

CHARACTERISTICS AND DEVELOPMENT OF CREATIVE TOURISM IN BANDUNG

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Abstract

Nowadays, creative tourism has been developing in Bandung, proved by the existence of eight creative tourism attractions. The characteristics of those creative tourism attractions were dominated by art-based creative tourism which was created by the development of creative industries and many requests from the tourist on how to make creative products. The main problems on the development, both internal and external creative tourism attractions, was lack of qualified local human resources. The creative tourism development in Bandung was also influenced by internal and external factors, either encouraging or inhibiting the development.

Keywords: creative tourism; creative industry; creative city; Bandung; tourism.

INTRODUCTION

Nowadays, tourism has become one of the primary needs of people in various parts of the world. The development of tourism was also considered to have a significant role in affecting the socio-economic conditions of a society. In the early of this era, the most common type of tourism was mass tourism, that means in relative large amounts of the tourist which traveled together with other tourists to a specific destiny (e.g. nature). That kind of tourism tends to be passive and considered to inflict big impact of environmental damages in many areas.

After the era of mass tourism, the activities have changed along with the development of the tourist's preferences to have more experience when traveling to a tourism destination. The new type of tourism emerged was cultural tourism. Cultural tourism selling values to an authentic product to the tourist as an attraction. In the development of cultural tourism, there were several problems that led to the cultural elements, as a value differentiator, was no longer sufficient to attract the tourists. Tourist attractions in various countries then began to replacing their development strategies, which were initially only used elements of culture to used an additional element of creativity.

Creative tourism was first proposed by Richard Greg and Crispin Raymond in 2001. The creative tourism is a two-way interaction, which tourist do not just enjoy a passive travel, they can travel in a more active and have a bond with a creative attraction. The concept of creative

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tourism has been developed in various cities around the world as one of the leading attractions in the cities. For example, Loulé Creativo offered some creative tourism activities to the tourist, such as traditional cooking class, tour on several creative workshops, and so on. Then in Samut Songkhram, Thailand, it offered visitors to learn on how to create herbs medicines, herbs plants, and *Thai massage*.

Indonesia has various potency which can be used as tourism attractions. Bandung is one of the cities in Indonesia which has creative potency that is still undergoing rapid developments. Based on previous research, Bandung was considered to have potency in the development of creative tourism, demonstrated by the emergence of various creative tourism package programs in several tourism attractions. For example, Saung Angklung Udjo offered visitors to learn on how to create *angklung* (traditional musical instrument from West Java) and took a part in *angklung* shows and so on. There were also various creative communities that had important roles on tourism developing in Bandung, such as Bandung Creative Cities Network (BCCF) and *Taboo Community*.

The development of creative tourism in Bandung was certainly influenced by various factors, which either be the factor that could encourage or inhibit the development of creative tourism. If these factors can be undertaken correctly, they will certainly be able to promote the development of creative tourism in Bandung. Therefore, the research to identify factors that influence the development of creative tourism in Bandung is important.

METHODOLOGY

This research used a case study approach on creative tourism development in Bandung through several stages, namely (1) identifying characteristics of developed creative tourism in Bandung, (2) identifying the problems that occurred in the development of creative tourism in Bandung, and (3) identifying the factors that affect the development of creative tourism in Bandung. This research also used a qualitative approach, an approach for exploring and understanding the meaning of individuals or groups attributed to a social or human problem (Creswell, 2014). The data and information needed were of primary and secondary data. The primary data were collected by the techniques of interview and observation. While secondary data were collected through the literature study. Purposive sampling and snowball were incorporated to get the key respondent. The respondent in this research were government of Bandung (Bandung Department of Culture and Tourism), management of eight creative tourism attractions, and creative communities in Bandung (BCCF and Taboo Community).

LITERATURE REVIEW

The United Nations of World Tourism Organization (UNWTO) defines tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the places visited (World Tourism Organization, 2011). Meanwhile in Indonesia, based on Tourism Law (Number 10, Year 2009), tourism is defined as travelling activity undertaken by a person or group of people to visit a particular place for the purpose of recreation, personal development, or to learn the uniqueness of the visited tourist attractions in the interim time period. In the concept of developing tourism, there are five factors required for successful tourism, such as Attractions, Access, Accommodation, Amenities, and Awareness (Tourism Western Australia, 2009).

Creative tourism defined as tourism which offers visitors the opportunity to develop their creative potency through active participation in courses and learning experiences which are characteristic of the holiday destination (Richards & Raymond, 2000). Based on the definition, there are four important implications, such as creative potential, active involvement, characteristic experiences, and co-creation.

In Indonesia, based on creative tourism development guidelines (Indonesian Ministry of Tourism and Creative Economy, 2012), creative tourism is defined as tourism activities as well as the entire supporting infrastructures that accentuate authentic experience that is perceived by the tourist, it involves availability of participatory, interactive, and informal learning; provide an opportunity to the tourist to utilize their creative potency in consuming the tourism product; not in massive trip, hold in small group; and closely related to the local community as the actors of the activity. Meanwhile, in Bandung, based on Regional Tourism Masterplan of Bandung 2012-2025, creative tourism (urban creative tourism) define as tourism that takes advantage of urban potency, whether it comes from the natural and artificial resources or local cultures, as tourism attractions are able to develop the local and tourism creative potency.

ANALYSIS

Overview of Tourism Development in Bandung

Bandung is the capital city of West Java province, with a total area of 167,29 km² and population of 2.470.802 (Bandung Central Bureau of Statistics, 2015). Geographically, Bandung is located at an altitude of 791 meters above sea level and surrounded by mountains. With a relatively cool temperature, it is inevitable if Bandung became one of the most visited locations by many tourists, especially from Jakarta and surrounding areas. In addition to its mild temperature, Bandung is also famous for several tourist attractions, especially for shopping and culinary. In 2014, the number of tourists in Bandung reached 5.527.421.

In 2007, Bandung was considered as one of the North Asia Creative Cities pilot project by British Council, in the context of the creative cities development research programs conducted with various local and international partnerships (British Council, 2014). Then in 2015, UNESCO proposed Bandung as City of Design and Bandung joined the UNESCO Creative Cities Network, along with 47 Cities from 33 Countries (UNESCO, 2015). Those awards were given for huge creative potency in Bandung, which continues to grow from year to year.

Based on Regional Tourism Development Master Plan of Bandung (*Rencana Induk Pembangunan Kepariwisata Daerah Kota Bandung*) 2012-2025, Bandung tourism development was designed toward creative, cultured, and noble urban tourism destinations. There are four aspects which become the focus of tourism destinations, such as the development of tourism, tourism industry, tourism marketing, and tourism institutions. Tourism strategic areas plan (consisting of 6 areas) and tourism development areas (consisting of 15 areas) were made to implement the plan of tourism development in Bandung (Bandung Department of Culture and Tourism, 2013). In addition, the government of Bandung is also working together with the relevant stakeholders, such as tourism attractions management, tourism accommodation management, community, academics, etc.

Characteristic and Development of Creative Tourism in Bandung

In general, the development of creative tourism in Bandung has begun with the development of creative industries. The creative industries utilized various creativities of local people to create various of products with added value (creative value) to differentiate other same

products. The creative product was created by combination of the value or cultural products (e.g. Sundanese's Culture) with elements of creativity, also through OIM (observe, imitate, and modification) of an existing product from within or outside Bandung. In the development, many tourists wanted to find out the manufacturing process of a creative product rather than just bought the products. Gradually, many tourism attractions not only sold the creative products to the tourists but also made packages or tourism programs that gave tourists the knowledge and experience on how to manufacture of creative products, or in other words a creative tourism. Table 1 showed a Priority Areas of Creative Tourism Development in Bandung.

Table 1. Priority Areas of Creative Tourism Development in Bandung

Tourism Strategic Area	Tourism Development Area	
<ul style="list-style-type: none"> • Ecotourism Area of North Dago • Education and History Tourism Area of Ganesha-Gedung Sate • Shopping and Creative Culinary Tourism Area of L.L.R.E Martadinata Street • Heritage Tourism Area of Bandung City Square - Braga Street • Traditional Culture Tourism Area of Ujungberung • Convention and Sport Tourism Area of Gedebage 	<ul style="list-style-type: none"> • Education and Spiritual Tourism Area of Setiabudhi • Art Tourism Area of Setrasari • Shopping and Heritage Tourism Area of Cihampelas Street - Sukajadi • Creative Art Tourism of Suci-Padasuka • Aeronautica Tourism Area of Bandung • Medical Tourism Area of Pasteur • City Park Tourism Area of Aceh Street - L.L.R.E Martadinata Street • Shopping Tourism Area of Otto Iskandardinata-Kepatihan 	<ul style="list-style-type: none"> • Urban Nature Tourism Area of Tegallega • Creative Industry Tourism Area of Cibaduyut-Cigondewah • Education Tourism Area of Gatot Subroto • Tourism Area of Kiaracandong Industry • Shopping Tourism Area of Metro-Soekarno-Hatta • Penitentiary Area of Sukamiskin • Art Education Tourism Area of Buah Batu

Source: Regional Tourism Masterplan of Bandung 2012-2025

The table showed the twenty one priority areas of tourism development in Bandung, based on Regional Tourism Masterplan of Bandung 2012-2025. In this masterplan, there are several important things related to the trend of the development. From this table, not all of the tourism development priority areas strived to develop based on the creative tourism potency. From the twenty one priority areas, only thirteen areas that have potential to be developed as a tourism area. It can be identified through the presence of the keywords regarding to creative tourism development, such as creative tourism, creative industry, creativity, and so on.

These thirteen areas were subsequently reanalyzed to select which area that actually potential as creative tourism attraction by interviewing Tourism Planning and Development Center of Bandung Institute of Technology (as a consultant that made Regional Tourism Masterplan of Bandung 2012-2025) and by observation to those areas. The research focus on the areas has minimum one tourism attractions which consist of one or more creative tourism activity (based on the creative tourism development guidelines). The result showed that there were eight tourism attractions obtained that have creative tourism activities in Bandung, such as *Batik Komar*, *C59*, *Crayon's Craft & Co*, *Kampung Kreatif Dago Pojok*, *NuArt Sculpture Park*, *Saung Angklung Udjo*, *Studio Keramik 181*, and *Tobucil & Klabs* (Table 2).

Table 2. Characteristics of Creative Tourism in Bandung

No	Creative Tourism Attractions	Kind of Tourism Attractions	Attractions Description
1	Batik Komar	Art and Knowledge - Based Creative Tourism	Batik stamp workshop (for beginner or professional)
2	C59	Knowledge - Based Creative Tourism	Screen printing workshop
3	Crayon's Craft & Co	Art - Based Creative Tourism	Crafting workshop
4	Kampung Kreatif Dago Pojok	Art and Lifestyle - Based Creative Tourism	Brainstorming creative idea and create an artistic things with native people
5	NuArt Sculpture Park	Art - Based Creative Tourism	Crafting and Sculpting workshop
6	Saung Angklung Udjo	Art and Knowledge - Based Creative Tourism	Performance and angklung workshop
7	Studio Keramik 181	Art - Based Creative Tourism	Pottery (Ceramic) Workshop
8	Tobucil & Klabs	Art and Knowledge - Based Creative Tourism	Knitting and Crochet workshop (courses)

Source: Analysis, 2016

Based on the analysis, it was identified that 7 out of 8 creative tourism attractions have creative tourism attractions based on art. For example *Studio Keramik 181* offers a tourism attraction in the form of pottery (ceramic) workshops manufacture for tourist by using materials, equipment, space, and the instructors are provided by the manager. Then *Batik Komar* offers five packages (workshops) of making a stamp *batik*, from the beginners or professionals with different content and *Saung Angklung Udjo* offers attractions such as *angklung* performances and workshop about the history of the development of *angklung*, the manufacturing processes, and the correct techniques in playing *angklung*.



Figure 1. Pottery (Ceramic) Workshop in *Studio Keramik 181*

Source: Personal documentation, 2016



Figure 2. Stamp *Batik* Workshop in *Batik Komar*

Source: Personal documentation, 2016



Figure 3. *Angklung* Workshop in Saung Angklung Udjo

Source: Personal documentation, 2016

These attractions, at the beginning of their development, were intended only to sell products, such as pottery, batik, and *angklung*. Then, a lot of tourists (customer) wanted to know how the making process of these products and wanted to create their own version of the product. In addition, creative tourism concepts became a sales strategy that gave added value aiming to differentiate from the other same product. Table 3 listed the Creative Tourism Attractions Criterias Based On Indonesian Ministry of Tourism and Creative Economy Guidelines.

Table 3. Creative Tourism Attractions Criterias Based On Indonesian Ministry of Tourism and Creative Economy Guidelines

No	Creative Tourism Criterias	Creative Tourism Attractions							
		1	2	3	4	5	6	7	8
1	Accentuate the authenticity				•		•		
2	Intensive contiguity with the community		•	•	•		•	•	•
3	Learning participatory, interactive, and informal	•	•	•	•	•	•	•	•
4	Provide an opportunity to tourist to unleash their creative potency	•	•	•	•	•	•	•	•
5	Produce tourism products together with community				•		•		
6	In small group	•		•	•	•	•	•	•
7	There are workshop and instructor	•	•	•	•	•	•	•	•

Source: Indonesian Ministry of Tourism and Creative Economy, 2012

The table above showed a comparison between the criterias from the guidelines for the development of creative tourism, issued by Indonesian Ministry of tourism and creative economy (Indonesian Ministry of Tourism and Creative Economy, 2012), with the condition on the creative tourism attractions in Bandung. Based on the criterias, not all of the creative tourism attractions met all of the criterias. Only two attractions from eight attractions that complied all of the criterias, e.g. *Kampung Wisata Kreatif Dago Pojok* and *Saung Angklung Udjo*. The average of creative tourism attractions only fulfilled five criterias from seven criterias. Two other criterias, produce tourism products together with the community and accentuate the authenticity, were not fulfill since the average tourism attractions need instructors with special abilities that were not exist in the local community, and the authenticity of the creative tourism activity also did not come from the local value and cultural, it is the creative and art come from outside Bandung then OIM (observe, imitate, and modification) which then become new attraction as creative tourism attractions.

Problems on Developing of Creative Tourism in Bandung

The development of creative tourism in Bandung cannot be separated from the problems that occur, whether the problems caused by internal factors or came from creative tourism attractions, as well as problems that occurred as a result of external factors, such as the effects of policy and government plans, the impact of the creative communities to the creative tourism attractions, and so on (Table 4).

Table 4. Internal Problems on Developing Creative Tourism in Bandung

Creative Tourism Attractions	Problems Occurred on Developing Creative Tourism
<i>Batik Komar</i>	<ul style="list-style-type: none"> - Lack of Qualified Human Resources - Limited Accesibility - Development Strategy was Not Optimal
C59	<ul style="list-style-type: none"> - Lack of Qualified Human Resources - Diverse Needs of The Tourists - Limited Accesibility
Crayons Craft & Co	<ul style="list-style-type: none"> - Lack of Funds - Lack of Qualified Human Resources
<i>Kampung Kreatif Dago Pojok</i>	<ul style="list-style-type: none"> - Unstable Social Dynamics - Lack of Qualified Human Resources - Lack of Funds
NuArt Sculpture Park	<ul style="list-style-type: none"> - Lack of Qualified Human Resources - Lack of Funds
<i>Saung Angklung Udjo</i>	<ul style="list-style-type: none"> - Lack of Qualified Human Resources - Limited Accesibility
<i>Studio Keramik 181</i>	<ul style="list-style-type: none"> - Lack of Qualified Human Resources - Development Strategy was Not Optimal
Tobucil & Klabs	<ul style="list-style-type: none"> - Lack of Qualified Human Resources - Development Strategy was Not Optimal

Source: Analysis, 2016

Based on the interviews with the management of creative tourism attractions, there were six important issues that occurred from the development of the creative tourism, such as lack of qualified human resources, limited accessibility, not optimal development of strategy, lack of funds, unstable social dynamics, and diverse needs of the tourists. The main problem that faced by all of the creative tourism was the difficulty of finding local human resources that were not only have a quality, but also had a passion in accordance to their expertise. It made some attractions still used non-local labor which assumed to have more capabilities.

In addition, limitations of funding made creative tourism attractions were located relatively far from downtown of Bandung. Although there were some store, that usually relatively small, they focused on selling products instead of a workshop for manufacturing process. This problem also made the progress of the creative tourism attractions development was slow, since several development programs need sufficient of money. Besides of the financial problems, the development strategy of tourism attractions also made creative tourism was not optimally developed. The management of creative tourism attractions did not use creative tourism as the main strategy of these attractions development. These conditions were related

to the basic of the attractions that were creative industries, so the main focus was to sell the products. Table V listed External Problems on Developing Creative Tourism in Bandung.

Table 5. External Problems on Developing Creative Tourism in Bandung

External Stakeholders	Problems Occurred on Developing Creative Tourism
Government of Bandung (Bandung Department of Culture and Tourism)	<ul style="list-style-type: none"> - Lack of Qualified Human Resources - Development Strategy was Not Optimal
Creative Communities in Bandung (BCCF and <i>Taboo Community</i>)	<ul style="list-style-type: none"> - Lack of Qualified Human Resources - Lack of Funds - Development Strategy was Not Optimal

Source: Analysis, 2016

Based on the interviews with Government of Bandung and creative communities in Bandung, there were three important issues that occurred in the development of the creative tourisms, such as lack of qualified human resources, lack of funds, and development strategy was not optimal. But the main problems faced by the stakeholders were lack of qualified human resources and development strategy was not optimal.

The development of creative tourism was less than optimal due to the lack of government efforts to make regulations that can manage the various tourism activities in Bandung. For example, the government has not set up linkages between tourist attractions, especially the main tourism attractions. This caused the tourism activities become less focus. In addition, due to the development of tourism in general, influenced by a variety of sectors which were interrelated, efforts were usually delayed by differences in mindset about the goal of tourism development among stakeholders. This condition was also affected by the frequent rotation of government officials, which caused a mismatch between the government official capabilities that required with the government official capabilities that had been rotated in particular tourism department. The other reason was the networks had not yet created, both among management of tourism attractions, as well as with other stakeholders. These was observed from high level of independency from some tourism attractions, so deemed no need external supports.

The government had also concerns that the development of creative industries in Bandung would reach the saturation point because of some management of creative industries did not have their own business plan. It was related with the proliferation of mass production of creative imitation products from outside Bandung, especially from other countries, with a lower price but the quality was not much different. Moreover, there were many managers of tourism attractions and tourism accomodations who had not followed the rules and regulation of the government, especially to meet certain standards.

The creative communities in Bandung had a significant role by helping to fulfill several needs from the creative tourism attractions or the local communities. Creative communities are independent organization with limited volunteers and funds. These lack of human resources and funds caused the creative communities had to prioritize what problems that need to be solved initially. These efforts need to be seen as a potential to increase development of creative tourism rather than as a burden to the responsibility of creative tourism development to the creative communities.

Factors That Affect The Creative Tourism Development in Bandung

As stated earlier, the development of creative tourism in Bandung was influenced by various factors, both from internal creative tourism attractions and external stakeholders which affect the creative tourism attractions, and they affected the creative tourism development (Table 6). These factors either encouraging or inhibiting the development of creative tourism in Bandung.

Table 6. Factors that Affect the Creative Tourism Development in Bandung

Encouraging Factors from Internal Creative Tourism Attractions	Encouraging Factors from External Creative Tourism Attractions
<ul style="list-style-type: none"> – The goal of tourism attractions suitable for the concept of creative tourism. – Creative tourism consider as a good strategy to escalate profits of tourism products 	<ul style="list-style-type: none"> – There are a few of the other tourism attractions that offers creative activities – The development of creative and cultural industries as the impact of The recognition from the International Institutions on Local Culture and Value.
Inhibiting Factors from Internal Creative Tourism Attractions	Inhibiting Factors from External Creative Tourism Attractions
<ul style="list-style-type: none"> – Creative tourism is not the main goal of the tourism attraction development. – Lack of qualified Human Resources. 	<ul style="list-style-type: none"> – Low Interest from the Tourist on Creative Tourism Compare with the other Kind of Tourism. – The Cooperation and Collaboration among Stakeholders are not optimally established.

Source: Analysis, 2016

Table 6 showed some factors that affected the creative tourism development in Bandung based on the research. The encouraging factors from the internal creative tourism attractions were related to the similarity between the goal of the tourism attractions and the concept of creative tourism that was to give the tourist (customer) active experience on learning how to make a creative product. It also made the profit from the increased of tourism products, as it gave the tourist (customer) a new option on what to do on their tourism activities. The encouraging factors from the external creative tourism attractions, one among others, was the development of creative tourism which was not growing massively, so there were still a few of similar other tourism attractions that offer the same kind of creative products or activities. Moreover, the impact of the recognition from global institution to Indonesian cultural or value made creative and cultural industries rapidly developed. It also raised the demand for the local market.

On the contrary, the inhibiting factors from internal creative tourism attractions were related to creative tourism which was not the main goal of the tourism attractions development. As stated earlier, some of the creative tourism attractions were based on creative industries, so that the main focus was related to the improvement of the product sales. The problems associated with the lack of human resources quality also made creative tourism was hard to develop, which made the creative tourism attractions used human resources from outside Bandung as appear to have more capabilities. The inhibiting factor from external creative tourism attractions was low interest from the tourists on creative tourism attraction compare with other kinds of tourism activities due to the mindset of the tourist that taught creative tourism as an exclusive kind of tourism. Many tourists who visited Bandung were usually prefer to go shopping or eating than doing creative workshop. The last but not least, the development of creative tourism in Bandung was inhibited because of the cooperation and collaboration among stakeholders were not well established. The government of Bandung has

not been able to accommodate the realization of the integration among stakeholders on the development of tourism in Bandung, especially creative tourism.

CONCLUSION

Creative tourism has become one of the important elements on the development of tourism in Bandung based on Regional Tourism Masterplan of Bandung 2012-2025. There were 13 areas that had been planned as creative tourism destinations by their characteristics of creative potency. Based on the research, there were only 8 creative tourism attractions that has been developed in the study areas, such as *Batik Komar*, C59, Crayon's Craft & Co, *Kampung Kreatif Dago Pojok*, NuArt Sculpture Park, *Saung Angklung Udjo*, *Studio Keramik 181*, and *Tobucil & Klabs*.

The characteristics of development of creative tourism attractions were dominated by art-based creative tourism. Based on seven criteria of creative tourism in Creative Tourism Guidelines, not all of the creative tourism attractions met all the criteria, only *Kampung Wisata Kreatif Dago Pojok* and *Saung Angklung Udjo* that met all the criteria. On the average, creative tourism attractions only fulfill five criteria from seven criteria.

There were six problems that encountered the creative tourism development, both from the internal and external creative tourism attractions, such as lack of qualified human resources, limited accessibility, development strategy was not optimal, lack of funds, unstable social dynamics, and diverse needs of the tourists. The main problem that challenged all of the creative tourism was the difficulty of finding local human resources that was not only have a quality, but also had a passion related to their expertise so that it made some attractions were still using non-local labor which was assumed to have more capabilities.

The development of creative tourism in Bandung influenced both, emerging factors and inhibiting factors. The emerging factors, such as the creative tourism concept was relevance with the goal of the tourism attraction development and considered as a good strategy. The competitiveness was also remain low, since only a few numbers of other tourism attractions offered creative activities. Moreover, there was an increase of the development of creative and cultural industries as the impact of the recognition from the International Institutions on local cultures and values. The inhibiting factors among others were creative tourism was not the main goal of the tourism attractions development but the development of creative industries, lack of qualified human resources, low interest on creative tourism compared with other kinds of tourism, and neither cooperation nor collaboration had been optimally established among stakeholders on the creative tourism development in Bandung.

For the purpose of developing creative tourism attractions in Bandung, the problem arose among stakeholders need to be clearly identified. Both of emerging factors and inhibiting factors that were identified from the research could be a reference to describe how the development of creative tourism in Bandung has been conducted, so that the stakeholders could set up a better strategy for an optimal creative tourism development.

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