

## **Gadjah Mada Journal of Tourism Studies**

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Gadjah Mada Journal of Tourism Studies is a scientific tourism journal published periodically by Tourism Studies Program, Faculty of Cultural Sciences, Universitas Gadjah Mada. It publishes research reports, conceptual works, empirical studies, theoretical applications and book reviews in the fields of tourism studies written by researchers, practitioners, policy-makers or tourism enthusiasts. Gadjah Mada Journal of Tourism Studies receives manuscripts and assesses their qualities through a double-blind review.

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## EDITORIAL

In many countries, tourism has been and continues to be an essential aspect of national development. Developing a critical approach in tourism studies concerning this situation is beneficial for improving both the tourism industry and academia. Gadjah Mada Journal of Tourism Studies appears as part of the broader scope of tourism studies that support global community affluence.

In this edition, Gadjah Mada Journal of Tourism Studies publishes five articles:

1. A study of local tourists' characteristics and motivation to visit Museum Prasasti, formerly served as a Dutch cemetery. The results show that most of the respondents are female, under the age of 30, students, and from lower-middle-class society. The unique learning experience (i.e., to increase their knowledge, understand well-known places regarding their historical heritage, and learn their history) is the most favourable motivation to visit Museum Prasasti. The dark experience motivation least likely motivated the respondents (i.e., to see well-known locations for their paranormal activity, experience paranormal activity firsthand, and witness the aftermath of deaths).
2. A study of tourist activities and re-enactment of the movie *Ada Apa Dengan Cinta (AADC) 2* as a potential in indirect promotion strategy of Sellie Coffee. The research results show that Instagram provides a complete communication facility, from tourism branding to user-generated content photography. The activity of uploading photos related to AADC 2 in Sellie Coffee visited by film tourists in social media has become one of the indirect promotion strategies.
3. A study of the roles of five dive centres in coral reef conservation and their focuses on supporting the tourism industry in Gili Trawangan through conservation programs. It reveals that the dive centres have been carrying out numerous roles in conserving coral reefs in order to support the tourism industry on the island. The dive centres have established a partnership with other stakeholders in order to ease the implementation of their programs and to involve as many parties in conserving coral reefs.
4. A study aims at describing the involvement of the community in developing facilities in the Cemara Sewu Beach. It was found that the community was actively involved in providing facilities by contributing ideas, energy, and even materials such as money. Through the provision of these facilities, the community can obtain economic benefits, such as new jobs and business opportunities that provide additional income.
5. A study focuses on identifying the potentials and challenges of the Unique Selling Point of Pentingsari Tourism Village through enabling sustainable tourism product development and marketing lens. The findings show that the sustainable tourism village development paradigm can encourage unsustainable practices of tourism development if the paradigm is only be applied partially in a tourism village site.

Gadjah Mada Journal of Tourism Studies hopes that the work can support the development of tourism studies in the context of scientific production and benefit a more extensive range of practical aspects of the tourism industry by allowing more critical and extensive discussion in each article.