

EDITORIAL

In this issue is divided into two topics, first: urban-based tourism consisting of urban creative tourism, development of urban tourism routes and how tourists choose theme parks as an attraction. The first two papers, based on empirical studies carried out in two different cities in West Java Province, Bandung and Cirebon. Whereas the other is the case in India. The second topic discussed about marine-based tourism which emphasized the concept of sustainability and ecology. Two papers on this topic are empirical studies conducted in Bali Island, which are the main tourism destinations in Indonesia. Briefly these five papers in this issues described as follows.

First, about creative tourism. This paper looks at how creative tourism develops in Indonesia, with Bandung City as a case study. Conceptually, creative tourism is a two-way interaction, which tourist do not just enjoy passive travel, they can travel in a more active and have a creative attraction. The forms of activities that offer this model are such as traditional cooking class, tour creative workshops, learning on how to create herbs medicines, herbs plants, and so on. Discussion of this topic in the case of Bandung, various activities that emerged, creative tourism in Bandung has begun with the development of creative industries. The creative industries are used to differentiate same products. The creative products are created by the cultural products (e.g. Sundanese Culture) with elements of creativity.

The second paper discussed the development of tourist routes in Cirebon. The paper aims to propose the development of a city tour based on tourist attractions in the city. Cirebon region has several nationally well-known tourism attractions. Among them are the Cirebon Palaces and the ancient Mosque. The increasing of the accessible routes to Cirebon region will bring numbers of tourists. Tourist routes create opportunities for inter-border cooperation or areas of government administration, collaborative destination marketing, product development, public-private cooperation, and preservation of natural and cultural heritage. The results of the study suggest that, the stakeholders in the Cirebon Region good to provide well transport modes within the attractions in the region. Proper signage as well proposed, by focusing on the tourist routes, in order to increase tourist awareness to explore the whole region.

The next paper was focused on understanding the factors that provide satisfaction to the visitors of theme-park destinations and to predict visitors' intent to re-visit the theme park destinations in India. Theme-park destinations and their accessibility has increased over the years. The visitors prefer to re-visit such parks more often to listen to music, to enjoy cultural and historical importance of the country. Theme-parks depicts various Indian cultures and promote tourist's attractions through varieties of water rides, fun rides, music, history etc. This multi-experience provided by theme parks encouraged visitors to re-visit these parks on a regular basis.

The fourth paper is about the strategy of developing sustainable marine ecotourism in Indonesia. Sea and coast are the best resources in developing tourism. It is very strong in attracting tourists, both local and international. In this study, marine resources are a very valuable gift, but the main problem is the human resources that manage these attractions. The most important thing that must be done especially by the government, both central and regional, is to increase local community capacity that will be involved in

the development of marine tourism. Building educational and training institutions that support marine tourism is very important. In addition, the development of community organizations and institutions is also a very important. The role of the government and private sector as well are important in human resources development.

The final paper looks at how the development of marine tourism in Lovina, one of the tourism destinations in northern Bali, based on the perceptions of the local community. Marine tourism is defined as a recreational activity that involves a long journey from the place of residence and focus on the marine environment. The findings of the study, the development of marine tourism in Lovina region had a positive impact on the local community. There are three indicators, indicates a positive impact on the local community; increasing the practice of the tradition of mutual cooperation (*gotong royong*) in the local community, reducing crime rates, and local residents enjoying interacting with tourists.

Such is a brief overview of relevant five papers published in this issue. Hopefully in the next edition will be better.

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