
Systematic Literature Review: Key Determinants for Quality Destination Development in Sustainable Urban Tourism (Case Study: Jakarta)

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Abstract:

Global tourism has shown a remarkable recovery in 2024, with Indonesia ranking 22nd in the Travel and Tourism Development Index. Indonesia has made significant advancements in sustainable tourism, particularly by focusing on socio-economic, environmental, and demand sustainability. However, challenges persist, including low-quality services and over-tourism in urban areas, which impact local resources and communities. To address these issues, the Indonesian government introduced quality tourism initiatives at the International Quality Tourism Conference 2024. These initiatives aim to balance supply-side improvements in competitiveness, infrastructure, and sustainable management with demand-side enhancements that emphasize unique and high-value experiences for tourists. This approach aligns with Indonesia's National Medium-Term Development Plan (2024-2029), which seeks to prioritize quality over quantity, thus ensuring sustainable tourism growth and enhancing local cultural and environmental preservation. Urban tourism, particularly in Jakarta, has been identified as a key area for quality tourism enhancement. Although Jakarta welcomed nearly two million international tourists in 2023, it still lags in global urban tourism rankings, highlighting the need to strengthen its destination competitiveness. This study, using systematic literature review methods, explores the current status of urban tourism research, focusing on destination quality and competitiveness. Bibliometric analyses, conducted through VOSviewer software, reveal thematic clusters in urban tourism, such as sustainability, smart tourism, and over-tourism, underscoring the increasing importance of quality management and competitive strategies in urban tourism. Findings suggest that The determining factors toward the quality destination of urban tourism are: sustainability, competitiveness, quality of life (impact of tourism), smart city and smart tourism.

Keywords: *quality destination, urban tourism, sustainable development*

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1. Introduction

Tourism travel reached 285 million tourists globally in the first three months of 2024, around 20% more than the same period in 2023. This tourist arrival reached 97% of the first quarter visit level in 2019, reflecting a tourism situation that has almost completely recovered from before the last pandemic. From Travel and Tourism

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Development Index data, Indonesia is in 22nd place in the world, up 10 levels from 2021, and has experienced an increase of 20 levels since 2019. Indonesia is ahead of several developed countries such as New Zealand (25), Ireland (24) and Belgium (23). In terms of the tourism sustainability dimension, Indonesia is in seventh place out of 119 countries. This sustainability aspect is assessed from 3 pillars, socio-economic sustainability, environmental sustainability, and demand sustainability.

Indonesia's encouraging success does not escape the existence of problems in various places, such as low quality of service, and over-tourism in some cities which is related to missed carrying capacity, which results in further problems of waste, pollution, and traffic jams, including limited community involvement in tourism development. Of course, this is not in line with Law no. 10 of 2009 concerning Tourism, where it is stated that tourism aims to: a. increase economic growth; b. improve people's welfare; c. eradicate poverty; d. overcoming unemployment; e. preserving nature, the environment, and resources; f. advancing culture; g. raising the nation's image; h. fostering a sense of love for the country; i. strengthening national identity and unity; and j. strengthen the friendship between nations.

For this reason, at the first International Quality Tourism Conference (IQTC) in 2024, last August, Indonesia's Coordinating Minister for Maritime Affairs and Investment, Mr. Luhut Binsar Pandjaitan, took steps to determine the development of quality tourism, integrating supply and demand factors. It is said that on the supply side, competitiveness, infrastructure, accessibility and sustainable destination management will be improved. Meanwhile, from the demand side, tourists will look for destinations where they can gain valuable experiences, pleasure, and tranquility, so they will focus on the uniqueness, and high value of the destination, thus ensuring that Indonesian tourism offers products that are competitive, sustainable and beneficial to local communities. The quality tourism framework can be seen in Fig. 1.



Fig. 1 Quality Tourism Framework

Source: Ministry of National Development Planning/ Bappenas

This quality tourism development has also been included in the National Medium Term Development Plan (2024-2029) stipulated by the Ministry of National

Development Planning/Bappenas, where it is stated "Tourism should prioritize quality over quantity to ensure sustainability, protect local environments and cultures, and provide meaningful experiences for visitors", in line with what Mason said that the focus on quality rather than quantity in tourism can lead to more sustainable practices and better alignment with global sustainability objectives (Mason et al., 2023)

In the National Medium Term Development Plan, Indonesia's tourism contribution to GDP is targeted to increase from 4.5% (2024) to 5.0% (2029), and Indonesia's tourist spending is targeted to increase from 1,180 USD per visit (2019) to 1,600 USD per visit (2029), equivalent to Thailand and Japan today. To ensure this target is achieved, of course, efforts are needed to improve the quality of the destination through improving the quality of services and experiences that will add value to tourism products, thereby providing tourist satisfaction. High-quality services are essential for customer satisfaction and loyalty in the tourism industry (Redžić, 2018)

A form of tourism that is in demand by many tourists throughout the world is Urban or City Tourism. According to The World Tourism Organization (UNTWO), City Tourism is a type of tourism activity that takes place in urban spaces with inherent attributes characterized by a non-agricultural-based economy such as administration, manufacturing, trade, and services and by being a nodal transportation point. It is emphasized again that urban tourism is tourism within the city to carry out various interesting activities such as shopping, recreation, historical retracing, watching performances, seeing buildings, culture, art, parks, and even just seeing the lives of residents. City tourism is part of cultural tourism, where currently there has been a shift in cultural consumption patterns from high culture (Culture 1.0) to popular or everyday culture, from tangible museums and monuments to intangible events and experiences, and from cultural tourism to creative tourism (Culture 4.0). (Richards, 2022) By 2030, international visitor arrivals in world cities are expected to reach 1.81 billion people, with an average annual growth of 4.4% (UNWTO). This growth in the number of tourists visiting different destinations in the world, increased the competition between destinations which infers that a destination is dependent upon its ability to sustain a competitive advantage. (Cracolici et al., 2008)

Several cities in Indonesia have been targeted by Minister of Tourism and Creative Economy Sandiaga Uno as urban tourism locations, namely five cities that are members of the UNESCO Creative Cities Network (UCCN), namely Jakarta, Bandung, Pekalongan, Ambon and Solo. In this article, Jakarta will be taken as a study case, which will soon change its function from the country's capital to a global city and center of the national economy, after the capital moved to the Archipelago Capital (IKN) in Kalimantan (UU NO. 2 of 2024 concerning the Special Regional Province of Jakarta). Biro Pusat Statistik DKI Jakarta records the growth of foreign tourists from year to year. In 2020, the number of foreign tourist visits reached 435,888 visits. This figure decreased in 2021 to 119,362 visits during the Covid-19 pandemic, and increased significantly in 2022 to 935,182 visits. In 2023, Jakarta is visited by 1,970,000 foreign tourists, via Soekarno Hatta Airport, Halim Perdana Kusumah Airport and Tanjung Priok Harbor. Ahmad Heri Firdaus, a researcher from the

Institute for Development of Economics and Finance (INDEF), believes that Jakarta already has tourism capital that can be favored, starting from historical, maritime, and culinary tourism. This capital is also supported by a more complete and adequate tourism ecosystem and infrastructure. (Khaerunnisa, 2023)

According to travelness.com (2023), the city of Jakarta is not included in the 20 cities most visited by foreign tourists, where the first to fifth cities are occupied by Bangkok (22.78 million), Paris (19.10 million), London (19.09 million), Dubai (15.93 million) and Singapore (14.67 million). Bali, which is considered a "city", is in 19th place with 8.26 million tourist visits. (Bessadeg, 2024). Realizing that tourist visits to Jakarta are still low when compared with other world cities, it can be said that Jakarta's competitiveness as a quality urban tourist destination is still low. As we can see from **Sustainable Development Goals 11** about Sustainable Cities and Communities, stated that aims to renew and plan cities and other human settlements in a way that offers opportunities for all, with access to basic services, energy, housing, transport, and green public spaces, while reducing resource use and environmental impact. A city that is not good for its citizens is not good for tourists. Tourism can help advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage – assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities, not only for residents but also for tourists. This further ensures that the development of a tourist city must also think about how every aspect of city development can first be enjoyed by the city's residents, have a positive impact on city residents, and then have the impact of becoming an attraction for tourists to visit the city.

Accordingly, this study is driven by one research question (RQ):

RQ: *What are the determining factors toward the destination quality of urban tourism?*

The objective of the research is :

Obj: Identify the determining factors toward the quality destination of urban tourism

2. Theoretical Background

Sustainable Tourism:

Sustainable tourism can be defined as “Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities” (UN Tourism)

Urban Tourism:

Urban attractions, transportation, dining options, and other amenities are utilized by both visitors and non-tourists, making it challenging to define urban tourism. This is no longer the case, since research on urban tourism has grown significantly in recent

years. This probably reflects urban tourism's rise, economic importance, and effects on local ecosystems and livelihoods.(Nilsson, 2024)

Tourist Destination: According to (Metalka, 1986) a tourist destination is simply defined as a "geographical location to which a person is traveling." The geographic place "is understood by its visitors as a unique entity, with a political and legislative framework for tourism marketing and planning,"(Buhalis & Amaranggana, 2013). "Most studies tend to look at the tourist destination as a system containing several components such as attractions, accommodation, transportation, and other services and infrastructure." (Tinsley & Lynch, 2001)

Destinations Quality: The theory of quality tourism is still difficult to find references, in contrast to sustainable tourism. Quality tourism theory is approached more with a framework of thinking about improving service quality and the quality of travel experiences. It concerns quality management systems, customer satisfaction, and sustainable principles. A Quality Management System is important in achieving competitiveness in tourism, so that it can provide direction for improving service quality (Bayev et al., 2022). The relationship between service quality, customer satisfaction, and management is critical. Quality service will provide customer satisfaction.(Livičhi, 2024). Consistency of service and product delivery that meet expected standards, focusing on guest satisfaction, comfort, and value for money are very important for destination quality.(Redžić, 2018) It emphasizes continuous improvement, employee training, and adherence to international quality standards to enhance overall service quality

Tourism Competitiveness:

To maintain a competitive edge and secure a favorable position in the global tourist market, a destination must be competitive (Leung & Baloglu, 2013).Studying the tourist business requires an understanding of how these places are managed (Pike & Page, 2014) Competitiveness is a genuine idea due to the reality of change, and competitive strategies—methods of competing in the global market—are crucial for tourism managers, industry participants, and tourism destinations. In order for destinations to maintain their market share, tourist destination competitiveness will continue to be a popular area of study within the tourism sector.

Quality of Life: Tourism impacts the quality of life, both to tourists who come to the destination and to the local community who reside at the destination. For tourists, quality tourism experiences can transform tourists' lifestyles and improve their overall quality of life. The relationship between service quality and experiential quality is vital for enhancing tourists' satisfaction and well-being(González, 2023). The perceived impact of tourism development on local communities has been explored across several previous studies. Tourism can influence host communities economically, socially, and environmentally. The positive economic impacts of tourism include increased household incomes, improved standards of living, the creation of more jobs and employment opportunities, and improved streams of tax revenue.(Rasoolimanesh et al., 2017)

3. Methodology

This research adopted the PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) framework for searching and shortlisting the relevant literature using bibliometric analysis (Van Eck & Waltman, 2017). The Systematic Literature Review process started with the identification of appropriate search terms and databases. The Articles were gathered from Scopus and Google Scholar. The Scopus database was chosen because of its wider range of article indexing and includes many superior journals including the latest articles (Shukla & Shanker, 2019) The data was searched using the Publish or Perish tool, with the keywords Urban Tourism, Quality Urban Tourism, Jakarta Urban Tourism, Sustainable Tourism, Urban Tourist Satisfaction, and Tourism Competitiveness. This search yielded 1815 articles, which were then downloaded in Bibtex Format. All the articles with BibTex format are exported into the Mendeley Reference Manager Application. (García-Corral, 2022; Kartikowati, 2024) After removing duplicate and irrelevant articles from this search, we performed a backward-forward search on all the relevant articles, and then entire articles were exported with RIS format into VOSviewer software to create a graphical representation of the bibliometric map. This qualitative research method employed a library research approach with a systematic literature review (SLR). Based on the search results and the criteria for publication year (2014–2024) and accessibility (open access), a total of 94 articles were obtained.

4. Empirical Findings/Result

Vosviewer software tool is used in this research to construct and visualize bibliometric networks, that enable researchers to analyze relationships among scientific publications, authors, journals, and terms. It processes article data through several key steps:

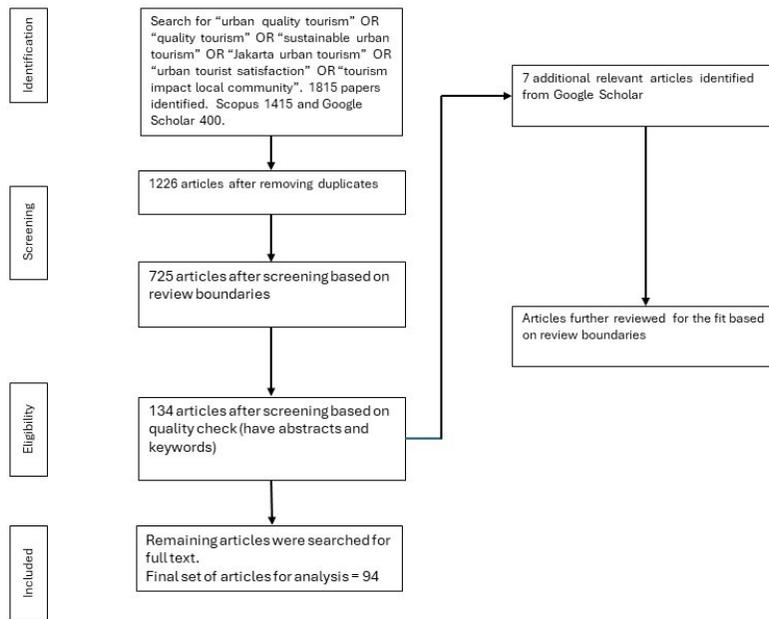


Fig. 2 SLR Process and Protocols

Source: Data Process and Adaptation from Writing Narrative Style Literature Reviews (Ferrari, 2015)

1) Network Visualization

The result of network visualization from the VOSviewer map that visualizes keywords or topics related to "urban tourism" and groups them into three clusters, shown in different colors, as shown in Fig.3.

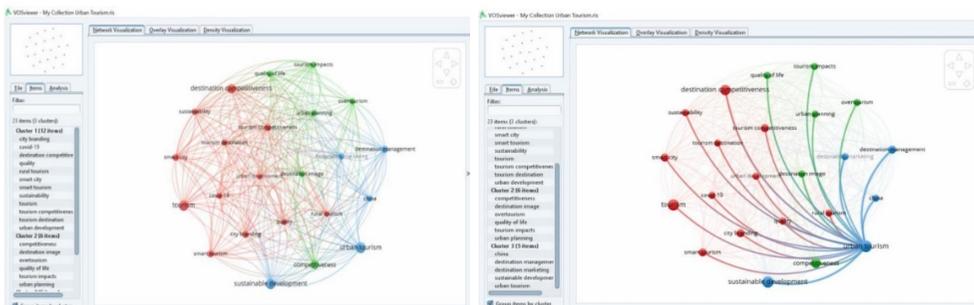


Fig. 3 Network Visualisation of Urban Tourism

Source: Vosviewer Map Result

Cluster red includes terms like "tourism," "smart city," "smart tourism," "sustainability," "tourism competitiveness," and "destination". These keywords suggest a focus on how tourism integrates with urban environments, especially

through smart city and sustainability concepts. It reflects **the role of technology and competitive strategies in enhancing tourism**. Cluster green includes terms like "quality of life," "tourism impacts," "destination image," "over-tourism," and "urban planning". This cluster appears to center on **the social and environmental aspects of urban tourism**, such as its impact on residents' quality of life, the challenge of over-tourism, and the importance of urban planning to balance tourism with local needs. Cluster blue keywords like "urban tourism," "sustainable development," "destination management," and "destination marketing" are found here. This cluster likely focuses on **sustainably managing tourism**, ensuring that it aligns with urban development goals and effective marketing strategies to promote urban tourism responsibly.

2) Overlay Visualization

This VOSviewer map is similar to the previous one but uses an **overlay visualization** to show the average publication year of each term. Here, colors indicate the average publication year, with terms in yellow and green being more recent and those in blue being older.

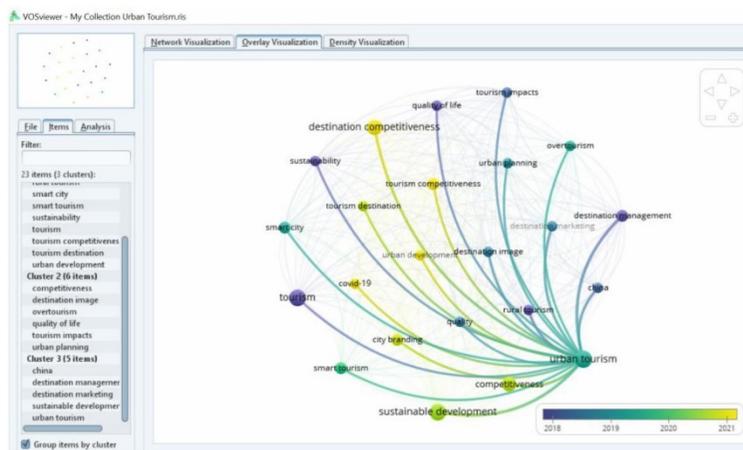


Fig. 4 Overlay Visualization of Urban Tourism
Source: Vosviewer Map Result

Color Coding for Average Publication Year, **Blue Nodes:** These terms, such as "urban tourism," "destination marketing," and "sustainable development," have earlier average publication years (before 2019). This suggests that foundational discussions around urban tourism and sustainability have been established for some time. **Green to Yellow Nodes:** Terms like "smart tourism," "COVID-19," "quality of life," and "destination competitiveness" are in green to yellow shades, indicating more recent focus (average years closer to 2020–2021). This shows that these topics have gained more attention in recent years, likely due to emerging

From the results of the Vosviewer map visualization, it can be studied which terms have a strong connection, which topics have been widely researched and which ones have just emerged. From the density visualization, we can see the focus of the research. Accordingly, we could identify the determining factors for Jakarta city tourism to become a quality destination.

Table 1. Analysis of Vosviewer Map Visualization

Vosviewer Map	Term	Reflects/Focus On
Network Visualization		
1	Red Cluster	<ul style="list-style-type: none"> - Tourism - Smart City - Smart Tourism - Sustainability - Tourism Competitiveness - Destination
2	Green Cluster	<ul style="list-style-type: none"> - Quality of life - Tourism Impact - Destination Image - Over-Tourism - Urban Planning
3	Blue Cluster	<ul style="list-style-type: none"> - Urban tourism - Sustainable development - Destination management - Destination Marketing
Overlay Visualization		
1	Blue Nodes (before 2019)	<ul style="list-style-type: none"> - Urban tourism - Destination marketing - Sustainable development
2	Green to Yellow Nodes (after 2021)	<ul style="list-style-type: none"> - Smart tourism - COVID-19 - Quality of life - Destination competitiveness
3	Blue to Green	<ul style="list-style-type: none"> - Sustainability - Sustainable development
Density Visualization		
1	Yellow areas (high occurrence)	<ul style="list-style-type: none"> - Tourism - Urban tourism - Sustainable development - Destination competitiveness

2	Green areas (lower densities)	- Smart City - Smart Tourism	Emerging topics
3	Green to yellow (moderate)	- Quality of life - Tourism Impact	role in evaluating the effects of tourism on urban residents and environments

Source: Data analysis, 2024

Urban Tourism as the Central Node: The term "urban tourism" in the center, linked with multiple clusters, shows its central role in connecting various aspects of tourism in urban settings. Jakarta as an urban destination has an interesting slogan, namely "Enjoy Jakarta", giving the message that Jakarta deserves to be a favorite tourist and cultural destination for both domestic and foreign tourists. Jakarta offers the best entertainment and recreation locations starting from Taman Impian Jaya Ancol with various interesting activities, Taman Mini Indonesia Indah which displays the diversity of Indonesian culture, and Ragunan Zoo with its rich animals. The Thousand Islands are one of the natural attractions that can be visited in Jakarta. The coverage of the Thousand Islands is very broad, starting from Bidadari Island, Harapan Island, Tidung Island, Pari Island, and dozens of other islands. For cultural tourism, the Old City of Jakarta has the charm of historical tourism which can provide a lot of knowledge. There are several historical landmarks in the Old City area such as the Fatahillah Museum, Sunda Kelapa Harbor, Fine Arts Museum, and others. (Alyani, 2021). New initiatives like the revitalization of parks and the preservation of cultural heritage are aimed at attracting tourists while maintaining environmental balance. The Thousand Islands off Jakarta's coast are part of sustainable tourism, promoting eco-friendly practices in collaboration with local communities.

Sustainability and Competitiveness: Within the more general categories of attractiveness, there were higher relationships between sustainable development and tourism appeal. According to the study, when sustainability concepts are visibly displayed in public areas, travelers are more likely to internalize them. Sustainable development provides clever ways to support the urban tourism sector while enhancing residents's living standards by giving tourists fresh insights into urban living. (Boivin & Tanguay, 2018). According to this, DKI Jakarta has revitalized urban green spaces like Lapangan Banteng Park and Taman Suropati, offering tourists tranquil spots while **promoting environmental sustainability**. Public parks and spaces serve as vital attractions, providing both locals and tourists with areas for recreation while supporting the city's eco-friendliness.

Jakarta is developing **smart waste management systems** in busy tourist zones like Ancol Dreamland and Kota Tua to maintain cleanliness and reduce environmental impacts. These systems ensure effective waste disposal and recycling, critical for sustaining high-traffic tourist areas. Jakarta's efforts extend beyond infrastructure, focusing on **preserving cultural heritage sites** such as Kota Tua (Old Town), Monas (National Monument), and Istiqlal Mosque. The city integrates smart solutions to

prevent overcrowding and promote sustainable visitor management while ensuring that historical and cultural integrity is maintained.

Quality of Life: The map highlights the challenges urban tourism brings, especially around quality of life and managing high tourism volumes, suggesting a need for careful planning. These terms also appear in recent colors, reflecting growing awareness of social and environmental impacts, as cities seek to balance tourism growth with the well-being of residents. The operation of tourism businesses in Jakarta in the form of star-rated hotels or inns, restaurants, tourist attractions, tourism service businesses, transportation and communication businesses, as well as entertainment and recreation services contribute in the form of employment opportunities to the community, and this will certainly play a role in reducing unemployment (Alyani, 2021) Jakarta's efforts also include campaigns aimed at educating both locals and tourists about sustainability and environmental preservation.

Smart City and Smart Tourism: Through the use of ICT in publicly accessible online platforms or applications, the Jakarta administration has put the six Smart City categories into practice. The established programs must be in line with the Jakarta Smart City vision to realize the aim of Jakarta being a global city that is safe, comfortable, prosperous, productive, sustainable, and globally competitive. Jakarta has made significant improvements in public transport through the Trans-Jakarta BRT system and the development of the MRT, which provides **eco-friendly transportation options for both locals and tourists**. These systems reduce traffic congestion, lower emissions, and enhance tourists' travel experiences within the city. Jakarta offers digital platforms that provide tourists with real-time data on attractions, events, and transportation. These apps guide tourists to eco-friendly hotels, cultural attractions, and local restaurants, **promoting responsible travel behaviors**.

Additionally, the government must guarantee that the current platforms and apps can be used to their full potential. To make individuals aware of the offered internet platform, the government must also engage in socialization and ongoing oversight. Additionally, for the people of the country to trust, use, and support the services offered, the government must be open, responsive, and accountable. (Syalianda & Kusumastuti, 2021)

These developments in tourism have sparked the idea of developing smart tourism destinations since many cities have leveraged their tourism competitiveness by developing a smart tourism ecosystem based on pre-existing smart city infrastructures. (Lee et al., 2020). It is discovered that while technology and physical factors are the main focus of Jakarta's stages of smart tourism city development, human and social capital aspects are still neglected. Given that Jakarta is one of the world's most populous cities, social and human capital is essential to achieving and maintaining a smart tourism city overall. Citizens, particularly those who work and reside in urban tourist attractions, urgently need to be educated because their involvement in maintaining the implementation of smartness and in maintaining governance

participation in tourism development will be crucial to the sustainability of a smart tourism city. (Akbar et al., 2024)

6. Conclusions

This study highlights the significant strides and ongoing challenges within the urban tourism sector, particularly in the context of achieving sustainable, high-quality tourism destinations. As global tourism recovers post-pandemic, Jakarta has emerged as a strong destination, with a focus on sustainable practices that prioritize socio-economic, environmental, and demand sustainability. However, Jakarta's relatively low position in global urban tourism rankings points to a need for enhanced competitiveness and quality in its tourism offerings. The bibliometric analysis underscores that urban tourism's focus has shifted towards sustainability, smart tourism, and community impact (quality of life), indicating a clear pathway toward competitive advantage in the global tourism market. The determining factors toward the quality destination of urban tourism are: sustainability, competitiveness, quality of life (impact of tourism), smart city and smart tourism.

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