

DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Ahn, J., Lee, H., & Park, Y. (2020). Smart tourism: Technology-enhanced tourist experiences and the changing role of tourist destinations. *Journal of Destination Marketing & Management*, 16, 100431.
- Akbar, F., Hadiyanto, and Widodo, C. E. (2024). Sentiment Analysis of Data on Google Maps Reviews Regarding Tourism on Keraton Kasepuhan Cirebon Using the Lexicon Based Method. In *Proceedings of the 3rd International Conference on Advanced Information Scientific Development - ICAISD*; ISBN 978-989-758-678-1, SciTePress, pages 19-24. DOI: 10.5220/0012440100003848.
- Akbar, R. R. (2016). Implementasi Teknologi Augmented Reality Pada Majalah Interaktif Berbasis Android Menggunakan Metode Algoritma Features from Accelerated Segment Test (FAST) Corner Detection (Studi Kasus Majalah Binary Program Studi Sistem Informasi Universitas Jember).
- Ammirato, S., Felicetti, A. M., Linzalone, R., & Carlucci, D. (2022). Digital business models in cultural tourism. *International Journal of Entrepreneurial Behavior & Research*, 28(8), 1940-1961.
- Azizah, N. H., & Setyaningrum, W. (2022, December). Edutainment based on augmented reality: Development of learning media with students' learning interest oriented. In *AIP Conference Proceedings (Vol. 2575, No. 1)*. AIP Publishing.
- Badan Pusat Statistik. (2021). *Statistik Kebudayaan 2021*. Jakarta: BPS.
- Brata, K. C., & Liang, D. (2019). An effective approach to develop location-based augmented reality information support. *International Journal of Electrical and Computer Engineering*, 9(4), 3060.
- Buhalis, D. (2020). Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article. *Tourism Review*, 75(1), 267-272.
- Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations enhancing tourism experience through personalisation of services. In I. Tussyadiah & A. Inversini (Eds.), *Information and Communication Technologies in Tourism 2015* (pp. 377-389). Springer.
- Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., & Hofacker, C. (2019). Technological disruptions in services: lessons from tourism and hospitality. *Journal of Service Management*, 30(4), 484-506.

- Cranmer, E. E. (2019). Designing valuable augmented reality tourism application experiences. *Augmented reality and virtual reality: The power of AR and VR for business*, 73-87.
- Cranmer, E. E., tom Dieck, M. C., & Fountoulaki, P. (2020). Exploring the value of augmented reality for tourism. *Tourism Management Perspectives*, 35, 100672.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.
- Deci, E. L., & Ryan, R. M. (2013). *Intrinsic motivation and self-determination in human behavior*. Springer Science & Business Media.
- Díaz, J., Saldaña, C., & Avila, C. (2020). Virtual world as a resource for hybrid education. *International Journal of Emerging Technologies in Learning (iJET)*, 15(15), 94-109.
- Docotel. (2017). Augmented Reality, menggabungkan dunia virtual dan dunia nyata. Docotel Official Blog. <https://blog.docotel.com/augmented-reality-menggabungkan-dunia-virtual-dan-dunia-nyata/>
- Dorcic, J., Komsic, J., & Markovic, S. (2019). Mobile technologies and applications towards smart tourism—state of the art. *Tourism Review*, 74(1), 82-103.
- Draxler, F., Labrie, A., Schmidt, A., & Chuang, L. L. (2020, April). Augmented reality to enable users in learning case grammar from their real-world interactions. In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems* (pp. 1-12).
- Dunn, J. L., Nusem, E., Straker, K., Gregory, S., & Wrigley, C. (2019). Human factors and user experience issues with ventricular assist device wearable components: a systematic review. *Annals of Biomedical Engineering*, 47, 2431-2488.
- Elshafey A, Saar C C, Aminudin E B, Gheisari M, Usmani A (2020). Technology acceptance model for Augmented Reality and Building Information Modeling integration in the construction industry. *Journal of Information Technology in Constuction, ITcon* Vol. 25, pg. 161-172, <https://doi.org/10.36680/j.itcon.2020.010>.
- Ens, B., Cordeil, M., North, C., Dwyer, T., Besançon, L., Prouzeau, A., Liu, J., Cunningham, A., Drogemuller, A., Satriadi, K. A., & Thomas, B. H. (2022, April). Immersive analytics 2.0: Spatial and embodied sensemaking. In *CHI Conference on Human Factors in Computing Systems Extended Abstracts* (pp. 1-7).
- Erdem, A., Barakazı, M., & Şeker, F. (2023). The Effect of Attitude and Acceptability of Robot Use in Restaurants on Behavioral Intention. *Journal of Tourismology*, 9(1), 1-11.
- Esteban-Millat, I., Martínez-López, F. J., Pujol-Jover, M., & Rodríguez-Ardura, I. (2018). The role of digital learning materials in the acceptance of learning management systems: An innovation-diffusion perspective. *Educational*

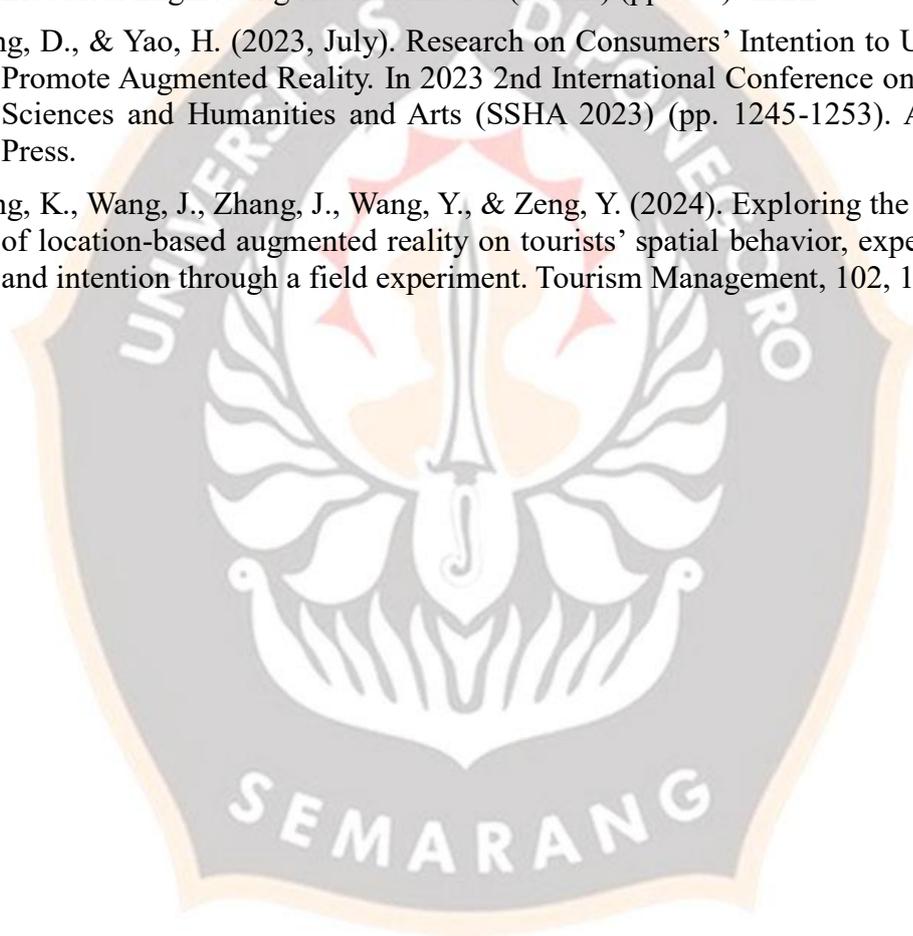
- Technology Research and Development, 66(5), 1041–1069. <https://doi.org/10.1007/s11423-018-9584-3>.
- Estriegana, R., Medina-Merodio, J. A., & Barchino, R. (2019). Student acceptance of virtual laboratory and practical work: An extension of the technology acceptance model. *Computers & Education*, 135, 1-14.
- Fan, C. (2020). Exploring the determinants of mobile augmented reality (AR) learning acceptance in museums. *Interactive Learning Environments*, 28(6), 708–726. <https://doi.org/10.1080/10494820.2018.1552875>.
- Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research.
- Gan, T., Zheng, J., Li, W., Li, J., & Shen, J. (2023). Health and wellness tourists' motivation and behavior intention: The role of perceived value. *International Journal of Environmental Research and Public Health*, 20(5), 4339.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 3.0 untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro.
- Graziano, T., & Privitera, D. (2020). Cultural heritage, tourist attractiveness and augmented reality: insights from Italy. *Journal of Heritage Tourism*, 15(6), 666-679.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd ed.)*. Sage Publications.
- Hakim, I. N. A., & Mohamad, U. H. (2023). Augmented Reality Frameworks for Object Recognition in Learning Application Domain: A Systematic Review. *Journal of Advanced Research in Applied Sciences and Engineering Technology*, 32(2), 175-188.
- Huang, T. L., Tsiotsou, R. H., & Liu, B. S. (2023). Delineating the role of mood maintenance in augmenting reality (AR) service experiences: an application in tourism. *Technological Forecasting and Social Change*, 189, 122385.
- Huang, Y. C., Backman, S. J., Backman, K. F., McGuire, F. A., & Moore, D. (2019). An investigation of motivation and experience in virtual learning environments: A self-determination theory. *Education and Information Technologies*, 24, 591-611.
- Huang, Y., Chang, L. L., Yu, C., & Chen, J. (2019). Examining an extended technology acceptance model with experience construct on hotel consumers' adoption of mobile applications. *Journal of Hospitality Marketing & Management*, 28(8), 957–980. <https://doi.org/10.1080/19368623.2019.1609936>.
- Jamal, S., & Habib, M. A. (2020). Smartphone and daily travel: How the use of smartphone applications affect travel decisions. *Sustainable Cities and Society*, 53, 101939.

- Jayanegara, I. N., Setiawan, I. N. A. F., & Putri, G. A. M. (2020). Design of interactive multimedia learning vocabulary for students communication disorder and deafness during the Covid-19 pandemic. *Indonesian Journal of Disability Studies*, 7(2), 239-248.
- Jiang, S., Moyle, B., Yung, R., Tao, L., & Scott, N. (2023). Augmented reality and the enhancement of memorable tourism experiences at heritage sites. *Current Issues in Tourism*, 26(2), 242-257.
- Kato, H., & Tan, K. T. (2007). Pervasive 2D barcodes for camera phone applications. *IEEE Pervasive Computing*, 6(4), 76–85.
- Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model. *Journal of Travel Research*, 59(1), 69–89. <https://doi.org/10.1177/0047287518818915>.
- Kovoor, J. G., Gupta, A. K., & Gladman, M. A. (2021). Validity and effectiveness of augmented reality in surgical education: a systematic review. *Surgery*, 170(1), 88-98.
- Ku, E. C., & Chen, C. D. (2015). Cultivating travellers' revisit intention to e-tourism service: the moderating effect of website interactivity. *Behaviour & Information Technology*, 34(5), 465-478.
- Kurniawan, R., & Prabowo, H. (2023). Pembuatan mobile tour guide Museum Sangiran dengan augmented reality berbasis markerless tracking. *Academia.edu*. <https://www.academia.edu/123517629/>.
- Lampropoulos, G., Keramopoulos, E., Diamantaras, K., & Evangelidis, G. (2022). Augmented reality and gamification in education: A systematic literature review of research, applications, and empirical studies. *applied sciences*, 12(13), 6809.
- Li, P., Zhou, Y., & Huang, S. (2023). Role of information technology in the development of e-tourism marketing: A contextual suggestion. *Economic Analysis and Policy*, 78, 307-318.
- Li, S., & Jiang, S. (2023). The technology acceptance on AR memorable tourism experience—The empirical evidence from China. *Sustainability*, 15(18), 13349.
- Li, Y., Shang, W., Zhang, Y., & Xu, C. (2021). Investigating users' adoption of augmented reality technology in tourism: Based on TAM and SOR model. *Sustainability*, 13(4), 2210. <https://doi.org/10.3390/su13042210>.
- Madi, J., Al Khasawneh, M., & Dandis, A. O. (2024). Visiting and revisiting destinations: Impact of augmented reality, content quality, perceived ease of use, perceived value and usefulness on E-WOM. *International Journal of Quality & Reliability Management*, 41(6), 1550-1571.
- Mattan, M. (2025). Mastering Google Maps AR Navigation and Live View: A Complete Guide. *BrandXR*. <https://www.brandxr.io/mastering-google-maps-ar-navigation-and-live-view-a-complete-guide>

- Moreno-Guerrero, A. J., Alonso García, S., Ramos Navas-Parejo, M., Campos-Soto, M. N., & Gómez García, G. (2020). Augmented reality as a resource for improving learning in the physical education classroom. *International journal of environmental research and public health*, 17(10), 3637.
- Muhammedrisaevna, T. M., Mubinovna, R. F., & Kizi, M. N. U. (2020). The role of information technology in organization and management in tourism. *Academy*, 4 (55), 34-35.
- Namahoot, K. S., Punpairoj, W., Wattana, C., & Rattanawiboonsom, V. (2023). Augmented Reality Technology Adoption in Tourism Using Structural Equation Model. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, 8(8), 61.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.
- Pranoto, H., Saputra, P. P., Sadekh, M., Darmadi, H., & Yanfi, Y. (2023). Augmented reality navigation application to promote tourism to local state attraction "Lawang Sewu". *Procedia Computer Science*, 216, 757-764.
- Putra, L. D., Shiddiq, A. J., Khafi, I., & Nugroho, B. (2024). Integrasi Teknologi Immersive learning Dalam Pembelajaran Sekolah Dasar. *Jurnal Riset Madrasah Ibtidaiyah*, 4(2), 218-230.
- Ronaghi, M. H., & Ronaghi, M. (2022). A contextualized study of the usage of the augmented reality technology in the tourism industry. *Decision Analytics Journal*, 5, 100136.
- Ridha, N. (2017). Proses penelitian, masalah, variabel dan paradigma penelitian. *Hikmah*, 14(1), 62-70.
- Sattarov, A. R., & Khaitova, N. F. (2019). Mobile learning as new forms and methods of increasing the effectiveness of education. *European Journal of Research and Reflection in Educational Sciences Vol*, 7(12).
- Shin, H., & Jeong, M. (2021). Augmented reality and its impact on hospitality and tourism industry: A review of research themes and future agenda. *Frontiers in Psychology*, 12, 925963. <https://doi.org/10.3389/fpsyg.2022.925963>.
- Siang, T. G., Ab Aziz, K. B., Ahmad, Z. B., & Suhaifi, S. B. (2019, December). Augmented reality mobile application for museum: A technology acceptance study. In *2019 6th International Conference on Research and Innovation in Information Systems (ICRIIS)* (pp. 1-6). IEEE.
- Singh, S., Srivastava, P., & Dixit, S. (2023). Integrating social capital, trust, and dispositional readiness with Technology Acceptance Model to explore social media usage by Indian travellers on an international vacation. *Management Dynamics*, 23(2), 182-193.
- Singh, S., Singh, J., Shah, B., Sehra, S. S., & Ali, F. (2022). Augmented reality and GPS-based resource efficient navigation system for outdoor environments: Integrating device camera, sensors, and storage. *Sustainability*, 14(19), 12720.

- Song, B. L., Kaur, D., Subramaniam, M., Tee, P. K., Wong, L. C., & Zin, N. A. M. (2024). The adoption of mobile augmented reality in tourism industry: Effects on customer engagement, intention to use and usage behaviour. *Journal of Tourism and Services*, 15(28), 235-252.
- Szromek, A. R. (2022). Value Propositions in Heritage Tourism Site Business Models in the Context of Open Innovation Knowledge Transfer. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 161.
- Tabone, W. (2020). The effectiveness of an augmented reality guiding system in an art museum. In *Rediscovering Heritage Through Technology: A Collection of Innovative Research Case Studies That Are Reworking The Way We Experience Heritage* (pp. 197-214). Cham: Springer International Publishing.
- Tajuddin, M. A., Musa, R. A., & Rahman, A. A. (2013). The potential of QR code in tourism: A case study in Malaysia. *Journal of Tourism, Hospitality & Culinary Arts*, 5(2), 1–12.
- Teng, Y. M., Wu, K. S., & Kuo, F. J. (2024). Virtual reality tourism: intention to use mediated by perceived usefulness, attitude and desire. *Tourism Review*.
- Tom Dieck, M. C., Jung, T., & Han, D. I. (2016). Mapping requirements for the wearable smart glasses augmented reality museum application. *Journal of Hospitality and Tourism Technology*, 7(3), 230-253.
- Tussyadiah, I. P., & Wang, D. (2016). Tourists' attitudes toward proactive smartphone systems. *Journal of Travel Research*, 55(4), 493-508.
- Vargas, D. G. M., Vijayan, K. K., & Mork, O. J. (2020). Augmented reality for future research opportunities and challenges in the shipbuilding industry: a literature review. *Procedia Manufacturing*, 45, 497-503.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management science*, 46(2), 186-204.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.
- Wibisono, N., Rafdinal, W., Setiawati, L., & Senalasari, W. (2023). Predicting the adoption of virtual reality tourism in the post COVID-19 pandemic era. *African Journal of Hospitality, Tourism and Leisure*, 12(1), 239-256.
- Wong, J. W. C., Lai, I. K. W., & Tao, Z. (2020). Sharing memorable tourism experiences on mobile social media and how it influences further travel decisions. *Current Issues in Tourism*, 23(14), 1773-1787.
- Yang, F., Kalloori, S., Chalumattu, R., & Gross, M. (2022, February). Personalized information retrieval for touristic attractions in augmented reality. In *Proceedings of the Fifteenth ACM International Conference on Web Search and Data Mining* (pp. 1613-1616).

- Yin, C. Z. Y., Jung, T., Tom Dieck, M. C., & Lee, M. Y. (2021). Mobile augmented reality heritage applications: Meeting the needs of heritage tourists. *Sustainability*, 13(5), 2523.
- Yusof, N., Ariffin, M. M., & Ahmad, N. (2012). QR codes and mobile technology in the classroom. *Procedia - Social and Behavioral Sciences*, 59, 610–617.
- Zairon, I. Y., Wook, T. S. M. T., Salleh, S. M., Dahlan, H. A., & Rahmat, M. (2021, October). Analysis of Behaviour and Learning Style on Education 4.0 in Virtual Mentoring using Gamification. In *2021 International Conference on Electrical Engineering and Informatics (ICEEI)* (pp. 1-6). IEEE.
- Zhang, D., & Yao, H. (2023, July). Research on Consumers' Intention to Use and Promote Augmented Reality. In *2023 2nd International Conference on Social Sciences and Humanities and Arts (SSHA 2023)* (pp. 1245-1253). Atlantis Press.
- Zhang, K., Wang, J., Zhang, J., Wang, Y., & Zeng, Y. (2024). Exploring the impact of location-based augmented reality on tourists' spatial behavior, experience, and intention through a field experiment. *Tourism Management*, 102, 104886.



SEKOLAH PASCASARJANA