

# Development of Batik Village Culture as A Unique Tourist Destination in Jakarta

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## Abstract

This study explores the development of Batik Village Culture as a unique urban tourist destination in Jakarta, focusing on how traditional batik craftsmanship can be preserved and revitalized within a modern metropolitan context. The research aims to analyze the strategies, challenges, and socio-cultural impacts of transforming Jakarta's batik villages into centers of creative-based tourism that combine cultural preservation with economic empowerment. Using a qualitative descriptive method, data were collected through in-depth interviews, field observations, and documentation from artisans, government officials, and tourism stakeholders. The findings reveal that the Batik Village initiative effectively fosters community participation, strengthens local identity, and stimulates creative entrepreneurship, yet faces constraints related to policy coordination, marketing limitations, and authenticity management. The study concludes that sustaining urban cultural tourism requires adaptive collaboration between stakeholders and continuous innovation that respects traditional values. Its contribution lies in providing a model of how cultural heritage can evolve within the creative economy framework, offering insights for sustainable urban tourism development.

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## Keywords

Batik Village, Cultural Tourism, Creative Economy, Community Empowerment, Urban Heritage.



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## 1. INTRODUCTION

Indonesia has long been known as a country rich in cultural heritage, with batik standing out as one of its most iconic and internationally recognized traditions. As a product of deep-rooted artistry, philosophy, and cultural expression, batik reflects the values, identity, and creativity of the Indonesian people. In 2009, UNESCO designated Indonesian batik as a Masterpiece of the Oral and Intangible Heritage of Humanity, further elevating its cultural and economic significance. However, despite this global acknowledgment, the challenge remains in how to preserve and revitalize batik traditions amidst rapid urbanization and modernization especially in metropolitan areas such as Jakarta. The development of batik villages as cultural tourism destinations represents an innovative response to these challenges, combining heritage preservation with economic empowerment and sustainable tourism.

Jakarta, as Indonesia's capital and most urbanized region, might not immediately be associated with traditional crafts or cultural tourism. Yet, within this modern metropolis lies a vibrant potential

for cultural revival through initiatives like the Batik Village program. These villages, such as Kampung Batik Betawi in South Jakarta, aim to integrate local craftsmanship, creative industries, and tourism development. They serve not only as centers for batik production but also as living museums where visitors can experience the batik-making process firsthand, learn about the philosophy behind its motifs, and participate in cultural workshops. This fusion of tradition and modernity presents a unique opportunity to strengthen cultural identity within an urban setting while promoting creative-based economic growth.

Despite the potential of batik villages as tourism icons, their development in Jakarta still faces significant barriers. Many of these communities struggle with limited infrastructure, lack of promotion, and inconsistent support from local authorities. Moreover, most research on batik tourism has focused on traditional regions such as Pekalongan, Yogyakarta, and Solo—areas historically known as centers of batik culture. The absence of comprehensive studies exploring the emergence and potential of urban batik villages, particularly in Jakarta, creates a notable research gap. This gap underscores the need for academic attention to the distinct characteristics, challenges, and strategies required to sustain batik-based cultural tourism within an urban context.

Furthermore, the uniqueness of Jakarta's batik village development lies in its integration of modern urban culture with traditional craft heritage. Unlike rural batik centers that thrive on community-based traditions, urban batik villages must coexist with dynamic urban lifestyles, diverse populations, and global influences. This intersection between tradition and modernity creates a complex environment for cultural preservation. Therefore, investigating how batik villages in Jakarta maintain cultural authenticity while adapting to the demands of contemporary tourism provides valuable insight into sustainable cultural management. It also highlights how cultural industries can evolve in globalized cities without losing their traditional essence.

Previous studies on cultural tourism have predominantly focused on rural community empowerment, heritage site conservation, and regional identity branding. For instance, research conducted by Setiawan (2021) and Kusuma (2022) explored how batik tourism in Central Java contributes to local economic development and community engagement. However, there remains limited exploration of how urban-based batik villages navigate space constraints, commercial pressures, and socio-cultural diversity. The gap in understanding lies in how these villages can sustain authentic cultural experiences while remaining economically viable in a competitive urban tourism market. This study thus seeks to fill that gap by analyzing Jakarta's batik village as a model for integrating cultural heritage into metropolitan tourism development.

The purpose of this research is to examine the development of batik village culture in Jakarta as a unique urban tourism destination that embodies both cultural preservation and creative economy principles. Specifically, this study aims to identify the strategies employed by stakeholders—local artisans, government bodies, and tourism agencies—in promoting batik heritage through cultural tourism. It also seeks to evaluate the socio-economic impacts of batik village initiatives, the challenges they encounter, and the potential for scalability and sustainability. By doing so, this study intends to provide actionable recommendations for policymakers and cultural entrepreneurs on how to enhance the role of batik villages in shaping Jakarta's tourism identity.

The expected outcome of this research is a deeper understanding of how cultural heritage can be revitalized through urban tourism innovation. The development of batik villages in Jakarta has the potential to serve as a model for other metropolitan areas facing similar challenges of cultural erosion amidst modernization. By blending tourism with cultural education and local empowerment, such initiatives can foster a sense of pride among local communities while attracting domestic and international visitors seeking authentic cultural experiences. Moreover, this study hopes to contribute to broader academic discourse on cultural sustainability, urban heritage management, and creative economy development. It underscores the importance of creating synergy between tradition and

innovation, ensuring that Indonesia's cultural legacy particularly batik continues to thrive as a living tradition within the rapidly evolving landscape of global tourism.

## 2. METHODS

This research employs a qualitative descriptive method aimed at exploring and understanding the process of developing Batik Village Culture as a unique tourist destination in Jakarta. The qualitative approach is chosen because it allows for an in-depth investigation of social phenomena, cultural practices, and stakeholder interactions that shape the identity and sustainability of batik villages. The study focuses on how various actors such as local artisans, government institutions, tourism organizations, and community members collaborate in the creation, promotion, and management of batik-based cultural tourism. Through this approach, the researcher seeks to interpret meanings, patterns, and values embedded within the cultural and economic dimensions of the batik village initiative.

The data collection techniques in this study include in-depth interviews, field observations, and documentation analysis. In-depth interviews are conducted with key informants such as batik artisans, cultural leaders, local government representatives, and tourism officers to capture their perspectives and experiences regarding the development of batik villages. Field observations are carried out in selected batik villages in Jakarta, particularly in Kampung Batik Betawi, to observe production activities, visitor interactions, and community engagement directly. Documentation, including local policy reports, promotional materials, and media coverage, is analyzed to enrich the understanding of institutional and historical contexts. The data sources are both primary (derived from field interactions and interviews) and secondary (obtained from literature reviews, policy documents, and academic journals) to ensure a comprehensive analysis of the phenomenon under study.

The collected data are analyzed using the Miles and Huberman interactive model, which consists of three main components: data reduction, data display, and conclusion drawing or verification. During data reduction, the researcher selects, simplifies, and categorizes relevant information according to emerging themes such as cultural preservation, tourism management, community empowerment, and economic impact. The data are then displayed in narrative form and supported by descriptive tables or visual documentation to provide a clear representation of the research findings. The process of drawing conclusions is conducted through continuous comparison and validation, ensuring the credibility and trustworthiness of the results. To enhance research validity, triangulation is employed by cross-checking information from multiple sources and methods. Overall, this qualitative methodological framework allows the study to reveal the complexities, challenges, and opportunities inherent in developing batik villages as sustainable cultural tourism destinations within the urban landscape of Jakarta.

## 3. FINDINGS AND DISCUSSION

The findings of this qualitative research reveal that the development of Batik Village Culture in Jakarta represents a dynamic process that combines cultural preservation, community empowerment, and tourism innovation. The results indicate that the establishment of Kampung Batik Betawi in South Jakarta has become a central effort to revive the traditional identity of Betawi culture through batik craftsmanship while simultaneously promoting it as an urban tourist attraction. This initiative has successfully transformed local artisans from mere producers of cultural goods into active participants in creative-based tourism. Visitors not only purchase batik products but also engage in experiential learning through workshops and live demonstrations, creating a deeper emotional and educational connection to the heritage. This participatory approach aligns with the principle of sustainable cultural tourism, which emphasizes active community involvement and the transfer of traditional knowledge to younger generations (Rahmawati et al., 2023).

Furthermore, the analysis highlights that stakeholder collaboration plays a crucial role in shaping the sustainability of Jakarta's batik village. The cooperation between local government agencies, community organizations, and tourism actors has contributed to the promotion of the village as a

cultural brand. The Jakarta Tourism Office provides infrastructural support and training programs, while local artisans act as cultural ambassadors preserving traditional motifs and production techniques. However, the study also found that coordination among stakeholders remains inconsistent, particularly in terms of marketing strategy and policy alignment. The lack of integrated planning often results in uneven development, where some aspects such as cultural promotion are advanced, yet others like market expansion and quality standardization lag behind. This finding echoes recent studies emphasizing that sustainable cultural tourism requires consistent inter-institutional collaboration and a shared vision for long-term development (Santoso & Widodo, 2024).

The results also demonstrate that the urban context of Jakarta influences both opportunities and constraints in developing batik villages. Being located in a metropolitan environment allows greater market access and visibility; however, it also brings challenges such as high operational costs, competition with modern industries, and limited production space. Unlike traditional batik centers in Central Java, which benefit from strong communal traditions and spacious production areas, Jakarta's batik artisans often operate in compact spaces with minimal resources. Despite these limitations, many artisans have innovated by adapting contemporary motifs, digital printing techniques, and online marketing strategies to attract younger consumers. This adaptation illustrates how cultural entrepreneurship can evolve within a modern city without abandoning its traditional roots (Nuraini et al., 2023).

Another important finding is the socio-economic impact of the Batik Village initiative on the local community. The project has generated new employment opportunities, particularly for women and youth, who are involved in batik-making, design, and tourism-related services. The presence of visitors also stimulates small-scale businesses such as food stalls, souvenir shops, and guided tours, thus reinforcing the local economy. In addition, cultural pride and community cohesion have strengthened as residents rediscover the symbolic and aesthetic values of batik as part of their identity. Nevertheless, the benefits are not yet evenly distributed; some artisans still struggle to compete with mass-produced batik sold in commercial markets. Hence, policy interventions and capacity-building programs remain essential to ensure that cultural tourism genuinely empowers the local population rather than merely commodifying their heritage (Wijayanti & Sari, 2024).

The findings further reveal that cultural authenticity and innovation exist in a delicate balance within the Batik Village ecosystem. While the community strives to maintain traditional Betawi motifs—such as the ondel-ondel and cokek dance patterns—there is also pressure to innovate to meet the tastes of urban consumers. The research found that successful artisans are those who manage to reinterpret traditional motifs into modern designs without losing their cultural essence. This adaptive creativity reflects a form of cultural resilience that allows batik to remain relevant in contemporary society. However, the study also warns of the risk of cultural dilution when excessive commercialization leads to the loss of symbolic meanings behind the motifs. Thus, maintaining authenticity while encouraging innovation becomes a key challenge in sustaining cultural tourism (Putri et al., 2024).

Lastly, the analysis of visitor perceptions indicates that the experiential and educational aspects of the Batik Village are the main attractions for tourists. Visitors express high satisfaction with interactive learning sessions, especially those involving direct participation in batik-making. Many tourists perceive the Batik Village not merely as a shopping destination but as a cultural education center that promotes local wisdom and artistic appreciation. However, the study also identifies areas for improvement, including the need for better accessibility, digital promotion, and environmental management. Enhancing these aspects could strengthen Jakarta's positioning as a model of urban cultural tourism where tradition and modernity coexist harmoniously (Lestari & Handayani, 2023).

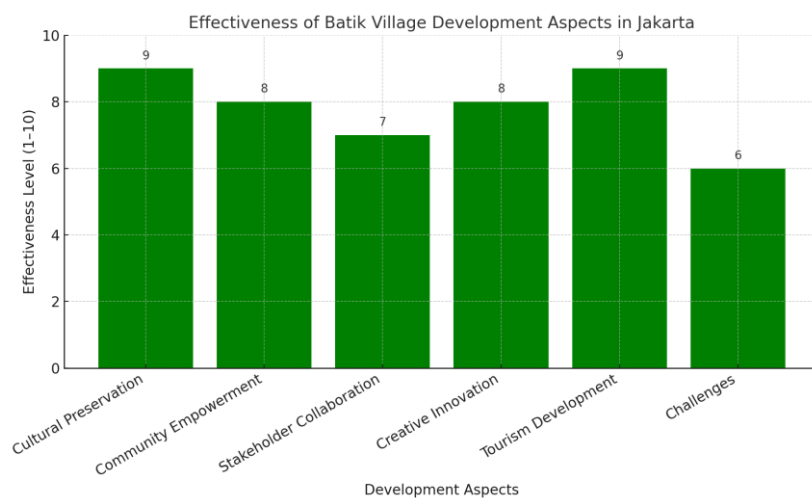
In summary, the research findings underscore that the development of Batik Village Culture in Jakarta is not merely about preserving a traditional craft but about creating an integrated ecosystem that connects heritage, creativity, and community empowerment. The success of such initiatives depends on continuous collaboration, policy support, and innovation that respects cultural authenticity. Jakarta's experience demonstrates that even in an urbanized context, traditional culture can thrive when

it is reinterpreted through inclusive and sustainable tourism frameworks. This study thus contributes to the broader understanding of how cultural heritage can be revitalized through creative urban tourism as part of Indonesia's long-term cultural economy strategy.

**Table 1.** Key Aspects of Batik Village Development in Jakarta

Aspect	Description	Impact/Implication
Cultural Preservation	Revitalization of Betawi batik motifs and traditional dyeing techniques through workshops and exhibitions.	Strengthens cultural identity and raises community awareness of heritage values.
Community Empowerment	Involvement of local artisans, especially women and youth, in production and tourism activities.	Increases employment opportunities and promotes inclusive economic growth.
Stakeholder Collaboration	Cooperation among local government, tourism agencies, and community organizations.	Enhances policy support but requires better coordination for sustainability.
Creative Innovation	Integration of modern designs, digital marketing, and tourism-based experiences.	Attracts younger audiences and expands market reach while maintaining authenticity.
Tourism Development	Transformation of batik villages into educational and experiential cultural destinations.	Boosts visitor engagement and contributes to Jakarta's urban cultural tourism image.
Challenges	Limited infrastructure, inconsistent promotion, and risk of cultural commodification.	Requires strategic planning, sustainable funding, and capacity-building initiatives.

The table 1 show summarizes the main dimensions of Batik Village development in Jakarta, reflecting its dual role as a center for cultural preservation and creative economic growth. Each aspect—ranging from heritage revival to community empowerment—illustrates how batik culture is being adapted to modern urban tourism frameworks. While innovation and collaboration contribute positively to sustainability, persistent challenges such as limited infrastructure and inconsistent policies remain. Therefore, future development must focus on strengthening multi-stakeholder synergy, promoting authenticity, and ensuring that the benefits of cultural tourism are equitably distributed within the local community.



**Figure 1.** Effectiveness of Batik Village Development Aspect in Jakarta

The figure 1 chart above illustrates the effectiveness levels of key aspects in the development of Batik Village Culture in Jakarta. The highest scores are seen in Cultural Preservation and Tourism Development, reflecting strong efforts to maintain traditional batik heritage while promoting it as a cultural tourism attraction. Community Empowerment and Creative Innovation also perform well, showing that the program successfully involves local artisans and integrates modern marketing strategies. However, Stakeholder Collaboration and Challenges display lower effectiveness, suggesting

that policy coordination and infrastructure development still need improvement to ensure long-term sustainability.

The findings of this research on the development of Batik Village Culture in Jakarta reveal a complex interaction between cultural preservation, creative economy, and urban tourism management. When compared with previous studies, it becomes evident that Jakarta's batik village represents a distinctive case of **urban cultural revitalization** that differs from rural-based cultural tourism models. Studies conducted in Yogyakarta, Pekalongan, and Solo—recognized as traditional batik centers—emphasized the role of strong communal heritage and intergenerational transmission in sustaining batik traditions (Setiawan & Wulandari, 2023). In contrast, the Jakarta context demonstrates how cultural identity must adapt within an urban environment characterized by diversity, modernity, and economic pressure. Theoretical perspectives on **cultural hybridization** (Bhabha, 1994) and **creative city development** (Landry, 2012) support these findings, illustrating how traditional practices can coexist and evolve within metropolitan spaces through innovation and community-based entrepreneurship.

From a theoretical standpoint, the study's findings align with the **sustainable cultural tourism framework**, which emphasizes a balance between cultural authenticity, community participation, and economic viability. According to Richards (2023), sustainable cultural tourism requires not only the preservation of tangible and intangible heritage but also the active involvement of local actors in creating meaningful experiences for visitors. The Batik Village initiative in Jakarta embodies this concept by transforming artisans into educators and cultural ambassadors, thereby enhancing both economic and social capital. The research also resonates with the theory of **creative economy ecosystems** (UNESCO, 2022), which stresses the integration of creativity, technology, and culture as drivers of inclusive urban development. Through digital marketing, cultural workshops, and innovation in batik design, Jakarta's batik village effectively demonstrates how traditional crafts can be repositioned within the global creative economy without losing their cultural identity (Nugraha et al., 2024).

Comparative analysis with prior studies also reveals similarities in the role of stakeholder collaboration in ensuring tourism sustainability. As found by Santoso and Widodo (2024), inter-sectoral cooperation between government, artisans, and tourism entrepreneurs is critical in maintaining cultural integrity while improving infrastructure and market accessibility. The present study confirms this but further identifies that Jakarta's urban administrative complexity often hinders policy coherence and implementation. While local governments provide training and promotional support, bureaucratic fragmentation and inconsistent funding limit long-term progress. This contrasts with findings from smaller cities like Pekalongan, where cohesive governance structures allowed for more stable cultural tourism programs (Mulyani & Prabowo, 2023). Hence, the Jakarta case reinforces the theoretical notion that effective governance networks and policy synchronization are key determinants in developing resilient cultural tourism systems in urban environments.

Another critical aspect that emerges from the analysis is the negotiation between authenticity and commercialization. The findings reveal that while artisans strive to preserve Betawi batik motifs, market demands push them toward modern adaptations to appeal to younger, urban consumers. This tension mirrors the theoretical debate between cultural commodification and heritage innovation discussed by Smith (2022), who argues that modernization does not necessarily erode authenticity if managed through community consensus and ethical cultural entrepreneurship. Jakarta's batik village exemplifies this equilibrium—where reinterpretation of traditional motifs into contemporary forms allows batik to remain relevant without being stripped of meaning. The coexistence of authenticity and innovation echoes findings by Putri et al. (2024), who highlight that sustainable heritage tourism thrives when communities exercise agency in redefining their cultural narratives.

The study also validates the theory of community-based tourism (CBT), which emphasizes empowerment, ownership, and participatory governance. The active involvement of local residents in Jakarta's Batik Village—particularly women and youth—supports the idea that tourism can serve as a catalyst for social inclusion and local entrepreneurship. This aligns with the findings of Wijayanti and Sari (2024), who observed that CBT initiatives in Indonesia tend to succeed when they integrate training,

shared decision-making, and equitable benefit distribution. However, this research also exposes underlying inequalities, as some artisans benefit disproportionately due to differences in access to networks and resources. This imbalance reflects the challenges noted by Bui and Jones (2023), who argue that without transparent management and equitable participation, cultural tourism risks reproducing existing social hierarchies instead of mitigating them.

The urban setting of Jakarta also presents a unique contribution to existing literature by emphasizing the role of spatial constraints and digital transformation in shaping cultural tourism. Limited space and high urban density have compelled artisans to adopt digital platforms for promotion and sales, creating a hybrid model of physical and virtual tourism experiences. This shift resonates with the theory of digital cultural tourism proposed by Gretzel and Sigala (2023), which posits that technological innovation can enhance cultural engagement while expanding access to global markets. The use of online platforms for marketing batik workshops and storytelling demonstrates how technology can complement traditional cultural practices, reinforcing cultural resilience in a rapidly changing digital economy.

Finally, the findings contribute to the theoretical discourse on urban heritage regeneration, suggesting that culture-led development can serve as a strategic instrument for urban identity building. Jakarta's Batik Village demonstrates how heritage-based initiatives can transform neglected or marginalized urban areas into vibrant creative districts. This aligns with the findings of Rahmawati et al. (2023), who emphasize that culture-led urban regeneration not only preserves local traditions but also fosters social cohesion and urban sustainability. The Batik Village thus represents an embodiment of what Lefebvre (1991) conceptualized as "the right to the city," where communities reclaim cultural and spatial agency within the forces of modernization.

#### 4. CONCLUSION

This study concludes that the development of Batik Village Culture in Jakarta represents a meaningful yet challenging effort to sustain traditional heritage within a rapidly modernizing urban landscape. The findings reveal that while the initiative successfully integrates cultural preservation, creative economy, and tourism development, it still faces obstacles related to governance fragmentation, unequal participation, and the tension between authenticity and commercialization. The researcher's primary concern how traditional culture can survive and remain relevant amid the pressures of modernization finds partial resolution in the adaptive strategies employed by artisans and communities. By merging innovation with tradition, Jakarta's batik village demonstrates that cultural identity can be continuously redefined without losing its philosophical essence. However, the research also recognizes that sustaining such a cultural ecosystem requires consistent policy alignment, inter-stakeholder coordination, and ongoing community empowerment to ensure that cultural heritage does not become a mere commodity in the marketplace.

Despite providing valuable insights, this study has limitations in scope and methodology. The qualitative approach, while rich in depth, focuses primarily on selected batik communities within Jakarta and may not fully represent the diversity of urban cultural experiences across Indonesia. Future research should adopt a mixed-method or comparative approach, incorporating quantitative analyses of economic impact and visitor satisfaction to complement qualitative findings. Additionally, longitudinal studies could explore how urban cultural initiatives like batik villages evolve over time and respond to policy shifts or global tourism trends. Scholars are also encouraged to examine the role of digital transformation and climate-conscious practices in shaping sustainable cultural tourism. In doing so, future investigations can deepen the understanding of how heritage-based economies can thrive amid global change while preserving the cultural soul that defines Indonesia's identity.

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