

New Normal In Covid-19 Pandemic Times: Applying Tourism 4.0 in Karimunjava Tourism

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ABSTRACT

Covid-19 outbreaks that hit the world, many negative impacts on the world of Indonesian tourism. According to WHO predictions a pandemic in the Asian region will last long enough. It will worsen the Indonesian tourism sector. Karimunjava as one of the mainstay tourist destinations in Central Java Province, also be affected. One solution to this problem is the implementation of the tourism 4.0 strategy, through social media influencers, e-WOM and city branding. With the implementation of this strategy, it is hoped that the local government will be able to develop marketing strategies that are relevant to the current digital market and be able to recover from the covid-19 outbreak; Karimunjava is able to increase the trend of tourist visits in the future; and able to improve the welfare of the population. This research is a mixed method, and uses primary and secondary data. Data will be analyzed quantitatively and qualitatively to be able to get more comprehensive results. The magnitude of Social Media influencer, e-WOM and City Branding on the exogenous latent variable Intention to Visit is indicated by the value of R square (R²), the R square value of 0.93 indicates the contribution of Social Media influencer, E-WOM and City Branding on Intention to Visit of 93.0%, the remaining 7.0% influenced by other factors.

Keywords: tourism, social media influencer, e-WOM, city branding

BACKGROUND

Covid-19 pandemic that hit the world today has many negative impacts on the world of tourism. One of the efforts made by the government to be able to minimize this impact is by providing incentives to the world of tourism and giving discounts, but in reality, the strategy did not have a positive impact. This is because tourists are worried about this co-19 pandemic. If this continues, it will certainly kill many tourism actors, especially on a small scale. There are around 13 million formal workers involved in the tourism industry today. To be able to anticipate this, the government is currently preparing an economic stimulus to ease the burden and costs of tourism sector actors.

According to predictions by WHO (WHO Regional Director of the Western Pacific Takeshi Kasai) the pandemic in the Asian region will last long enough. In addition to pandemic handling strategies, the government needs a strategy to be able to restore the tourism sector as before. One of them is through optimization of the industrial revolution 4.0 strategy. In 2020 Indonesia is preparing to enter the

industrial revolution 4.0. The implementation of the industrial revolution 4.0 will bring many positive things for Indonesia. Among other things, increased efficiency and productivity, lower costs, better risk management, faster identification and problem solving. In addition to having a positive impact, the industrial revolution 4.0 also had several negative impacts, ranging from social, political to economic impacts.

Indonesia is still lagging behind compared to several other southeast Asian countries. Among others, Singapore (17), Malaysia (29) and Thailand (31). Even though Indonesia has the best natural and cultural resources among these countries. This can be seen in the Sub index Natural and Cultural Resources report, where Indonesia is among the top 20 countries with the highest Natural and Cultural Resources in the world. Indonesia's inability to utilize its Natural and Cultural Resources, due to poor tourist service infrastructure and poor Cultural Resources & Business Travel. In addition to poor tourist service infrastructure and Cultural Resources & Business Travel, Indonesia has also not been able to optimize the technology elements in tourism 4.0, especially on the Internet of Things (IoT).

Currently as many as 70 percent of tourists do search and share via digital. And digital start up in the field of tourism is currently only 17.7%. For this reason, the Ministry of Tourism is currently implementing the WIDI (Wonderful Indonesia Digital Tourism) 4.0 strategy, this is a learning program through digital competence. The WIDI program is focused on three things namely Smart Destinations, Big Data, and Social Media. One strategy through social media is to use the services of influencers. Social media through influencers (in this case, travel bloggers) influences their followers' travel related intentions (Magno& Cassia, 2018).

Tourism visits to Karimunjawa which are currently experiencing a downward trend, and are expected to be more severe due to the impact of the 19-coviid outbreak. This is a challenge for the government in utilizing its Natural and Cultural Resources for the tourism sector. So the government needs to optimize tourist service infrastructure and poor Cultural Resources & Business Travel, and not yet optimal use of technological elements in tourism 4.0, especially on the Internet of Things (IoT). Research was developed based on the concept of tourism 4.0 which can be applied to Karimunjawa tourism. In this study, the analysis of Karimunjawa tourism currently aims to see the readiness of Karimunjawa tourism currently in the face of competition in the digital age. Analysis of social media influencers on Karimunjawa tourism today, to see how the role of social media influencers in Karimunjawa tourism today. Subsequent analysis, regarding the government's strategy in dealing with tourism 4.0 through social media influencers in Karimunjawa tourism.

LITERATURE

TOURISM 4.0

Peceny, UrškaStarč et al (2019) have developed the concept of a technological ecosystem that is an "enabler" for the development of tourism 4.0. Meanwhile Saša Zupan Korže (2019) revealed some of the most important technologies in the tourism technology ecosystem 4.0 of Peceny, UrškaStarč et al above. The technologies are IoT (Internet of Things), Big Data, Augmented Reality (AR), Virtual Reality (VR), Technology-based Business Models, Mobile Technology, Artificial Intelligent (AI) and Robots. IoT (Internet of Things) is any technology connected to the internet, usually consisting of

devices, networks and applications (DNA). In terms of tourism service providers, this technology can contribute to saving business expenses (cost reduction), because with the internet, tourism service providers can save time and expenses from geographical constraints. For example tourism service providers can easily enter foreign markets and reach more customers, and conversely customers can easily reach these tourism service providers.

At present 70 percent of tourists search and share via digital. And digital start-up in the field of tourism is currently only reaching 17.7%. For this reason, the Ministry of Tourism is currently implementing the WIDI (Wonderful Indonesia Digital Tourism) 4.0 strategy, this is a learning program through digital competence. The WIDI program is focused on three things namely Smart Destinations, Big Data, and Social Media.

Social Media influencer

One strategy through social media is to use the services of influencers. Social media through influencers (in this case, travel bloggers) influences their followers' travel related intentions (Magno& Cassia, 2018). Social media influencers represent "a new type of independent third-party supporters who shape audience attitudes through blogs, tweets and other uses of social media" (Freberg, Graham, McGaughey, & Freberg, 2011, p. 90). Recognized as opinion leaders, they are able increase the influence of the information they receive and send to others (Jalilvand, 2017; Uzunoglu& Kip, 2014) Studies in fields other than tourism, such as culture (Magno, 2017) and fashion (Halvorsen, Hoffmann, Coste-Manière, & Stankeviciute , 2013), have documented increasing the relevance of digital influencers and the mechanisms that influence their formation of the attitudes and decisions of their followers.

Electronic Word of Mouth (e-WOM)

The rapid growth of online communication via social media, websites, blogs, etc., has increased interest in both academic word of mouth (WOM) and electronic word of mouth (eWOM) (e.g., Hennig-Thurau et al., 2004; Brown et al., 2007; Cheung and Thadani, 2012; Hussain et al., 2017; Yang, 2017). One of the most comprehensive conceptions of eWOM proposed by Litvin et al. (2008), which describes it as all informal communications via the internet aimed at consumers and related to the use or characteristics of goods or services or their sellers. How the experiences gained while visiting a tourist destination can be commented on based on experiences during visiting.

City Branding

Advancing city branding theory and practice of increasing global importance. As stakeholder groups around the world seek to manage urban branding for a variety of purposes²(e.g. tourism, business, international relations), and the efforts of each stakeholder group developing, scientific interest in urban imaging continues to grow (Dinnie, 2011b; Lucarelli and Berg, 2011; Oguztimur and Akturan, 2015; Warnaby et al, 2015). city branding is very important to raise the value and popularity of a city. the goal is to attract visitors to the city or region. it takes the cooperation of many parties to work together in increasing the branding of a city or region.

RESEARCH METHODS

This research is a mix method (qualitative and quantitative), and uses primary and secondary data. The tools and materials used in this study are cameras, stationery, recorders, questionnaires and semi-structured interview guides. Primary data were collected by questionnaire (with a population of tourists who had visited Karimunjawa) and FGD (with key informants from formal and informal community leaders, and government officials in charge of Karimunjawa). While secondary data with the collection of available literature. The data will be from the results of the questionnaire will be analyzed quantitatively, to see its significance. Then proceed with a qualitative analysis, with an analysis of the readiness and tourism potential of Karimunjawa in the face of digital competition. Next, analyze the influence of social media influencers on tourism. Then develop a development strategy that can be applied by the government, based on these results.

RESULTS

Demographics of respondents

Respondent data of the study involved 75 respondents. With male respondents as many as 34 people or 45% and female respondents 41 people or 55%. Respondents were asked to fill out a questionnaire to see the intention to visit Karimunjawa with several question items. Age of respondents 15-20 years were 12 people or 16% of the total 75 respondents, 41 people aged 21-30 years or 55% of respondents were dominated by respondents aged 21-30 years. Respondents aged 31-40 years were 18 people or 24% and the rest were 4 people or 5% of respondents aged over 40 years. Respondents are dominated by those who live in Java, such as Semarang, Jepara, Kendal, Salatiga and several areas in Java.

Responses toward social media influencer

Social media influencer variable with 6 statements. The following is a recap of the results of the calculation of respondents' responses to the social media influencer variable.

Table 1. Respondents' responses to Social Media Influencer

Item		Score					Total score	Average	Category
		1	2	3	4	5			
X1	n	0	2	4	28	41	333	4.4	very good
	%	0.0%	2.7%	5.3%	37.3%	54.7%			
X2	n	0	1	11	27	36	323	4.3	very good
	%	0.0%	1.3%	14.7%	36.0%	48.0%			
X3	n	0	0	7	27	41	334	4.5	very good
	%	0.0%	0.0%	9.3%	36.0%	54.7%			
X4	n	0	1	6	36	32	324	4.3	very good
	%	0.0%	1.3%	8.0%	48.0%	42.7%			
X5	n	13	10	8	23	21	254	3.4	sufficient
	%	17.3%	13.3%	10.7%	30.7%	28.0%			
X6	n	0	1	15	33	26	309	4.1	good
	%	0.0%	1.3%	20.0%	44.0%	34.7%			

Social Media Influencer	1877	4.17	good
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From the results of the calculation of the respondent's score, which is presented in the table above, it can be seen that the respondents' assessment of the Social Media Influencer variable is in the good category with an average score of 4.17.

Responses toward E-WOM

E-WOM variable with 8 statements. The following is a recap of the results of the calculation of respondents' responses to the E-WOM variable.

Table 2. Respondents' responses to the E-WOM

Item		Score					Total score	Average	Category
		1	2	3	4	5			
X7	n	0	1	15	37	22	305	4.1	good
	%	0.0%	1.3%	20.0%	49.3%	29.3%			
X8	n	0	2	17	31	25	304	4.1	good
	%	0.0%	2.7%	22.7%	41.3%	33.3%			
X9	n	0	1	23	34	17	292	3.9	good
	%	0.0%	1.3%	30.7%	45.3%	22.7%			
X10	n	0	2	20	33	20	296	3.9	good
	%	0.0%	2.7%	26.7%	44.0%	26.7%			
X11	n	1	8	35	22	9	255	3.4	sufficient
	%	1.3%	10.7%	46.7%	29.3%	12.0%			
X12	n	4	9	24	24	14	260	3.5	good
	%	5.3%	12.0%	32.0%	32.0%	18.7%			
X13	n	0	18	18	29	10	256	3.4	good
	%	0.0%	24.0%	24.0%	38.7%	13.3%			
X14	n	0	10	24	22	19	275	3.7	good
	%	0.0%	13.3%	32.0%	29.3%	25.3%			
E-WOM						2243	3.74	good	

From the results of the calculation of the respondents' scores presented in the table above, it can be seen that the respondents' assessment of the E-WOM variable is in the good category with an average score of 3.74.

Responses toward city branding

City branding variable with 9 statements. The following is a recap of the results of the calculation of respondents' responses to the City Branding variable.

Table 3. Responder to Variable City Branding

Item		Score					Total score	Average	Category
		1	2	3	4	5			

X15	n	1	1	20	30	23	298	4.0	good
	%	1.3%	1.3%	26.7%	40.0%	30.7%			
X16	n	1	5	20	32	17	284	3.8	good
	%	1.3%	6.7%	26.7%	42.7%	22.7%			
X17	n	3	3	13	35	21	293	3.9	good
	%	4.0%	4.0%	17.3%	46.7%	28.0%			
X18	n	3	1	13	26	32	308	4.1	good
	%	4.0%	1.3%	17.3%	34.7%	42.7%			
X19	n	3	1	10	22	39	318	4.2	very good
	%	4.0%	1.3%	13.3%	29.3%	52.0%			
X20	n	3	1	18	32	21	292	3.9	good
	%	4.0%	1.3%	24.0%	42.7%	28.0%			
X21	n	1	1	28	34	11	278	3.7	good
	%	1.3%	1.3%	37.3%	45.3%	14.7%			
X22	n	1	1	27	35	11	279	3.7	good
	%	1.3%	1.3%	36.0%	46.7%	14.7%			
X23	n	3	1	37	20	14	266	3.5	good
	%	4.0%	1.3%	49.3%	26.7%	18.7%			
City Branding (X3)							2616	3.88	good

From the results of the calculation of the respondent's score, which is presented in the table above, it can be seen that the respondent's assessment of the City Branding variable is in the good category with an average score of 3.88.

Responses toward intention to visit

Intention to visit variable with 5 statements. The following is a recap of the results of the calculation of the respondents' responses to the Intention to Visit variable.

Table 4. Respondents' responses to the Variable Intention to Visit

Item		Score					Total score	Average	Category
		1	2	3	4	5			
Y1	n	1	1	18	35	20	297	4.0	good
	%	1.3%	1.3%	24.0%	46.7%	26.7%			
Y2	n	1	0	19	34	21	299	4.0	good
	%	1.3%	0.0%	25.3%	45.3%	28.0%			
Y3	n	0	5	14	31	25	301	4.0	good
	%	0.0%	6.7%	18.7%	41.3%	33.3%			
Y4	n	15	4	11	15	30	266	3.5	good
	%	20.0%	5.3%	14.7%	20.0%	40.0%			
Y5	n	0	3	9	38	25	310	4.1	good
	%	0.0%	4.0%	12.0%	50.7%	33.3%			

Intention to Visit	1473	3.93	good
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From the results of the calculation of the respondent's score, which is presented in the table above, it can be seen that the respondent's assessment of the Intention to Visit variable is in the good category with an average score of 3.93.

Analysis of the Validity and Reliability of Confirmatory Factors Analysis

Confirmatory factor analysis aims to test the dimensionality of the forming indicators of each latent variable. The following are the results of the confirmatory factor analysis of each model. The author uses Confirmatory Factor Analysis (CFA) with the help of Lisrel software.

Table 5. Confirmatory Factor Analysis (CFA)

Variable	Indicators	λ	λ^2	e	CR	VE
Social Media Influencer	X1	0.56	0.31	0.21	0.86	0.51
	X2	0.62	0.38	0.21		
	X3	0.56	0.31	0.13		
	X4	0.59	0.35	0.11		
	X5	0.87	0.76	1.38		
	X6	0.57	0.32	0.26		
E-WOM	X7	0.54	0.29	0.26	0.93	0.65
	X8	0.62	0.38	0.28		
	X9	0.57	0.32	0.25		
	X10	0.75	0.56	0.08		
	X11	0.80	0.64	0.14		
	X12	0.73	0.53	0.67		
	X13	0.93	0.86	0.13		
	X14	0.74	0.55	0.46		
City Branding	X15	0.56	0.31	0.44	0.92	0.57
	X16	0.68	0.46	0.38		
	X17	0.72	0.52	0.46		
	X18	0.70	0.49	0.52		
	X19	0.68	0.46	0.56		
	X20	0.52	0.27	0.67		
	X21	0.78	0.61	0.01		
	X22	0.78	0.61	0.01		
	X23	0.81	0.66	0.24		
Intention to Visit	Y1	0.68	0.46	0.23	0.89	0.63
	Y2	0.71	0.50	0.16		
	Y3	0.71	0.50	0.29		
	Y4	1.13	1.28	1.11		
	Y5	0.70	0.49	0.11		

The table above shows that the loading factor for each construct indicator is greater than 0.5. This means that each indicator is declared valid in forming variable constructs. Then CR (construct reliability) must be above 0.7 and VE (variance extracted) must be above 0.5, so it can be concluded that the variable construct has good construct validity and reliability.

Full Model Testing Results

This section describes the results of the evaluation of the fit model and the estimated parameter values of the structural equation model. The empirical model generated from the theoretical model in this study requires full model testing. After the confirmatory factor analysis for each of the exogenous and endogenous variables is carried out, it is necessary to estimate the full structural model. The full structural model estimation analysis illustrates the relationship between latent variables and can be done if the measurement model has been analyzed through confirmatory factor analysis. This is because each indicator can be used to define a latent construct. The full structural model estimation results are presented in the following figure.

The test results on the structural equation are SEM model testing is carried out by two kinds of tests, namely the suitability of the model and the significance of the causality through the regression coefficient. SEM model testing is used to see the feasibility of the model or the suitability of the model. The model suitability indices used were not different from the indices in the confirmatory factor analysis. Based on the results of the model above, the chi-square value = 679.13 df = 344, p-value = 0.00000 and RMSEA = 0.115. To find out whether the structural model developed has been supported by data, a goodness of fit test is performed. The following are the results of the goodness of fit test on the structural model:

Table 6. Goodness of Fit Model Test

Good of Fit Index	Result	Critical value	Conclusion
Chi-square/DF	2	$2 < X^2/df < 5$	Good Fit
CFI	0.95	$\geq 0,9$	Good Fit
GFI	0.60	$\geq 0,9$	Bad Fit
AGFI	0.53	$\geq 0,9$	Bad Fit
RMSEA	0.11	≤ 0.08	Bad Fit
RMR	0.073	≤ 0.05	Bad Fit

If there are two Goodness of fit criteria that meet the criteria, the model is said to be good or feasible (Solimun, 2006). In the table above, the test results for the fit model see the values of Cisquare / DF, CFI, GFI, AGFI, RMSEA and RMR. This study has met the criteria because the value tested for 2 out of 6 values is good so that the model is declared feasible for further processing.

Hypothesis Testing

The following is the Loading Factor generated by the structural model, where if the calculated T value is greater than the T table value, it is significant:

Result $I V = 0.51*SM + 0.45*EW + 0.045*CB$, Error var.= 0.074 , $R^2 = 0.93$

(0.16)	(0.14)	(0.070)	(0.034)
3.25	3.17	0.65	2.18

From the results above, it can be seen that the coefficient of the exogenous latent variable of Social Media Influencer on the exogenous latent variable Intention to Visit is 0.51, indicating the direction of a positive relationship between Social Media influencer and Intention to Visit, meaning that when Social Media influencer is good, Intention to Visit will be good. The t count value of 3.25 is greater than the specified critical limit, which is ± 1.96 , so H_0 is rejected, which means that there is an influence of Social Media Influencer on the exogenous latent variable Intention to Visit. The coefficient of the exogenous E-WOM latent variable on the exogenous latent variable Intention to Visit is 0.45, indicating a positive direction of relationship between E-WOM and Intention to Visit, meaning that when E-WOM is good, Intention to Visit will be good. The t value of 3.17 is greater than the specified critical limit, which is ± 1.96 , so H_0 is rejected, which means that there is an effect of E-WOM on the exogenous latent variable Intention to Visit.

The coefficient of City Branding's exogenous latent variable on the exogenous latent variable Intention to Visit is 0.045, indicating a positive direction of relationship between City Branding and Intention to Visit, meaning that when City Branding is good, Intention to Visit will be good. The t count value of 0.65 is smaller than the specified critical limit, which is ± 1.96 , so that H_0 is accepted, which means that there is no influence of City Branding on the exogenous latent variable Intention to Visit. The magnitude of Social Media Influencer, E-WOM and City Branding on the exogenous latent variable Intention to Visit is indicated by the value of R square (R^2), the R square value of 0.93 indicates the contribution / influence of Social Media Influencer, E-WOM and City Branding on Intention to Visit of 93.0%, the remaining 7.0% influenced by other factors.

CONCLUSION AND RECOMMENDATION

Covid-19 pandemic that hit the world today has many negative impacts on the world of tourism. There are around 13 million formal workers involved in the tourism industry today. To be able to anticipate this, the government is currently preparing an economic stimulus to ease the burden and costs of tourism sector actors. In addition to having a positive impact, the industrial revolution 4.0 also had several negative impacts, ranging from social, political to economic impacts. Indonesia is still lagging behind compared to several other southeast Asian countries. Among others, Singapore (17), Malaysia (29) and Thailand (31). Even though Indonesia has the best natural and cultural resources among these countries. This can be seen in the Sub index Natural and Cultural Resources report, where Indonesia is among the top 20 countries with the highest Natural and Cultural Resources in the world. Indonesia's inability to utilize its Natural and Cultural Resources, due to poor tourist service infrastructure and poor Cultural Resources & Business Travel. In addition to poor tourist service infrastructure and Cultural

Resources & Business Travel, Indonesia has also not been able to optimize the technology elements in tourism 4.0, especially on the Internet of Things (IoT).

Tourism visits to Karimunjawa which are currently experiencing a downward trend, and are expected to be more severe due to the impact of the 19-coviid outbreak. This is a challenge for the government in utilizing its Natural and Cultural Resources for the tourism sector. Government needs to optimize tourist service infrastructure and poor Cultural Resources & Business Travel, and not yet optimal use of technological elements in tourism 4.0, especially on the Internet of Things (IoT). Research was developed based on the concept of tourism 4.0 which can be applied to Karimunjawa tourism. In this study, the analysis of Karimunjawa tourism currently aims to see the readiness of Karimunjawa tourism currently in the face of competition in the digital age. Analysis of social media influencers on Karimunjawa tourism today, to see how the role of social media influencers in Karimunjawa tourism today. Subsequent analysis, regarding the government's strategy in dealing with tourism 4.0 through social media influencers in Karimunjawa tourism. The magnitude of Social Media influencer, E-WOM and City Branding on the exogenous latent variable Intention to Visit is indicated by the value of R square (R²), the R square value of 0.93 indicates the contribution / influence of Social Media influencer, E-WOM and City Branding on Intention to Visit of 93.0%, the remaining 7.0% influenced by other factors.

Related to the use of technology in building tourism sustainability after the pandemic has not been done much because it is still waiting for readiness to open these destinations. Tourism 4.0 implemented here is by using a website that makes it easy for prospective Karimunjawa visitors to get information related to the object they will visit in the form of information on accommodation, transportation, culinary, object attraction, even local culture or traditions. This pandemic condition can actually be used to provide updated information that illustrates that Karimunjawa is still safe to visit, thus encouraging related parties to immediately decide to open this destination immediately.

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