communities, and the private sector (Sutrisno, 2023). Therefore, tourism development is not only oriented toward increasing the number of tourist visits, but also toward sustainability and synergy among stakeholders.

Tourism plays a significant role as a driver of global economic growth, along with the development of the global economy and the increasing mobility of international tourists. (Ranasinghe et al., 2021) and (Dwyer, 2018). The tourism industry is undergoing a profound transformation driven by two main factors, namely digitalization and sustainability principles. (Gonçalves et al., 2022) (Kurnaz et al., 2022) and (Tiago et al., 2020). Related to digital technology in offering personalized experiences to visitors, tourism destinations strive to digitally transform the tourism experience itself. (Băltescu, 2021). Nationally, Indonesia possesses remarkable advantages in the tourism sector through its marine ecosystem, tropical forests, cultural diversity and heritage, and an attractive archipelagic geography (Satriya et al., 2023).

Data from the Ministry of Tourism shows that tourism plays a strategic role within the national economic structure, particularly as a source of foreign exchange and employment opportunities, thus requiring its management to be directed toward an inclusive and sustainable tourism development model (Tohopi et al., 2025). However, this sector faces significant challenges, especially during the COVID-19 pandemic, when both domestic and international tourist arrivals experienced a drastic

decline (Pambudi et al., 2020). The government has subsequently encouraged more sustainable tourism strategies, including the development of ecotourism and the digitalization of destination promotion. Nevertheless, the readiness of infrastructure, service quality, and destination promotion varies significantly across regions, resulting in disparities in the economic potential achieved through tourism (Susanty, 2025).

These conditions illustrate that Indonesia's tourism potential is substantial yet remains underutilized. Inequality in infrastructure, services, and promotion demands more adaptive, collaborative, and technology-based strategies to ensure a consistent and equitable transformation toward sustainable tourism (Nugraha, 2025). Tourist attraction is determined by uniqueness, beauty, and values derived from natural resources, culture, and human creativity, as stipulated in Law No. 10 of 2019 on Tourism. Kutai Kartanegara Regency possesses all of these elements through river tourism, historical sites of the Kutai Kingdom, local cultural heritage, and tropical natural landscapes. Current tourism trends indicate a shift in visitor preferences toward nature-based tourism, wellness tourism, and outdoor activities, requiring destinations to adapt in order to remain competitive.

Despite the significant potential, tourist visits across the three strategic zones the Central Zone (cultural, historical, and urban tourism), the Highland Zone (nature-based tourism and ecotourism), and the Coastal Zone (marine tourism) remain fluctuating and have not yet reflected their full potential. This condition indicates fundamental problems in tourism marketing strategies that have not been optimized, particularly in the utilization of digital technology and the integration of local wisdom. Limited infrastructure, poorly targeted digital promotion, and uneven service quality further widen the gap

between tourism potential and practical implementation in the field.

Thus, there is a clear gap between the substantial tourism potential and the implementation of marketing strategies that have not yet been able to optimize the integrated use of digital technology and local wisdom.



Figure 1. Number of Tourist Visits to Kutai Kartanegara Regency in 2023

Source. Processed by the researcher based on data from the Kutai Kartanegara Regency Tourism Office

Previous research shows that tourism development continues to evolve. Initial study (Bui & Trupp, 2014) The development and diversity of tourism, meanwhile (Yousaf, S., & Xiucheng, 2018) Research focus Halal culinary and tourism marketing strategies on government websites (Bagun, 2019) Tourism Object Development Strategy. This research tends to be sectoral in nature and has not yet deeply integrated digital aspects with local cultural values. In future developments, (Lemunge et al., 2025) Community based tourism in Africa a systematic review. The latest research was conducted in the year 2026 by (Juliana et al., 2026) Zie Batik's role in revitalizing local heritage and advancing community-based tourism and (Chotpittayanon, 2026) Buddhist tourism marketing strategies based on faith and belief However These studies still demonstrate a separation between digitalization approaches and local wisdom, while only limited use has been made of practical strategic analyses to address real needs in the field. Therefore, the novelty of this study lies in its integrative approach, which combines digitalization and local wisdom, supported by an effective SWOT analysis to map internal potential and external challenges in formulating applicable tourism marketing strategies. As a result, this study is expected to generate a tourism marketing strategy model that is more contextual, adaptive, and relevant in enhancing destination competitiveness.



Figure 2. Connected Papers Analysis Results

Source: Processed by the researcher (2025)

Furthermore, the use of Connected Papers in this study serves as an analytical tool to systematically map the interconnections among the literature and strengthen the justification for the study's novelty. The mapping results indicate a separation between studies on tourism digitalization and those based on

local wisdom, which continue to develop independently. These findings highlight a theoretical gap that has not been widely integrated into a comprehensive analytical framework.

Thus, this study does not claim novelty solely in terms of concept, but rather in its integrative approach, which combines digitalization, local wisdom, and SWOT analysis in an applied manner. The role of Connected Papers provides an empirical basis that reinforces how this study fills a gap in the literature by producing tourism marketing strategies that are more contextual, adaptive, and relevant. Therefore, this study aims to analyze Digital Technology-Based and Local Wisdom-Oriented Tourism Marketing Strategies in Kutai Kartanegara Regency.

This study holds significant theoretical and practical contributions to the development of tourism marketing scholarship. Theoretically, it provides a new perspective by combining digital technology and local wisdom as the foundation for post-pandemic destination marketing strategies. This approach expands academic understanding of marketing models that not only emphasize modernization but also preserve cultural identity as a source of differentiation. Practically, the findings of this study are beneficial for local governments, tourism businesses, and cultural communities in formulating more creative and adaptive promotional strategies aligned with evolving digital tourist behavior. The integration of technological platforms, culturally based content, and experience marketing is expected to enhance the attractiveness of Kutai Kartanegara in both national and international tourism markets.

This research is crucial because the pandemic has transformed tourist travel patterns, requiring marketing strategies to be adapted to the demands of the digital era without diminishing the richness of local values. The study has the potential to strengthen Kutai Kartanegara's position as a competitive and distinctive tourism destination.

METHOD

This study employs a qualitative approach with a case study design to gain an in-depth understanding of tourism marketing strategies in Kutai Kartanegara Regency, East Kalimantan. The research focuses on three zones : the Central Zone (cultural, historical, and urban tourism), the Highland Zone (nature-based tourism and ecotourism), and the Coastal Zone (marine tourism). This approach was chosen because it enables a contextual exploration of Digital Technology-Based and Local Wisdom Oriented Tourism Marketing Strategies in Kutai Kartanegara Regency (Creswell & Hirose, 2019) Through this design, the study not only describes the phenomenon but also analyzes the challenges, opportunities, and meanings involved in the implementation of marketing strategies.

The primary data sources consisted of 16 informants, including 3 representatives from local government, 4 tourism destination managers, 3 tourism business actors, 3 members of local cultural communities, and 3 tourists as beneficiaries. Informants were selected using purposive sampling to ensure that the data obtained represented various perspectives relevant to the research context (Creswell & Hirose, 2019) The number of interviews was determined based on the principle of data saturation, which occurs when the information obtained becomes repetitive and no longer yields significant new findings in the study.

Data were collected through semi-structured interviews with each informant, lasting approximately 45–60 minutes. SWOT factors were identified through the analysis of interview data and

field observations. Internal factors were analyzed as strengths and weaknesses, while external factors were classified as opportunities and threats based on destination conditions, developments in digital technology, tourism trends, and competition among tourist destinations in Kutai Kartanegara Regency.

The data were analyzed thematically using an interpretative approach through the stages of data reduction, data display, and conclusion drawing. The coding process was conducted by grouping the interview and observation findings into major themes related to tourism marketing. SWOT factors were specifically derived through the identification of internal factors, namely strengths and weaknesses, as well as external factors, namely opportunities and threats. The thematic interpretation was carried out by examining the interrelationships among themes to understand the strategies, effectiveness, and relevance of integrating digital technology and local wisdom in the tourism marketing of Kutai Kartanegara. (Creswell & Hirose, 2019). To ensure data validity, this study applied source and time triangulation. In addition, the researchers gradually prolonged field engagement to obtain a comprehensive understanding (Creswell & Hirose, 2019). Thus, the data obtained were credible, accurate, and relevant in describing contextual tourism marketing strategies for Kutai Kartanegara.

RESULTS AND DISCUSSION

Kutai Kartanegara Regency possesses strong tourism potential through its diverse natural, cultural, and historical attractions. Tropical natural landscapes, river-based community life, the heritage of the Kutai Kingdom, and the Erau Festival serve as destination identities that distinguish Kutai Kartanegara from other regions. In addition, support from the local government through tourism development policies provides an important foundation for strengthening destination marketing based on digital technology and local culture.

However, the findings also reveal that tourism marketing has not yet been optimally implemented due to limitations in digital infrastructure and human resource capacity. Tourism information platforms, digital promotion systems, and tourism content management have not been fully integrated. Low levels of digital literacy among tourism managers and local communities have resulted in the inconsistent and unsustainable implementation of digital marketing strategies. On the other hand, the development of digital technology and the increasing trend of experience-based tourism create significant opportunities for the development of tourism in Kutai Kartanegara. Social media, virtual tours, and data-driven marketing provide opportunities to expand the promotion of cultural and natural tourism to both national and international tourists. The region's proximity to the Nusantara Capital City (IKN) also strengthens opportunities for increasing tourist visits and developing destination branding based on local identity.

Nevertheless, intense competition with other destinations in East Kalimantan remains a challenge that must be anticipated. Delays in digital adaptation may reduce the competitiveness of regional tourism. Furthermore, local cultural promotion that is excessively commercially oriented may trigger cultural commodification if not managed sustainably. The main finding of this study demonstrates that the integration of digital technology and local wisdom is an important strategy for strengthening the sustainable competitiveness of tourism in Kutai Kartanegara.

The principal findings further indicate that tourism marketing strategies in Kutai Kartanegara Regency have not yet fully optimized the region's tourism potential due to limitations in digital infrastructure, human resource capacity, and the integration of promotions based on local cultural values. Nevertheless, the advancement of digital technology and the richness of local wisdom constitute strategic assets that can enhance destination competitiveness. Therefore, the integration of digital marketing with local cultural identity represents the most relevant strategic direction for supporting sustainable tourism development in Kutai Kartanegara.

Current Conditions of Tourism Marketing in Kutai Kartanegara Regency

Kutai Kartanegara Regency possesses substantial tourism potential through the diversity of its natural attractions, culture, history, and local community life spread across various regions. Tropical natural landscapes, the life of riverside communities, the historical heritage of the Kutai Kingdom, and the Erau Festival constitute the main attractions that shape the identity of the region's tourism destinations. These unique characteristics provide added value in building an authentic tourism image that distinguishes Kutai Kartanegara from other regions in East Kalimantan. Furthermore, support from the local government through tourism development policies has strengthened efforts to improve promotion and the development of destinations based on local cultural values.

Nevertheless, the current condition of tourism marketing in Kutai Kartanegara still faces various limitations. Tourism promotion practices have not yet fully optimized the use of digital technology. Digital infrastructure, such as tourism information platforms, integrated promotional systems, and digital content management, remains limited, resulting in ineffective access to tourism information. In addition, the capacity of human resources in managing digital marketing is still relatively low. These conditions have caused the region's substantial tourism potential to remain underutilized in generating significant increases in tourist visits.

On the other hand, the advancement of digital technology and the growing trend of experience-based tourism provide major opportunities for the development of regional tourism marketing. Social media, virtual tours, and data-driven marketing can be utilized to expand the promotion of cultural and natural tourism to national and international markets. However, increasing competition with other destinations that are more digitally prepared presents an important challenge. Therefore, more adaptive marketing strategies are required through the strengthening of digital promotion, the improvement of human resource quality, and the creative and sustainable packaging of local culture to continuously enhance the competitiveness of tourism in Kutai Kartanegara can continue to increase. This finding is in line with research (Kamyabi & Özgüt, 2025). It shows that digital marketing strategies increase customer engagement and positively influence brand promotion. In addition, the moderating effect of employee position accounts for differences among employees regarding service expectations and perceptions. and findings (Mkwizu, 2026). It demonstrates the important relationship between tourism and digitalization. It indicates that digital media, content, and mobile advertising are among the trends in digital marketing and, therefore, provide Africa with opportunities to promote its attractions to tourists in this digital era.

Internal and External Factors Influencing Tourism Marketing

Kutai Kartanegara Regency possesses significant internal strengths in tourism development, particularly through its rich natural attractions, culture, history, and well-preserved local traditions. Tropical natural landscapes, the life of riverside communities, the heritage of the Kutai Kingdom, and the Erau Festival constitute destination identities that distinguish Kutai Kartanegara from other tourist destinations. These conditions are further strengthened by support from the local government through tourism development policies and the reinforcement of digital-based promotion. The diversity of these potentials serves as an important asset in building an authentic, competitive, and sustainability-oriented destination image.

Nevertheless, the development of tourism marketing still faces several internal weaknesses. Digital infrastructure, such as tourism information platforms, booking systems, and digital content management, has not yet operated optimally or in an integrated manner. In addition, the capacity of human resources to utilize digital technology remains limited, both among tourism managers and local communities. These conditions have caused digital marketing strategies to be implemented inconsistently and ineffectively. The local wisdom possessed by the region has also not been fully developed into storytelling-based promotional content capable of enhancing tourism attractiveness and the broader economic value of the destination. The study conducted (Andriani et al., 2025) Local culture-based tourism promotion strategies as a reference for the government, tourism awareness groups (Pokdarwis), and sustainable tourism stakeholders.

On the external side, the development of digital technology and the increasing trend of culture-based and local experience-based tourism have become strategic opportunities for Kutai Kartanegara to expand its tourism market. The region's proximity to the Nusantara Capital City also creates opportunities to increase tourist visits. However, competition with other destinations that are more digitally prepared poses a challenge that must be anticipated. In addition, excessive cultural promotion without considering sustainability principles risks leading to cultural commodification and reducing the authenticity of local identity.

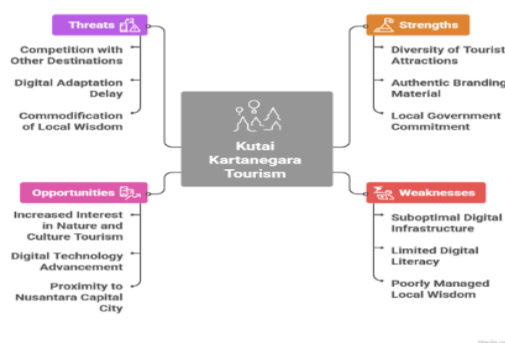


Figure 3. SWOT Analysis Scheme (Strengths, Weaknesses, Opportunities, Threats)

Source: Processed by the researcher (2025)

Integrating Digital Technology and Local Wisdom in Tourism Promotion

Integrating digital technology and local wisdom is an important strategy in strengthening tourism marketing in Kutai Kartanegara Regency. (Kusumastuti et al., 2024) The research

findings indicate that local creativity, digital competency, and sustainability practices are essential foundations for post-smart tourism villages. Sustainable competitive advantage can be achieved through strengthening local identity and utilizing unique, valuable, rare, and difficult-to-replace tourism resources as key differentiators for tourism destinations.

The richness of local culture, such as the Erau Festival, the traditions of riverside communities, the historical heritage of the Kutai Kingdom, and the social life of the community, possesses authentic value that can serve as the primary identity of tourism destinations. In the context of modern marketing, this potential should not only be promoted through conventional methods but also developed through digital media such as social media, promotional videos, tourism platforms, and virtual tours in order to reach a broader range of tourists.

The utilization of digital platforms provides significant opportunities to build more adaptive and interactive destination branding. Digital technology enables the rapid, visual, and experience-based dissemination of tourism information, thereby increasing tourist interest in local culture and regional tourist attractions. Nevertheless, the findings of this study indicate that the utilization of digital technology in Kutai Kartanegara still faces several obstacles, such as limitations in the quality of digital content, low levels of digital literacy among tourism stakeholders, and the suboptimal packaging of local culture into attractive and economically valuable storytelling content. (Carlisle & Ivanov, 2026) The most important digital skills include online marketing, social media, MS Office, operating systems, and online review monitoring. The largest gaps are found in skills related to artificial intelligence (AI), robotics, augmented reality, and virtual reality. In addition, business sectors, company size, and country context influence the future demand for and level of digital skills.

In addition, the integration of digital technology and local wisdom needs to be carried out sustainably in order to avoid excessive cultural commodification. The promotion of local culture must continue to consider the values of authenticity, community identity, and sustainability principles. Therefore, strengthening human resource capacity, enhancing collaboration among stakeholders, and developing digital promotion based on local identity are strategic measures to improve the sustainable competitiveness of tourism in Kutai Kartanegara.

Strategic Direction for Tourism Marketing Development

The results of the analysis indicate that tourism marketing development strategies in Kutai Kartanegara Regency need to be directed toward strengthening digital promotion integrated with local cultural identity. The region's natural, historical, and cultural tourism potential constitutes a major strength that can be developed more creatively and strategically through digital media. Therefore, local governments and tourism managers need to establish an integrated digital promotion system through social media, tourism information platforms, virtual tours, and storytelling-based content centered on local culture. This strategy is important not only to expand promotional reach but also to build an authentic and competitive destination image.

In addition to strengthening digital promotion, improving infrastructure and the quality of tourism services also represents a strategic necessity. Digital infrastructure, such as internet access, tourism information systems, and destination booking services, needs to be enhanced to provide tourists with a more convenient, efficient, and comfortable experience. On the other

hand, the development of public facilities such as road access, sanitation, transportation, and tourism support facilities must be carried out evenly across the three strategic tourism zones. These measures are necessary to reduce the gap between tourism potential and the quality of services provided in the field.

Human resource capacity development is also a crucial factor in supporting the success of sustainable tourism marketing strategies. Tourism operators, local communities, and destination managers need training in digital marketing, creative content management, tourism services, and strengthening local culture-based entrepreneurship. Thus, tourism development is not only oriented towards increasing tourist arrivals but also strengthens cultural identity, increases community participation, and maintains the long-term sustainability of Kutai Kartanegara's tourist destinations. Human resource capacity development is one of the main factors for successful management. (Ratnawati et al., 2026) Human resource capacity development is one of the main factors for successful management.

This study demonstrates an expansion in the application of SWOT analysis theory within the context of tourism marketing based on digitalization and local wisdom. Previously, SWOT analysis had primarily been used as an instrument for mapping the general internal and external conditions of organizations. However, this study reveals that SWOT analysis can be developed in a more contextual and integrative manner to understand the relationship between digital transformation, local cultural identity, and the competitiveness of tourism destinations. The study also reinforces the perspective that the strength of a tourism destination is determined not only by physical resources but also by the ability to manage cultural values and digital technology simultaneously. Furthermore, this research expands the study of sustainable tourism marketing by positioning local wisdom as a strategic element in destination branding. Thus, this study provides a conceptual contribution to the development of tourism marketing studies that are more adaptive, rooted in local identity, and relevant to changes in tourist behavior in the digital era.

The practical implications of this study provide strategic directions for local governments, tourism managers, and communities in developing tourism marketing based on digital technology and local wisdom. This study highlights the importance of strengthening digital promotion, improving the quality of tourism infrastructure, and developing human resource capacity in destination management. In addition, the findings may serve as a foundation for formulating tourism policies that are more adaptive, collaborative, and sustainable. The integration of digital technology with local cultural identity can also be utilized to strengthen destination branding and enhance the tourism competitiveness of Kutai Kartanegara Regency.

CONCLUSION

This study concludes that Kutai Kartanegara Regency possesses significant tourism potential through its rich natural attractions, culture, and local historical heritage, which can serve as the region's destination identity. However, the development of tourism marketing still faces various challenges, particularly limitations in digital infrastructure, low human resource capacity, and the suboptimal integration of promotion based on local cultural values. On the other hand, the advancement of digital technology, the growing trend of experience-based tourism, and the region's proximity to the Nusantara Capital City provide strategic opportunities for regional tourism

development. Therefore, the integration of digital technology and local wisdom has become the primary strategy for enhancing competitiveness, strengthening destination branding, and supporting sustainable tourism development in Kutai Kartanegara Regency.

The theoretical contribution of this study lies in strengthening and expanding the application of SWOT analysis in tourism marketing based on digitalization and local wisdom in Kutai Kartanegara Regency. This study demonstrates that destination competitiveness is influenced not only by physical resources but also by the integration of digital technology and local cultural identity. These findings enrich the study of sustainable tourism marketing that is adaptive to changes in the behavior of digital tourists.

Based on the results of the analysis conducted, several limitations should be acknowledged. First, this study employed a qualitative approach with SWOT analysis; therefore, the interpretation heavily depended on the perspectives of the researchers and informants. This condition opens the possibility of subjectivity in assessing the strategic factors of tourism destinations. Second, the geographical scope and field data were limited; therefore, the findings may not fully represent all tourist attractions, industry stakeholders, or the diverse characteristics of tourists in Kutai Kartanegara.

Future research is recommended to further explore the dynamics of policy implementation through a mixed-methods approach, which would allow the integration of quantitative and qualitative data to develop a more comprehensive understanding. In addition, future studies may compare policy implementation models across different regions or institutions through comparative case study designs in order to identify patterns of success and challenges within similar policy contexts.

Acknowledgment

The authors would like to express their sincere gratitude to the Kutai Kartanegara Regency Tourism Office, destination management authorities, tourism business operators, local cultural communities, and all research participants for their valuable time, insights, and cooperation. Their contributions and support in providing field data and research-related information were instrumental to the successful completion of this study.

CRedit authorship contribution statement

Dida Rahmadanik contributed to the conceptualization of the study, methodology development, investigation, data analysis, and preparation of the original manuscript draft. V. Rudy Handoko was responsible for formal analysis, supervision, validation of the research findings, and manuscript review and editing. Rachmawati Novaria contributed to data curation, field investigation, data validation, and refinement of the research findings. Jaimito Soares Missa contributed by providing resources, conducting data collection and curation, participating in the investigation, and reviewing and editing the final version of the manuscript.

Conflict of Interest

The authors declare that there are no conflicts of interest, whether financial, personal, professional, or institutional, that could have influenced the conduct of this research, the analysis of the data, the interpretation of the findings, or the preparation of this manuscript.

Ethical Statement

This study was conducted in accordance with established ethical principles for research involving human participants. All participants were provided with a comprehensive explanation of the study's objectives, procedures, potential benefits, and data confidentiality before voluntarily providing informed consent. Participants' identities and personal information were kept strictly confidential and were used solely for academic and research purposes.

Data Availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request. Access to the data will be granted in accordance with applicable research ethics requirements while ensuring the confidentiality and anonymity of the research participants.

Declaration of Generative AI Use

During the preparation of this manuscript, the authors used Grammarly, and QuillBot to assist with language editing, as well as to improve the clarity and readability of the manuscript. All content generated or suggested by these tools was carefully reviewed, verified, and revised by the authors. All intellectual contributions, including the conceptualization of the study, methodology, data analysis, interpretation of the findings, and preparation of the conclusions, were undertaken entirely by the authors. The authors assume full responsibility for the originality, integrity, and academic quality of this article.

REFERENCES

- Andriani, N. N., Sihombing, B., & Sembiring, C. S. B. (2025). Developing a sustainable tourism promotion strategy for cultural events on Sibandang Island. *Journal of Event, Travel and Tour Management*, 1–27. <https://doi.org/10.34013/jett.v5i2.2192>
- Băltescu, C. A. (2021, December). Millennials' choices in applying digital techniques for tourism purposes. In *Proceedings of the International Conference on Business Excellence* (Vol. 15, No. 1, pp. 257–267). Bucharest University of Economic Studies. <https://doi.org/10.2478/picbe-2021-0025>
- Bui, H. T., & Trupp, A. (2014). The development and diversity of Asian tourism in Europe: The case of Vienna. *International Journal of Tourism Sciences*, 14(2), 1–17. <https://doi.org/10.1080/15980634.2014.11434689>
- Carlisle, S., Ivanov, S., & Dijkmans, C. (2023). The digital skills divide: Evidence from the European tourism industry. *Journal of Tourism Futures*, 9(2), 240–266. <https://doi.org/10.1108/JTF-07-2020-0114>
- Creswell, J. W., & Hirose, M. (2019). Mixed methods and survey research in family medicine and community health. *Family medicine and community health*, 7(2), e000086. <https://doi.org/10.1136/fmch-2018-000086>
- Chotpittayanon, N. (2026). The marketing strategy for Buddhist tourism based on faith and belief in relation to Thailand's soft power model. *Kasetsart Journal of Social Sciences*, 47(1), 470137–470137.
- Dwyer, L. (2018). Saluting while the ship sinks: The necessity for tourism paradigm change. *Journal of Sustainable Tourism*, 26(1), 29–48.
- Fadul, F. M. (2019). Strategi pengembangan obyek wisata pada Dinas Kebudayaan Pariwisata Pemuda dan Olahraga (Disbudparpora) Kabupaten Kutai Barat. *Strategi Pengembangan Obyek Wisata Pada Dinas Kebudayaan Pariwisata Pemuda Dan Olahraga (Disbudparpora) Kabupaten Kutai Barat*, 4(4), 448–461.
- Gonçalves, A. R., Dorsch, L. L. P., & Figueiredo, M. (2022). Digital tourism: An alternative view on cultural intangible heritage and sustainability in Tavira, Portugal. *Sustainability*, 14(5), 2912. <https://doi.org/10.3390/su14052912>
- Juliana, J., Hubner, I. B., Pramezwary, A., Hidayat, J., & Djakasaputra, A. (2026). Revitalizing local heritage: The role of Zie Batik in advancing community-based tourism in Malon Gunungpati. In *Technology and Entrepreneurship: Systems Driving Innovation* (pp. 465–475). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-99466-1_43
- Kamyabi, M., Özgit, H., & Ahmed, J. N. (2025). Sustaining digital marketing strategies to enhance customer engagement and brand promotion: Position as a moderator. *Sustainability*, 17(7), 3270. <https://doi.org/10.3390/su17073270>
- Kurnaz, H. A., Ön, F., & Yüksel, F. (2022). A new age in tourist guiding: Digital tourism and sustainability. In *Sustainability, big data, and corporate social responsibility* (pp. 93–110). CRC Press. <https://doi.org/10.1201/9781003138051>
- Kusumastuti, H., Pranita, D., Viendyasari, M., Rasul, M. S., & Sarjana, S. (2024). Leveraging local value in a post-smart tourism village to encourage sustainable tourism. *Sustainability*, 16(2), 873. <https://doi.org/10.3390/su16020873>
- Lemunge, H. D., Kiwango, W. A., & Mwanyoka, I. R. (2025). Community-based tourism in Africa: A systematic review of the status and emerging opportunities. *Cogent Social Sciences*, 11(1), 2461741. <https://doi.org/10.1080/23311886.2025.2461741>
- Mkwizu, K. H. (2020). Digital marketing and tourism: Opportunities for Africa. *International Hospitality Review*, 34(1), 5–12. <https://doi.org/10.1108/IHR-09-2019-0015>
- Nugraha, D. S. (2025). Peran digital governance dalam peningkatan daya saing. 14(4), 834–852. <https://doi.org/10.31289/perspektif.v14i4.1619>
- Pambudi, A. S., Masteriarsa, M. F., Dwifabri, A., Wibowo, C., Amaliyah, I., & Ardana, K. (2020). Strategi pemulihan ekonomi sektor pariwisata pasca Covid-19. 1(1), 1–21.
- Ranasinghe, R., Gangananda, N., Bandara, A., & Perera, P. (2021). Role of tourism in the global economy: The past, present and future. *Journal of Management and Tourism Research*, 4(1).
- Ratnawati, S., Mujib, M., Fathony, I. A. N., Sugiyarto, J. M. O., & Santoso, R. S. (2026). Strengthening human resource capacity through digital marketing mentoring: Waste bank empowerment for circular economy sustainability. *Engagement: Jurnal Pengabdian Kepada Masyarakat*, 10(1), 220–232. <https://doi.org/10.29062/engagement.v10i1.2199>
- Susanty. (2025). *Geografi pariwisata nasional*. Penerbit Widina.
- Tiago, F., Gil, A., Stemberger, S., & Borges-Tiago, T. (2021). Digital sustainability communication in tourism. *Journal of Innovation & Knowledge*, 6(1), 27–34.

<https://doi.org/10.1016/j.jik.2019.12.002>

- Tohopi, R., Ngabito, F. M., & Mukdin, N. B. (2025). Implementasi community-based tourism sebagai strategi pembangunan pariwisata berkelanjutan. *11*(1), 159–171. <https://doi.org/10.23887/jiis.v11i1.94077>
- Yousaf, S., & Xiucheng, F. (2018). Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. *Tourism Management*, 68, 423–443. <https://doi.org/10.1016/j.tourman.2018.04.006>