Sustainable rural tourism development in the era of social media shape identities and discourse digital settings

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Abstract. This paper discusses about sustainable tourism creative initiative in the era of social media & digital settings. The essence of a tour is an unusual experience, therefore an authentication of tourist attractions is one of the competitive advantages to meet those needs. So many tourist attractions process and develop to reach that goals without regard to environmental sustainability. Moreover, coupled with the ease of access from social media, tourism actors only aim for business and management excellence. The location of this descriptive qualitative analysis research is in Ponggok Village, Klaten Regency. This study highlights the problem of how perspective of tourism development that shapes identity and meets the needs of today’s digital settings while still paying attention to environmental sustainability. It is necessary to develop scenarios to achieve optimal tourism offers. The purpose of writing this research is to know the perspective of scenario development to get a sensation on a tour by entering aspects of the identity of a place and as a discourse of digital settings. In effort to provide answers, the possibilities for implementation of these technologies for the purpose of research area increasing and have the power to change tourism mobility research as it stands today.

Keywords: space identity, digital settings, rural tourism, sustainable tourism development

1. Introduction

Fields and disciplines of study develop by time then spaces of specialization go back and forth relying upon inborn and extraneous components. For instance, issues like sustainability, because of extraneous factors as an example environmental worries, as well as whether or not unique funding opportunities are available. In Indonesia, rural tourism is developing rapidly, but many villages remain underdeveloped due to a lack of institutional models for managing rural tourism and a lack of village government expertise in establishing sustainable rural tourism. Recognizing tourist patterns and the factors that influencing travel times relationships that tourists have with destinations have significant consequences for regulation, transportation infrastructure and product growth, as well as the tourism’s impact management [1]. Indonesia is an archipelago that stretches from Sabang to Merauke. As the largest archipelagic country in the world with its wealth and diversity of natural resources, Indonesia has extraordinary natural potential if it is able to process it properly. An area has geographic elements with different potentials and characteristics, in developing the tourism industry it must be able to process, develop, market and promote, so as to make variations in the natural and cultural environment that make the physical and non-physical characteristics of an area important to be maintained. According to Urry (1990) the diversity and sophistication of modern tourism allows travelers to
choose from variety of deferent experience [2]. Tourism is definitely one of the most powerful agents currently engaged in the creative destruction of places, through a process that might possibly be aggressive, contested, but often embraced, transformational, and profitable. In this sense, places become crucial for tourism mobility. There is also a strong distinction made between locations and those that go to those places, with people being pushed or pulled to visit. Differentiated ontology "places" and "people" are challenged by the mobilities model.

By the late 1980s it had become clear that none of the conflicting viewpoints was fully acceptable. Modernization theory and dependence theory's almost exclusive emphasis on internal systems and external linkages, respectively, are obviously insufficient to define, let alone understand, global inequality. Moreover, the viewpoint of sustainability and Growing signs of global warming were criticized as ambiguous, idealistic, inconsistent, and too broad, focusing on the symptoms rather than the "true" reasons of nonrenewable resource mismatch energy and usage habits [3]. Wider questions related to tourism complex interaction with the climate will remain a crucial priority, including that long-term viability of mass tourism, and could undoubtedly become priority for potential thinkers and practitioners [4].

2. Description of the Phenomenon

In terms of space–time compression due to technological advancements, we exist on a world that is shrinking[5], and getting more populous. As a result, populations, social systems, cultures and society are bump into each other and contending for spatially constrained sources to a remarkable quantity. Place marketing is quickly becoming a common approach to the complexities of place rivalry in today's world. Because to many misunderstandings about its practice and shortcomings, this is a misconception[6]. Although the word "destination" can be difficult to define in the tourism industry, "competitiveness" can be difficult to define for academics and professionals in finance, urban studies growth and policy studies. It is a nebulous, unsteady word that is sometimes overly correlated with towns, leaving rural areas behind.[7]. Researchers in economics[8], urban studies and economic geography[9] seems to be re-evaluating conceptions of competitiveness depend on growth and accumulate assets and proposing indicators the prosperity of a place based on its contribution to global agendas, community cohesiveness, quality of life, creative capacity and give attention to culture, traditions, and the environment. Sustainable tourism is designed and implemented through the concept of development, i.e., tourism that meets the needs of the present century without decreasing the potential of future generation, and that has no detrimental effect on the atmosphere, economy, or culture of the tourist destination population. [10]. When tourism companies are able to control all of their capital while protecting the atmosphere and preserving the community's cultural traditions, they have a healthy tourism operation. To determine how satisfied tourist are with the management of tourism destinations, tourism actors should calculate the satisfaction index of tourists. There are several drawbacks to assessing tourists satisfaction, which may lead to erroneous conclusions. This is due to the fact that tourist satisfaction is determined not only by the quality of each person, but also by the unique characteristics of each area. [11]. Climate patterns and the environment are a major role in determining the viability and attractiveness of an area as a tourist destination. On the one hand, globalization has resulted in a better definition of environmental conservation, which has benefited many countries. As a result of this growing environmental consciousness, new tourist habits emerge, as evidenced by the alternative tourism growth in response to mass tourism[12].

Development accomplishments, growth opportunities, and extension are valued above everything others in such models, and low to no growth is seen as a sign of failure. However, certain metrics of destination marketing effectiveness and competition must be questioned for their value and medium-term viability. Should we continue to base our decisions on crude growth indicators, Should we concentrate on metrics of achievement that are related to low-carbon, economic growth, social welfare, quality-of-life indicators, community engagement and stability, and cultural and aesthetic values, or should we focus on indicators of success that are linked to low-carbon, sustainable growth,
quality-of-life indicators, social wellbeing, community involvement and cohesion, and cultural and aesthetic values? Mindful evolution is not a reversal of progress; it is essential to it.[13]. We require a new approaches to assess destinations' competitiveness, such as their importance to global goals, their ability to contribute to sustainable, inclusive, and equal societies, a high quality of life, appealing and uniformly developed public spaces, their capacity to promote innovation, modification and their management of a place's history, heritage, and natural resources.

3. Methods
In this paper I address the state of the art of awareness on sustainable development in the sense of tourism with a particular emphasis on research in media social and digital settings. The paper begins by looking at the issue of defining sustainable development, accompanied by a review of the differences between sustainable development as a philosophy and sustainable development as a practice and its specific implementation through media social & digital settings which have arisen in this area. It is necessary to develop scenarios to achieve optimal tourism offers. While further discussion of the term's context is necessary, even more attention should be paid to the issue of how to execute the concept and apply it to tourism in relevant circumstances. The approach used in this article was qualitative, executed in the form of a case study. There are six of the six elements of case study research: strategy, planning, training, data collection, review, and reporting are discussed in detail in the case study research process. [14].

The primary consideration related to selecting Ponggok Village as the object of the research was that Ponggok Village had a village-owned enterprises that was different from the other village-owned enterprises throughout Indonesia. Related to this is the issue of an authenticisation of tourist attractions is one of the competitive advantages to meet those needs. So many tourist attractions process and develop to reach that goals without regard to environmental sustainability. Moreover, coupled with the ease of access from social media, tourism actors only aim for business and management excellence. This study highlights the problem of how perspective of tourism development that shapes identity and meets the needs of today’s digital settings while still paying attention to environmental sustainability. The purpose of writing this research is to know the perspective of scenario development to get a sensation on a tour by entering aspects of the identity of a place and as a discourse of digital settings. In effort to provide answers, The possibilities for implementing these innovations for research purposes are growing, and they have the potential to transform the way tourism mobility research is done today.

4. The Dominance of Media Social and Digital Settings in the Context of Tourism
Smartphones have been a very diverse domain in recent years, with the capability of capturing pervasive and real-time spatial human activity and behaviour. Our social networks, economic participation, and human existence, including customized life habits, are now being influenced by the use of these devices and have just recently emerged more readily available and more affordable. While research into the use of these innovations in tourism is still in its early stages, we believe that enough has been done to date to be registered. [15]. Furthermore, the possibilities for implementing the technologies for research purposes are expanding, and they have the potential to transform the current state of tourism mobility research. Since about 2005, the rapid and widespread advent of smartphones has provided enormous opportunity of information for their users at any time and in any location; this has consequences for tourists’ ability to access information when visiting destinations and shifts the narrative regarding tourists' awareness of destinations.[16].

Tourists, locals, government leaders, and tourism pioneers are all involved in most tourism destinations. Each of these groups may have a different perspective on legitimacy. Stakeholder variations were investigated by exploratory analysis. The analysis of authenticity can be enriched by a greater understanding of how customers view authenticity. [17]. The power of photographs to reshape personalities and bring about change. Furthermore, these photographs are strongly linked to emerging developments. [18]. However, a tourist growth agenda may be an important aspect of a city's or
region's strategic face to the outside world. The image and shape of a destination are influenced by tourism [19], both visitors and hosts benefit from the tourism world in terms of recreation and identity. In order to succeed in this industry, businesses must compete with one another to display (or sell) themselves, which is commodification by themselves. [20]. The component of the method of selling (commodifying) places is important. That a place's true image is shaped by the multiplicity of stories associated with it, which change and are disputed over time, rather than by a publicity slogan. Despite its disconnected Madison Avenue picture, place marketing is a historically significant player. Efforts from numerous institutional players, such as destination marketing agencies and public policy-makers, as well as newspapers, guidebooks, festivals, and – most critically – direct encounters shared by word of mouth, all have an impact on the changing promotional picture of a destination.[6]. The tourist attributes subjective ideals and personalitites to a physical picture when consuming the visual. Both the tourist's and the host's view and interpretation of, and success in, location can be thought of as intangible spoken word. Many of the messages, likes, comments, uploads, check-ins, and other actions that people take online to actively express themselves and fulfill their identities and desires. [21]. According to Nigel Morgan that “mindful place promotion” which promotes what is distinctive and local to the location and is more consistent with sustainability and quality of life approaches than traditional market development models. The impact of portable technology on personal and location interactions, as well as the power systems they generate (e.g. digital inequity, disinformation, and knowledge as power), their effects on visitor and host cultural traditions, as well as their personal implication then location experiences and personalities (e.g. heightened reflexivity, fear, and interaction from afar) [22].

Aspirations, destinations, and tourist experiences are all evolving as a result of technological advancements. We referred to tourism, smartphone and social IT, and other forms of “experiential computing” in previous sections since these innovations help to “digitally mediated embodied experiences in mundane activities through everyday artifacts with embedded computing capabilities” [23]. The rise of information technology and its ramifications for tourism and visitors. Person activity in tourism is being fundamentally transformed by emerging media, which is accelerating individualization processes.[24]. Immersion in virtual spaces and their interconnections alters location, room, time, and identity. There are becoming more "mutable, represented, relative and constructed"[25]. A critical examination of emerging technology looks at how they develop, form, or eliminate cultural norms, as well as how they relate to increasing the diversity of socialization processes, such as incorporating new patterns of exclusion and inclusion across digital and generational divisions or e-literacy levels,[26]–[28]. Online evidence, particularly the improved digital images of today's social media, takes on a performative quality. They also developed agential capacities to consciously represent the subjectivities and performances they ostensibly merely identify, in addition to assessing individual current identities.

5. The Identity of Tourism Destination through Information Technology
It's a stretch to believe that modern emerging platforms and services, such as those associated with the rise of mobile technologies or the minimization and ubiquitous embedding of processors and digital computers, would merely "impact" (somehow) the development and delivery of tourism experiences. To transcend a technical deterministic viewpoint, further research into the fundamentals of human–machine interactions is needed to comprehend how present and future developments can require a different understanding of the relationships between tourism, visitors, and increasingly mobile and pervasive IT, we must first comprehend how current and future developments can necessitate a different understanding of the relationships between tourism, tourists, and increasingly This segment explains how to comprehend the essence of hybridity or multiplicity as it occurs at the intersections of tourism and information technology. As a result, a critical yet underappreciated concept in both IT and tourism. This require a shift in mindset from considering how IT goods could, for example, improve how tourists engage with knowledge about tourist attractions to considering the larger transformation of tourism. Recognizing non-beneficial patterns of spatial interaction in a destination that can inflict
harm to fragile attractions (such as historical sites) or facilities, as well as irritation and dissatisfaction among visitors, may be extremely helpful in the smooth and effective management of tourist destinations. Being able to break down spatial interaction is a valuable skill. Understanding the various implications of these trends of behaviour for tourism attractions, as well as projecting the potential outcomes of various approaches, are important skills that can be learned by study. We can distinguish regions of high and low activity, and we can also categorize destinations into various categories of space based on their spatial activity. However, we lack the knowledge to recognize overuse, or when the frequency of activity has peaked, where they are no longer useful to the destination.

Physical spaces, as well as the networked and information infrastructures that surround them, serve as stages for the expression and performance of personalities and desires. According to Messeter (2009), sites should be seen as practiced spaces, or spaces (or locations) that gain value and identification as a result of the interaction of practices as well as the material and technical advantages that different locations have [29]. Places are complex and open-ended, unlike spaces, which are stable and set. They're "unpredictable" in the sense that understanding place identities and place-making requires more than just accounting for a place's material resources. We will deal objectively with the perception of destinations as labeled and "fixed" spaces using a place-centric computing approach, which is a common predisposition for the nature of IT for tourism, to comprehend how IT can be successfully enrolled by individuals, both hosts and tourists, in ongoing and tactical ways of place-making that cannot be expected.

6. Sustainable Rural Tourism Development through the Era of Social Media dan Digital Settings

Rural tourism are examined as an alternative version of tourism. This includes large number of facilities, logistics, marketing and networks, events, natural or man-made attractions, activities and information system [30]. Rural tourism includes natural and special interest ecotourism, cycling, climbing, and horseback riding holidays, adventure recreation, and fitness tourism, hunting and fishing, cultural tours, arts and heritage tourism, and ethnic tourism, among others. There are villagers in the area. Autonomy implies that each village has the authority to optimally control and develop each region's capacity. They also have its control over its territory even if it not distanced from the supervision of the regional and central government, in order for it not to be mistreated. Village-owned industry is the product of the village's opportunity being realized[31]–[35]. There are many benefits obtained through technological advances, which are now indispensable for our daily lives, giving rise to city spaces that are busy, noisy, and artificial. Many people go through life with hard work and see their vacation time as an opportunity to find something new in a "different environment". Formerly the theory of vacation mostly meant a trip to the "beach", to the coast, although people today they would rather spend their time doing natural things. This shift in perception of "holiday" has given rise to the notion of "tourist village".

According to Coccossis (1996), there are at least four ways to understand tourism in the light of sustainable development: a sectoral perspective, such as tourism's economic viability; an ecological perspective, highlight the importance of environmentally friendly tourism; a long-term viability of tourism, recognizing the competitiveness of destinations; and a viewpoint of tourism's long-term viability, emphasizing the need for environmentally sustainable tourism and a point of view that accepts tourism as part of a long-term plan for environmental and human sustainability [36]. Since the term's popularity is based on its indefinability, it has been all things to all parties involved. It means that growth is suitable for the tourism industry; it means that values formulated more than a century ago are once again common for conservationists; It provides a rationale for the protection of significant landscapes from construction to environmentalists, and it provides an incentive for politicians to use rhetoric rather than deeds.

A position-centric approach to information technologies design means that the expertise required to inaugurate or encourage design can be sought in the active involvement of being-in-place, or, as Messeter (2009) puts it, "designing in place," where phenomenological sensitivity to the felt qualities is required.[29]. (McCarthy and Wright, 2005) of visiting a place was elicited by social and cultural
experiences. [37]. It necessitates recognizing that the object of design is not the informational device or technical artifact in and of itself, but the behaviors, personalities, or phrases it generates as an interface to social, cultural, and material environments of location.[37]. The reality that visitors are becoming more prevalent bringing devices that link them to both proximate and distant social networks necessitates a new perspective on tourism's experiential land. Tourism and IT can be described as a hybrid, performative activity in which technology is not only “used” by tourists, but also plays a role in profound changes in their embodied, experiential lives. The majority of the concerns posed to emerging forms of tourism technology, such as digital guides or wayfinding devices, have focused on whether or not the technologies were (or were likely to be) accepted by visitors, or whether they were seen as useful, suitable, and fulfilling the needs of the visitor. [38]. While the topic of technology's usefulness or appropriateness in tourism is important, it may be argued that a thorough understanding of the relationship between IT and tourism is more than a matter of acceptance (or desire to adopt) or accessibility of the software, facilities, or IT products themselves.

However, it is a matter of how certain devices evoke specific environments for visitors, and how they serve as interfaces into the tourist experience. This wider epistemological transition poses a slew of concerns about the ability of mobile social media to turn “here and now” locations into distributed and hybrid worlds woven with social-technological infrastructures such as Facebook and Twitter. Technologies that allow visitors to properly capture, annotate, tag, interact with, recollect, and exchange artifacts, social experiences, and information are increasingly re-emphasizing the here and now.

How the visitors have access to forms of information that go beyond advertised or standardized information contained in guides and pamphlets, the importance of locations and attractions may be negotiated. When environments become more “interfaced” with digital data, hierarchies and power dynamics between tourists and locals change. This is also so in simulated worlds where visitors converse with one another.[39]. The visitor, location, and local cultural traditions are all connected across digital networks. In tourist destinations, there is a need to discuss how mobile and pervasively linked systems undo, sustain, or even bolster one category of entity over another. Furthermore, to investigate how social or "mutual" the current technical activities of performing spaces are. In addition, this research needs to map the forms in which locative structures and facilities, roughly defined as IT systems designed for particular locations, communicate position identities and POINT to place-specific social performances.[29], [40], [41]. Lun et al (2016) emphasize that village tourism destinations must be aware of any potential environmental issues, in addition an economic issue and social concerns, when establishing the economy on diverse tourism sources [42]. Cánoves et al (2004) also stated the rural environment is very delicate and responsive to tourism growth [43]. Furthermore, Sharpley (2009) stated “Rural areas and populations have varying social and economic demands, resource properties, and characteristics.” [3]. That is why it’s crucial to determine the suitability of the needs and features of the locality for the growth of different types of tourism (within environmental parameters). The agency level has complete authority over rural development and tourism [44]. Support for the development of tourist villages is controlled and supervised by the Ministries of Agriculture, Forestry, and Water Management, as well as Trade and Tourism In addition to the entity's funding contribution, extra funds for rural tourism growth are provided by the local city budget. [45]. In such a concept, the focus is on tourism upkeep, however in many cases, resources are competing and might not be the most efficient or prudent use of capital in these or other areas in the long run.

7. Umbul Ponggok Tourism Identity through Media Social and Digital Settings

Umbul Ponggok is one of the best freshwater snorkeling tourism destinations in Indonesia today. With a popular water tourism destination in Indonesia after being designated as an independent village with an annual income of more than Rp. 10 billion, while it was previously designated as a weak village with an annual income of just Rp. 14 million.
Figure 1. Map of the research location in Ponggok Tourist Village

Figure 2. One of the potential areas in the Central Java region is Klaten Regency which has several tourism object clusters. Klaten Regency is a city that has abundant potential water sources. One of them is the tourist village of Ponggok, Polanharjo, Klaten.

Figure 3. Snorkeling, swimming, and underwater photography are some of the special experiences that tourists get to this water tourism destination.

Figure 4. Since the tourism sector is inextricably linked to the complexities and patterns of today's culture, imaginative and inventive approaches to tourism marketing are unavoidable.

Photos or videos of tourists diving to the bottom of the pool and swimming with fish have become popular forms of photography that are commonly shared on social media. The uniqueness and beauty that tourists to freshwater tourist destinations sponsored by this tourism village will enjoy include snorkeling, swimming, and underwater photography. This idea was created by the dissemination of images and videos illustrating the beauty of underwater scenes through different social media...
platforms and water tourism technologies as part of tourism marketing. The advancement of the modern age necessitates the growth of the tourism opportunity that exists, rather than relying solely on traditional methods, tourism marketing needs new and inventive approaches because, in line with the complexities and patterns of today's culture, the tourism industry is unavoidably confronted with digital era's challenges. Items, activities, and individuals are placed in space to show it; these interventions define space. So a design, whether it contributes to comfort, protection, connectivity, or sociability, is a spatial interference that also contributes to the making of a room. Setting up contrasts may help to create this space-making impact as well as by making the occupants comfortable. A designer deliberately invents, creates, deploys, and otherwise intervenes in technologies in order to not only produce something useful, but also to advance knowledge. Regardless of the consistency, reliability, or marketability of the design product, the end result may be better design, technique, or even better goods, but also improved comprehension. There's a space for standing back and watching commonplace technology from afar, but there's also room for hands-on learning with the technologies under consideration: making, creating, and tuning. Design employs strategies for creating and comprehending the world. [40].

**Figure 5.** The tourism development in ponggok forms divided zones become natural and artificial categories to maintain the identity of a place where there are certain zones that are deliberately built for digital content needs and the rest is left to remain natural.
8. Discussion

With the tourism development that has been carried out to shapes identity and meets the needs of today’s digital settings, it will certainly have both positive and negative impacts. It is necessary to develop scenarios to achieve optimal tourism offers. The perspective of scenario development to get a sensation on a tour by entering aspects of the identity of a place and as a discourse of digital settings. This needs to be studied further to consider its natural balance. In addition to the things that are seen to develop the potential of villages that lead to tourism, we must study more seriously related to the sustainability of the area. So it is crucial to prepare the Ponggok community to aware, face and manage the Rural Tourism. Water tourism management is a key tourist attraction in the growth of Ponggok village tourism, and it is a key component of village economic growth as part of a larger strategy to improve the health of rural communities. Compliance in enforcing government policies cannot be removed from good governance as the path to progress in village growth and enhancement of people's welfare. Natural resource preservation will be ensured, and future generations will be able to experience them, if a transparent and long-term management strategy is maintained well. Group and village leaders' imagination and ingenuity generate new concepts and dreams for the growth of water tourism. It is the community's imagination and ingenuity, as well as that of other stakeholders, that can turn an old tourist destination into a modern model, allowing for the creation of an autonomous village that is distinctive and serves as a national model village in both the tourism and village economy sectors. The development of Village-Owned Enterprises (BUMDES) can increase the income of this tourism village by promoting the growth of ponggok springs, village stores, ponggok ciblon, and aquaculture. BUMDES' crucial function is to oversee the distribution of village funds channeled by the government in managing the capacity of natural resources to raise community incomes, which includes snorkeling management. Many rural tourism infrastructure projects have been carried out in Indonesia. Nonetheless, BUMDes Tirta Mandiri and the Ponggok village government's creation of sustainable rural tourism is fascinating to research, especially in terms of community empowerment, since the Ponggok village government is a community-based organization. And without strong community empowerment, the community's engagement and involvement in establishing rural tourism will dwindle, and tourism activities in the village will stagnate. In Indonesia, there is a lot of growth in rural tourism right now, but many villages are still undeveloped due to the lack of an institutional model for managing rural tourism and the village governments have no experience promoting sustainable rural tourism.

9. Conclusion

In either scenario, such measures “create ” room. It's popular to think about a space's character as being defined by the elements that surround it from an architectural standpoint. The creation phase should not conclude with an improvised concept or a mashup of materials and streams from different
digital channels, and can only be judged in terms of success or failure. A design may be part of a longer phase that leads to something more. As a result, despite their suitability for purpose, I believe that built devices already contribute to location, space identification, spatiality, and spatial awareness. Ubiquitous instruments act as environment-tuning machines. Tourism development create the character of a space then shapes identity and meets the needs of today’s digital settings and as a discourse of digital settings. The possibilities for the pursuit of these technologies for research purposes is growing, and they have the potential to transform the way tourism mobility research is conducted today. In this light, also ostensibly grand plans or initiatives are microscale interventions in the environment.

10. References

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