

ENHANCING TOURISM THROUGH SMART TOURISM: A COMPARISON OF ACEH AND BALI

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Abstract

In the age of digitalisation, tourism must adapt quickly to changing trends and technology. Smart tourism is key to improving service quality and the local economy. However, Aceh still faces challenges of inadequate infrastructure, weak use of digital platforms, and tourism promotion. This research aims to provide recommendations to the Aceh government in improving Aceh tourism through the implementation of smart tourism and Aceh can adopt Bali tourism which has implemented Smart Tourism and Bali's infrastructure is adequate, both for the public, and for disabilities. Bali has also used applications or websites to facilitate tourists visiting Bali. By adopting this digital strategy, Aceh can increase its tourism competitiveness and local revenue. In increasing the number of local and foreign tourist visits, Aceh can improve three things in the tourism sector, namely improving infrastructure, revamping and developing digital platforms, and increasing promotion through digital platforms.

Keywords: *Para-tourism, Smart Tourism.*

A. Introduction

In the era of digitalisation, social trends change very quickly due to the ease of information search. The tourism industry as one of the rapidly growing branches of the economy continues to experience changes in accordance with the trends that occur. The tourism industry must quickly adapt to the environment and fierce competition. Smart tourism is the best step to survive the harsh development of technology and information, where the physical and administrative dimensions of tourism move to the next level

(digitalisation) to create a new, more modern generation in line with current developments. However, the development of tourism in the world today faces serious challenges due to the rapid development of information technology. (Daulay et al., 2022)..

Through information technology, tourists can easily access and provide information related to their destination. The implementation of smart tourism platforms that can be accessed through gadgets and the internet can be a means for local governments to improve the quality of public services and the regional economy through the tourism industry. This must be accompanied by the integration of infrastructure and Information and Communication Technology (ICT) used to increase the selling value and expand the regional tourism market. (Mustar Syamsuddin, et al 2023).

Aceh Province has many tourist destinations that are worth visiting and will continue to be developed to attract tourists to visit the westernmost province of Indonesia, but it is unfortunate that these tourist destinations cannot be utilised properly due to lack of adequate infrastructure such as lack of marketing or promotion related to these tourist destinations. Seeing the lack of infrastructure access to several tours in Aceh, such as the lack of infrastructure both physical and non-physical, for example, such as Lake Lut Tawar which has beauty but still lacks access related to Lake Laut Tawar, starting in terms of marketing and internet access. This is very contrary to Qanun No. 3 of 2022 concerning Tourism in Aceh. If this problem is not addressed, it will have a huge impact on the province of Aceh. Although the era has shifted to digitalisation, Aceh is still lagging behind in terms of smart tourism. In order to maximise the number of tourists visiting Aceh, this problem needs to be solved. (Ulfa *et al.*, 2021). Another problem is the proneness to landslides which must be mitigated in order to provide disaster management (Ardiansyah *et al.*, 2024), so that tourists are more comfortable when visiting Aceh.

In general, the government's role in developing and managing tourism includes providing infrastructure (both physical and non-physical), expanding various facilities, coordinating between government officials and the private sector, and organising and promoting tourism to other regions and abroad. (Medi, 2018). If you look at the physical condition of tourism in Aceh, the management is currently good. The government has provided and created a website which can develop and optimise the official Aceh tourism website which provides complete information about tourist destinations, events, culture, and culinary. The uniqueness of the website is that all tourists who want to visit Aceh can

find out about tourist destinations in Aceh, ranging from tourist attractions, culinary, and lodging. However, there are shortcomings where this website lacks promotion so that tourists do not know that Aceh has a website that can help them choose the tourist destinations they want to visit. In addition, as a choice of tourist areas for both foreign and domestic tourists, the Government has the authority to regulate, provide, and determine the use of various infrastructure needed for tourism. Currently Aceh still lacks adequate infrastructure such as, access roads travelled in some tourist attractions are not good. In addition, internet access is not available in all tourist destinations.

In terms of internet network access or IT infrastructure, Aceh has entered stage 4.0 but access to tourism platforms on the Aceh internet is still lacking, especially to remote tourist attractions such as Simeulue, Aceh Besar, Aceh Tengah, Aceh Tenggara and other areas in Aceh. The impact that will occur in terms of the economy if this condition continues is a decrease in PAD or APBD revenue and will have an impact on reducing tourist interest in travelling to Aceh, so that cultural sites and natural resources in Aceh will not be maintained or preserved. (Widodo and Dasiah, 2021).

Whereas it can be seen that tourism in Aceh is very much and can be used as one of the efforts in increasing PAD, by utilising the potential of tourism in Aceh starting from increasing revenue through tourism levies, local governments can charge entrance fees to tourist attractions, which directly adds to PAD. As well as the development of sustainable tourism such as Eco-Tourism, where the promotion of nature and environmental tourism can attract tourists who care about natural preservation, support conservation, and increase revenue from this sector. It can also implement cultural and religious tourism where Aceh has great potential in cultural and religious tourism that can be developed to attract domestic and international tourists. With these benefits, tourism development in Aceh will not only increase PAD but also help improve the welfare of local communities and promote sustainable development in the province. (Suciani et al., 2022)..

However, this goes back to the government and the people in the province of Aceh itself even though the Aceh government has done and created a platform related to smart tourism, starting from creating websites to applications related to Aceh tourism but if it still contradicts Qanun No. 3 of 2022 in Article 9 then Aceh will still be the same as what is happening now because of the lack of marketing in tourism in Aceh Province.

When compared to Bali Province, Aceh has tourism with its own uniqueness and characteristics. Aceh is a province that is thick with Islamic culture that is still developing until now and tourists visiting Aceh are required to respect Islam, while Bali is thick with its Hindu culture and celebrations that attract tourists to visit Bali. Aceh also has big day celebrations, but the celebrations in Aceh do not attract many tourists to visit, because the celebrations in Aceh are still displayed simply and not as lively as in Bali. This is also because the celebration in Bali is followed by almost all Balinese residents and they work together to make the event a success, while in Aceh there is still a lack of cooperation in an event. (I. W. Setiadi & Siringoringo, 2017)..

Based on the above background, the problem formulation is "How to improve Aceh tourism through smart tourism by adopting tourism in Bali?". Then, the author would like to analyse the current state of tourism infrastructure in Aceh, identify existing shortcomings and challenges, and devise effective strategies to improve and optimise the tourism sector. This analysis will include an evaluation of current policies, a case study of a region of Bali that has successfully implemented smart tourism, and concrete recommendations that can be implemented by the Aceh government to achieve these goals.

Therefore, this paper is important to help the development and implementation of smart tourism in Aceh and it is hoped that tourists visiting Aceh will increase. Then, with the application of smart tourism, it can make it easier for tourists who want to visit the desired tourist attractions, because tourists can easily access travel routes, transportation models, and available lodging accommodations with accurate, current and relevant for the operational efficiency of the tourism industry. (Bhatta and Ohe, 2019). This paper can also contribute to the sustainable growth of the tourism industry in Aceh Province by promoting Aceh tourism to the outside world through digital media platforms. This policy paper aims to provide recommendations to the Aceh government in increasing tourism and Aceh's local revenue through tourists visiting Aceh.

B. Research Methods

This research uses a qualitative method with a descriptive approach. This type of qualitative research is research that aims to understand phenomena about the experiences of research subjects in the form of behaviour, perceptions, motivations, actions, habits and

so on.(Moleong, 2018). The data sources obtained are laws, books, journals and other articles. Researchers can identify patterns, themes, and gaps in research that has been done before, so as to provide a comprehensive picture of the topic under study. Data analysis techniques in research are data collection, data reduction, data presentation, and conclusion drawing.(Satori & Komariah, 2017)..

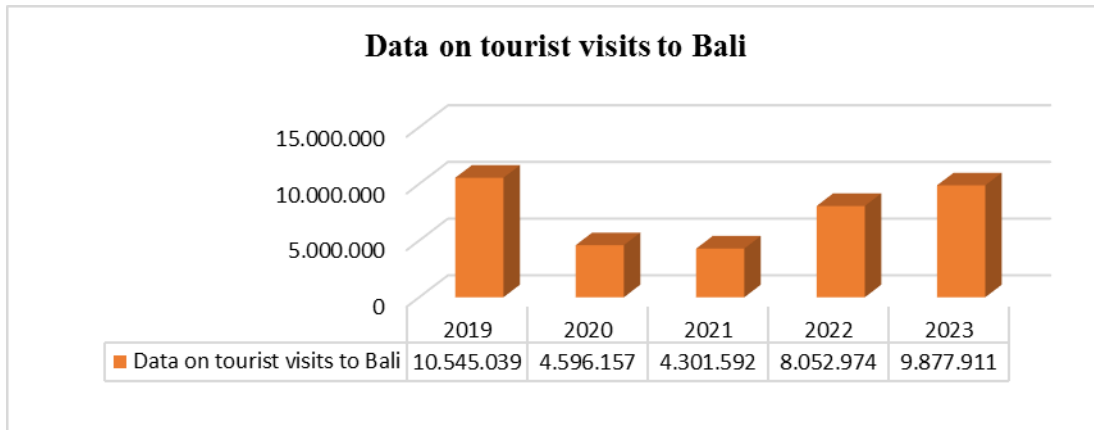
C. Research Results and Discussion

1. Smart Tourism Bali

Bali, known as the "Island of the Gods", has long been a global favourite tourist destination. Its stunning natural beauty, rich culture and friendly people are the main attractions for tourists. Bali has been named one of the best destinations in the world and awarded "*The Best Island*" for 2024 in the *Destin Asian Readers' Choice Awards*. *The Destin Asian Readers' Choice Awards* is an award voted by the loyal readers of *Destin Asian* magazine and proves for the umpteenth time that Bali is an attractive destination that must be visited by tourists.(Hendriyani, 2024).

Bali has as many as 238 tourist villages and these villages are spread across various regencies with the largest concentration in Buleleng Regency which has 75 tourist villages, other regencies have a number of tourist villages, namely Gianyar with 32 villages, Bangli 31 villages, Karangasem 26 villages, and other villages.(Kompas, 2022). Then, Bali is famous for its beautiful, diverse, and unique attractions to foreign countries and tourists are very interested in visiting Bali. Therefore, Bali's Regional Original Revenue (PAD) increases with the large number of tourists visiting Bali.

Some of the famous tourist attractions in Bali include, 1) beaches consisting of kuta beach, seminyak beach, canggu beach, nusa dua beach, pandawa beach, tanah lot beach; 2) temples consisting of tanah lot temple, besakih temple, ayun garden temple, ulun danu beratan temple, uluwatu luhur temple; 3) natural attractions, such as Mount Batur, Lake Batur, tegalalang rice terrace, sekumpul waterfall, monkey forest ubud. In Bali there are also many tourist villages, such as Penglipuran, Ubud, Pemuteran, Sidan, and Belitung. In addition, there are many more interesting attractions in Bali that you can find, such as museums, parks, zoos, and other cultural attractions.(I. W. Setiadi and Siringoringo, 2017).



Number of tourist visits to Bali, Source: Bali Provincial Tourism Office.

Based on the figure above, domestic tourist visits to Bali have increased since the COVID-19 virus disappeared. In 2019, the number of domestic tourist visits to Bali was 10,545,039 people, the number of visits this year was still high because Indonesia this year had not yet been affected by the covid-19 virus. In 2020 it began to decline to 4,596,157 people and in 2021 as many as 4,301,592 people. Then in 2022 there was an increase of 8,052,974 people and in 2023 there were 9,877,911 people. (Bali Provonsi Tourism Office, 2024).. While the number of foreign tourists visiting Bali in 2022 was 2,155,747 people, and in 2023 as many as 5,273,228 people. Due to this high number of tourists, Bali is able to contribute almost 50 per cent of foreign tourists to Indonesia.

The culture in Bali is also diverse and unique, as with the friendliness of the people who welcome tourists with a smile and hospitality, Bali also has traditions, rituals, and arts that are interesting to learn and explore, and the many festivals and festive events in Bali also attract tourists to visit. Popular festivals in Bali are Nyepi, galungan, and kuningan festivals. These festivals offer a unique opportunity to experience Balinese culture first-hand and engage in local traditions. (I. G. W. Setiadi & Siringoringo, 2017)..

Tourism infrastructure in Bali is highly developed and diverse, covering various aspects such as transport, accommodation, public facilities, and tourist attractions. Here are some important points related to tourism infrastructure in Bali: transport consists of Ngurah Rai International Airport, which is the main airport serving domestic and international flights, located in Tuban, near Kuta. Then, public and private transportation, consisting of taxis, online motorcycle taxis, and car/motorbike rental are widely available in Bali to facilitate travellers' journey. Then, Bali accommodation is

complete, as Bali offers a variety of accommodation options ranging from star hotels, luxury villas, resorts, to budget inns and homestays. Then popular areas such as Kuta, Seminyak, Ubud, and Nusa Dua have a high concentration of lodgings with various facilities.(Sulistiyafani & Sastrawan, 2021)..

Bali has adequate public facilities, such as hospitals and clinics where there are many quality medical facilities, including international hospitals and clinics that are ready to serve tourists. There are shopping centres that offer a variety of local and international products, such as malls, traditional markets, and souvenir shops and there are entertainment venues that offer culinary and entertainment experiences for tourists, such as restaurants, nightclubs, and other entertainment venues. Then, technology and information in the area of Bali are already covered by fast internet and good telecommunication services, making it easier for tourists to stay connected. Also, Bali uses many digital applications and services in the provision of tourist information, booking services, and tourist guides in Bali.(Wijaya, Bendesa and Wiranatha, 2021).

One technology that provides convenience for tourists is the *Love Bali* programme. The app is a comprehensive digital guide for travellers that offers features such as personal information collection, showcasing tourist attractions and tools to report complaints or issues in Bali. By using the Love Bali app, travellers not only have an easy way to pay tourist taxes, but also enjoy a variety of features designed to enhance their Bali experience. The app provides the latest information on cultural events, attractions and useful travel tips.(Yakanita, Mahaputra and Rahardian, 2020). In this digital era, Bali continues to improve itself by adopting the concept of *smart tourism*. The application of technology and innovation is key to improving the tourism experience, preserving local culture, and minimising the negative impact of tourism on the environment.

Transport provision in Bali is not only complete, but also disability-friendly, such as at Ngurah Rai International airport which has lifts, disabled toilets, and staff trained in assisting people with disabilities, public transport in Bali also provides modified vehicles for wheelchair users. Then, many accommodations in Bali also offer disability-friendly facilities. Furthermore, some beach attractions in Bali, such as Kuta Beach and Seminyak, have wheelchair access and facilities such as toilets and special seating. Tanah Lot Temple, Taman Ayun, and Ubud Monkey Forest are among the

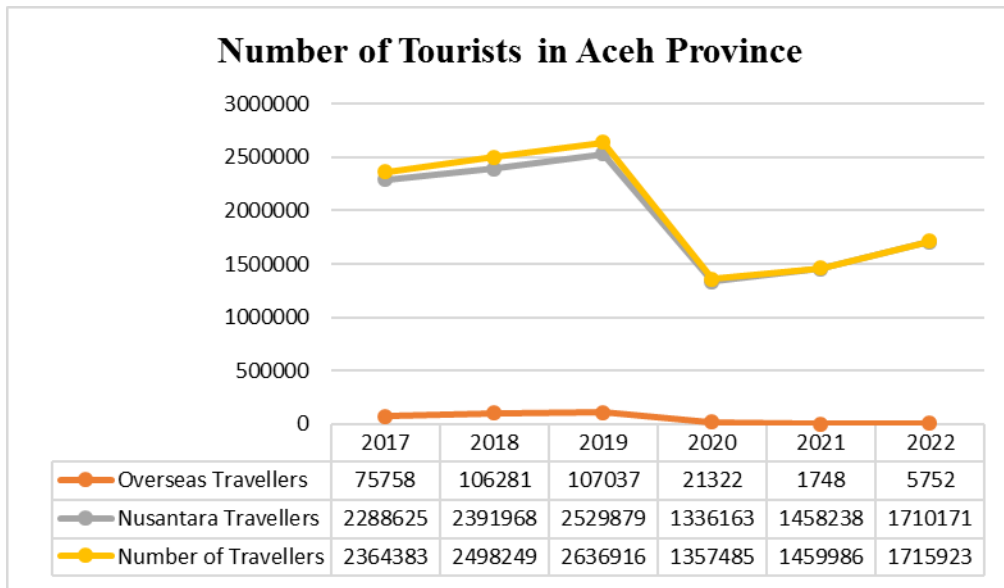
cultural and historical attractions that have wheelchair-friendly walkways and information in Braille format.

In order to facilitate tourists with special needs, Bali Province provides a blog dedicated to providing information about accessibility in Bali for people with disabilities, through the *Wheelchair Accessible Bali* blog and the *Bali Accessible Tourism* blog, which is provided by an organisation to provide support for tourists with special needs. Although there are still challenges, Bali continues to strive to become a more inclusive and welcoming destination for everyone, including travellers with special needs. With careful planning and available resources, travellers with special needs can enjoy all that Bali has to offer. (Susanti, 2022).

2. Smart Tourism Aceh

Aceh Province is a province that has diverse and beautiful cultural and tourism potential consisting of 739 tourist attractions. These attractions include natural, cultural, religious, and other attractions. Aceh also has 1,137 cultural heritage building sites that are beautiful and rich in history, and Aceh also has 126 souvenir businesses, which sell unique Acehnese handicrafts and the business is managed by the local community in order to benefit them and also to open employment opportunities. (Rostanti, 2023).

Aceh has 119 tourist villages by 2023 spread across 20 districts / cities with various classifications. Then, the famous tourist attractions in Aceh are natural attractions consisting of Lhoknga beach, Lampuuk beach, weh sabang island, Leuser mountain, fresh sea lake, Geureugok mountain, blang Pendawa waterfall, loyang koro cave, and so on. Then, Aceh's historical and cultural tourism consists of the Baiturrahman Grand Mosque, the Aceh Sultanate Palace, the Aceh Tsunami Museum, Putroe Phang Park, and others. (Sugianto *et al.*, 2021).



Number of Tourist Visits to Aceh Province, Source: Aceh Provincial Culture and Tourism Office.

In the figure above, we can see that the number of foreign tourists visiting Aceh is still very low compared to Bali. The number of foreign tourists, in 2020, was 21,322 tourists and in 2021 it decreased due to the covid-19 outbreak to 1,748 tourists, and in 2022 it began to increase to 5,752 tourists. Then, the number of domestic tourists to Aceh began to increase again in 2021, namely 1,458,238 and in 2022 as many as 1,710,171 tourists.(Aceh Provincial Culture and Tourism Office, 2023)..

Aceh, a province on the western tip of Indonesia, holds an extraordinary tourism charm. However, the popularity of tourism in Aceh is still centred on three main areas, namely Banda Aceh, Sabang and Aceh Besar. This is due to the more adequate infrastructure and accommodation in these three areas compared to other regions. In fact, the central and northern parts of Aceh hold equally attractive tourism potential. The unspoilt natural beauty, unique culture, and friendliness of the people are the main attractions for tourists. However, the lack of infrastructure and accommodation is an obstacle for tourists in exploring the region.(Sari, Munandar and Arifin, 2020).

For travellers with special needs, Aceh is still not an accessible destination. However, that doesn't mean it's impossible to explore the province. With careful planning and preparation, travellers with special needs can enjoy all that Aceh has to offer. In some places, tourism facilities in Aceh are almost disability-friendly, for

example, the Sultan Iskandar Muda airport already has lifts, ramps, and disabled toilets. Then, some accommodations in Aceh already offer rooms and facilities that are friendly to people with disabilities. (Swesti, 2019).

In the current era, Aceh has also developed the Acehtourism.travel website to promote tourism to foreign countries. Some of the main uses of this website: provides comprehensive information on the various tourist destinations in Aceh, including descriptions of the places, history, things to do, and main attractions; then provides a travel guide for tourists, including information on how to reach the destinations, local transportation, maps, and travel routes; offers information on various accommodation options and recommendations for places to eat and typical Acehnese cuisine; informs about events and festivals taking place in Aceh, such as cultural celebrations, music festivals, and other local events; displaying photos and videos of tourist destinations, events, and activities that can attract tourists to visit; providing information on tour packages offered by local travel agents; and publishing the latest news and articles related to tourism in Aceh; as well as providing contact information and customer service to assist tourists who need more information or assistance during their trip in Aceh.

By providing this range of information and services, the Acehtourism.travel website helps to promote Aceh tourism, facilitate travel planning for tourists, and enhance their travel experience while in Aceh. However, the website also has some obstacles, such as less intuitive navigation, content that is not always updated, lack of interactive features, such as interactive maps or travel planning tools, and very limited information in only two languages, Indonesian and English. Therefore, Aceh must continue to improve or improve this website and also improve its infrastructure, especially technological infrastructure, so that Aceh can increase the number of tourist visits and it is hoped that Aceh's Regional Original Revenue (PAD) can increase with the increasing number of tourists as well.

3. Elaboration Purpose of writing

So this paper will discuss the application of technology in tourism in order to provide easy access for tourists. Aceh Province is a province that has a lot of beautiful tourism potential and also has a diverse culture, but tourism in Aceh still has challenges

in internet infrastructure that is still lacking in some areas, low development of tourist attractions, lack of tourism promotion using digital platforms, and Aceh has not implemented smart tourism in its tourism development. The main purpose of this paper is to increase tourism visits in Aceh in order to increase Aceh's PAD and also so that Aceh's tourism and culture can be known by foreign countries, such as the province of Bali which is already known by foreign countries and Bali can develop the welfare of the province through PAD generated by tourism. Therefore, the Aceh government must work together with all stakeholders and the community in developing tourism. Tourism in Aceh is required to produce appropriate and applicable strategies and policy directions to develop various tourism potentials. (Susanti, 2022).

Tourism in Bali has successfully implemented smart tourism, this can be seen from the increasing number of tourists visiting Bali after the corona virus outbreak and tourism in Bali also makes it easier for tourists by using digital platforms in finding road routes, tourist attractions, accommodation, and so on. Then, when viewed from Aceh tourism, it is still very limited in developing online platforms that make it easier for tourists, even though Aceh has great tourism potential, especially in its cultural and natural wealth. Therefore, Aceh can adopt tourism in Bali in order to increase the number of tourist visits to Aceh.

4. What Aceh can adopt

In increasing the number of local and foreign tourist visits, Aceh can improve three things in the tourism sector, namely improving infrastructure, revamping and developing digital platforms, and increasing promotion through digital platforms. (Portal, 2016). *First*, the improvement of tourism infrastructure in Aceh is still lacking, such as lodging, restaurants, roads, internet infrastructure, availability of clean water, and so on that can discourage tourists from visiting the place. Furthermore, Aceh is still lacking in the provision of infrastructure for people with disabilities. When viewed from Bali tourism, the availability of lodging, restaurants, internet, and other infrastructure is adequate and Bali also provides applications and websites that make it easier for tourists to visit the place. Bali also provides disability-friendly infrastructure and also provides blogs to help them access destinations in Bali. Therefore, tourism in Aceh must be immediately improved and addressed so that tourists can be more easily and comfortably visited by all groups.

Second, revamping and developing the use of digital platforms in Aceh tourism. Aceh's digital tourism platform or the Acehtourism.travel website is still a lot of people who don't know it and this website has major obstacles in navigation that are less intuitive, and to go to certain places cannot be directly directed to Google Maps, but must copy the link first and then open Google Maps to direct our destination. Then the accommodation places on the website still do not display all. Meanwhile, if we look at the application provided by Bali tourism, namely Love Bali, where in this application it has complete features and makes it very easy for tourists to access the places they want and almost every village in Bali has an active website/application that can be used for everyone. Aceh can emulate Bali in the use of applications / websites so that Aceh can increase tourist visits and can also have a good impact on Aceh.

Third, Aceh tourism promotion through digital platforms, because digital platforms can be accessed by everyone and all countries, and are faster in access. Judging from Bali's promotion, they promote their tourism through digital such as Instagram and this digital actively uploads tourist attractions and also displays the Bali event calendar with an attractive and beautiful display. Therefore, Aceh can adopt tourism in Bali and must be more active in promotion and create major events about Aceh's customs and culture.(Wali *et al.*, 2019).

C. Summary

Bali is famous for its beautiful, diverse, and unique tourist attractions, which attract tourists from abroad and Bali can increase its Regional Original Revenue (PAD) through tourism. Tourism infrastructure in Bali is highly developed and covers various aspects such as transport, accommodation, and public facilities. Technology and information in Bali has provided fast internet and good phone services, as well as the Love Bali app that helps travellers on their journey. In addition, Bali also provides facilities that are friendly to people with disabilities. Aceh also has a lot of tourism potential, especially natural, historical, and cultural tourist attractions. However, the number of tourists visiting Aceh is still very low, this is because tourism infrastructure in Aceh is still lacking, the use of digital platforms is still low, and Aceh's tourism promotion also needs to be improved.

Therefore, it can be learned that in developing good tourism, good infrastructure and digital use are also needed in order to increase the number of tourists visiting an area and can increase PAD (Regional Original Revenue). Then, seen from Bali tourism has successfully implemented the concept of smart tourism that integrates technology into various aspects of tourism such as destination management, promotion and tourism services, this success can be used as an example for Aceh. Aceh can adopt information and communication technology (ICT) to enhance the tourism experience. This includes the development of mobile applications, web-based information platforms and the use of social media for advertising. Furthermore, Aceh needs to improve digital infrastructure, such as better internet access and technology-based services, which are essential to support smart tourism. By applying the smart tourism model that has proven successful in Bali, Aceh can improve its tourism competitiveness nationally and internationally and offer a better experience to travellers.

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