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Sustainable Tourism Practices and Strategies in Living Museum Management: A Meta-Synthesis Systematic Review

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ABSTRACT

Objectives: This study examines sustainable tourism practices in living museum management, focusing on the strategies used to engage visitors while supporting sustainable development. It aims to identify key practices, implementation strategies, and the outcomes, with a focus on balancing visitor engagement and heritage preservation.

Methodology: A meta-synthesis systematic review was conducted on empirical studies related to sustainable tourism in living museums. The review analyzed highly reputable peer-reviewed literatures to identify patterns, strategies, and challenges in museum management, with an emphasis on sustainability and cultural conservation.

Finding This study reveals that living museums successfully engage visitors through immersive experiences while addressing sustainable development goals. Key practices include collaboration with local communities, preservation of cultural assets, and minimizing ecological impacts. Furthermore, integrating environmental, cultural, and economic strategies enhances their roles as custodians of heritage and supports local development.

Conclusion: Living museums provide immersive cultural experiences and support sustainable development by balancing visitor engagement with heritage preservation. They involve local communities for equitable benefits and implement sustainable practices, such as preserving cultural assets and minimizing ecological impacts. By integrating various strategies, living museums enhance their roles as heritage custodians and promote local development.

Keywords: Sustainable Tourism; Living Museums; Cultural Heritage; Museum Management; Visitor Engagement

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INTRODUCTION

Living museums offer a dynamic platform for cultural immersion and heritage conservation, setting them apart from traditional museums. Unlike conventional museums that rely on static collections displayed behind glass, living museums engage visitors with interactive experiences that bring history to life (Wang & Meng, 2023; Dirgantoro & Martinez, 2021; Choi & Kim, 2021). These institutions recreate historical settings and cultural practices, providing interactive exhibits that allow visitors to actively participate in the narrative. Demonstrations of traditional crafts, agricultural practices, and historical reenactments are common features, enabling visitors to experience firsthand the lifestyles and traditions of past eras.

The active participation of local communities is a cornerstone of living museum operations (Song et al., 2024). Local artisans, performers, and historians often serve as guides and educators, sharing their knowledge and skills with visitors. This involvement not only enriches the visitor experience but also helps preserve and transmit intangible cultural heritage, such as oral histories, folk traditions, and artisanal techniques. By providing a platform for these cultural expressions, living museums contribute to the safeguarding of cultural diversity (Song et al., 2024; Choi & Kim, 2021) and subsequently to the realization of Sustainable Development Goals (Figure 1), adopted by all United Nations member states in 2015, aim to eradicate poverty, preserve the environment, and ensure global well-being by 2030 (Suryawan, Meryawan, et al., 2024; Suryawan, Putri, et al., 2024).



Figure 1. Sustainable Development Goals (SDGs)

Source: United Nations Department of Economic and Social Affairs (2024)

More specifically, this experiential approach fosters a deeper understanding and appreciation of cultural heritage, aligning with Sustainable Development Goal (SDG) 11 (sustainable cities and communities) – strengthening the conservation and sustainable use of cultural and natural heritage. By engaging visitors in active learning and providing them with meaningful cultural experiences, living museums cultivate a sense of respect and stewardship for heritage sites and practices. (Magliacani & Sorrentino, 2021). This connection is essential for the long-term preservation of cultural heritage, as it inspires visitors to support and advocate for heritage conservation efforts. Moreover, living museums can empower local communities and promote responsible tourism practices, contributing to SDGs 8 and 9, which are promoting sustainable

tourism that creates jobs and livelihoods. The economic impact of living museums extends beyond ticket sales and visitor spending. These institutions often support local economies by sourcing goods and services from local businesses, creating employment opportunities, and fostering entrepreneurship (Lavy et al., 2023; Olivares & Piatak, 2022). Local craftsmen or artisans may sell their products at museum shops, and traditional food vendors may operate within museum grounds, providing visitors with authentic cultural experiences while supporting local livelihoods.

However, ensuring the long-term sustainability of these unique institutions necessitates the adoption of responsible tourism practices (Scheyvens et al., 2021). As living museums attract increasing numbers of visitors, they must manage the associated pressures on their physical and cultural resources. Overcrowding, environmental degradation, and the commercialization of cultural practices are potential risks that can undermine the integrity and sustainability of these museums (Nguyen, 2021). Therefore, it is crucial for living museums to implement strategies that balance visitor engagement with heritage preservation. This includes managing visitor flow, using eco-friendly infrastructure, and fostering community involvement in decision-making processes (Olivares & Piatak, 2022).

Furthermore, living museums must continuously adapt to changing societal values and expectations (Wang & Meng, 2023). As the demand for authentic and meaningful travel experiences grows, these institutions have the opportunity to lead by example in promoting sustainable tourism practices. By integrating principles of environmental sustainability, cultural sensitivity, and economic inclusivity into their operations, living museums can serve as models for other cultural and tourism institutions. Living museums offer a unique and dynamic approach to cultural heritage preservation and education. Through interactive and immersive experiences, they engage visitors in meaningful ways, foster a deeper appreciation for cultural heritage, and contribute to sustainable development goals. To ensure their long-term sustainability, these institutions must adopt responsible tourism practices that balance the needs of visitors, the environment, and local communities. Effective management practices often involve collaborative efforts with local communities, ensuring that the benefits of tourism are shared equitably and that local voices are included in decision-making processes (Scheyvens et al., 2021).

In the field of cultural heritage management, the concept of sustainable tourism practices has emerged as a critical consideration for maintaining the delicate balance between visitor engagement, preservation of historical and cultural assets, and environmental stewardship (Ikasari, 2021). This balance is particularly vital in living museums, where the immersive experiences offered can significantly impact both the cultural heritage being showcased and the natural environment. Living museums, which transport visitors to the past through experiential learning (Hansson & Öhman, 2022), have a unique responsibility to implement sustainable practices that ensure the longevity of their exhibits and the well-being of the surrounding community.

Living museums must navigate the challenges of high visitor traffic, which can lead to wear and tear on historical structures and artifacts, as well as environmental degradation. Sustainable tourism practices in this context involve not only preserving the physical integrity of cultural assets but also maintaining the authenticity of the experiences offered (Sumardi et al., 2021). This means that living museums must constantly innovate in their approaches to visitor management, ensuring that their practices do not detract from the historical and

cultural significance of the exhibits. They must cater to the diverse needs and expectations of visitors, which can range from educational goals to entertainment. At the same time, they must safeguard the authenticity and preservation of their historical collections and environments. This involves not only protecting physical artifacts and buildings but also ensuring that the cultural narratives and traditional practices presented remain true to their origins.

Minimizing the ecological footprint of living museums is also crucial for sustainable management, involving the adoption of energy-efficient technologies, waste reduction measures, and promotion of eco-friendly behaviors among visitors and staff. Some museums have implemented renewable energy sources, water-saving devices, and recycling programs to mitigate environmental impact. Sustainable landscaping practices, like using native plants and creating wildlife habitats, further enhance the ecological value of museum grounds. Concurrently, effective content development in living museums, essential for maintaining educational and cultural integrity (Derda, 2023), necessitates dynamic and engaging exhibits that attract repeat visitors. Enhancing visitor experience through interactive displays, knowledgeable staff, and innovative technology is paramount. Economic viability is equally pivotal, with museums relying on ticket sales, donations, and grants for funding. Sustainable practices not only reduce operational costs but also attract visitors seeking responsible tourism experiences. Social equity initiatives ensure fair distribution of economic benefits and access to cultural and educational opportunities (El Sheikh, 2020; Gonsales, 2021). By integrating environmental, cultural, and economic sustainability strategies, living museums can preserve heritage while offering enriching cultural experiences.

This systematic literature review aims to explore the current state of research on sustainable tourism practices in living museum management, identifying key themes, best practices, and areas for future exploration. The review will provide a comprehensive overview of how existing living museums are addressing the challenges of sustainability. By examining previous empirical research, this article seeks to highlight successful strategies and identify gaps in the current knowledge base. This review will explore into previous studies to uncover effective approaches for safeguarding cultural heritage, fostering community engagement, and minimizing the environmental impact of tourism in living museum settings. By analyzing the strategies and techniques employed by these institutions, this article aims to understand how they balance the competing priorities of content development, visitor experience enhancement, economic viability, social equity initiatives, as well as historical and heritage preservation. This holistic approach will provide insights into the multifaceted nature of sustainable management in living museums, contributing to the development of robust frameworks for future implementation and study.

LITERATURE REVIEW

Sustainable tourism practices are crucial for managing living museums, facilitating cultural immersion and heritage preservation. Research underscores the transformative potential of interactive and sustainable collection displays, fostering cultural exchange and supporting sustainable tourism initiatives (Corona, 2024). Integrating sustainability into educational programs and exhibitions further enhances visitor experiences and aligns with sustainable tourism principles (Hansson & Öhman, 2022). Furthermore, advancements in deep learning and multimedia technologies improve visitor engagement and incorporate sustainable

solutions (Wen & Ma, 2024). The adoption of sustainable business models and Industry 5.0 concepts in GLAM (Galleries, Libraries, Archives, and Museums) institutions enhances operational efficiency, visitor engagement, and cultural sustainability, positioning living museums as innovative tourism destinations (Botti & Baldi, 2024). These approaches encompass innovative content development, enhanced service quality, economic viability, social equity initiatives, and preservation of historical and cultural heritage.

Content development in living museums requires innovative, interactive approaches distinct from traditional museums (Ning & Sufang, 2024; Varutti, 2024; Siegel et al., 2023), focusing on creating immersive experiences for contemporary audiences (Ning & Sufang, 2024). Integration of technology, such as immersive exhibits and digital sensory marketing, enhances visitor experiences and supports content development (Istvandity et al., 2024; Amrita, Mandiyasa, et al., 2024). Digitization and multimedia deepen visitor connections to cultural heritage, fostering appreciation for history and tradition and preserving cultural identity (McCabe, 2024; Specht & Loreit, 2021; Siegel et al., 2023). Simultaneously, enhancing service quality is equally essential in providing memorable and educational experiences in living museums. Riva & Agostino (2022) stress the importance of assessing visitor experiences to design engaging exhibits and improve museum attractiveness. By analyzing visitor feedback and preferences, museums can tailor their services to meet visitor expectations effectively. Cellini et al. (2024) highlight how regional institutional quality influences service provision in museums, suggesting insights applicable to enhancing service quality in living museum contexts. Leveraging social media for real-time feedback on visitor experiences is advocated by Yudhanto et al. (2024) as a valuable strategy for continuous service improvement. Understanding cultural context, as discussed by Bertacchini et al. (2018) and Cellini et al. (2024), informs the adaptation of services to cultural nuances and visitor preferences, thereby enhancing overall service quality. Addressing these aspects enables living museums to elevate their service offerings and provide enriching experiences that resonate with visitors.

Ensuring economic viability, promoting social equity initiatives, and preserving historical and cultural heritage are critical facets of managing living museums effectively. Botti & Baldi (2024) underscore the importance of economic sustainability in private museum management, advocating for diverse revenue streams through partnerships and crowdfunding to support innovative projects. Understanding visitor expectations and economic outcomes of tours is essential for optimizing offerings and enhancing sustainability (Specht & Loreit, 2021). Meanwhile, Olivares & Piatak (2022) stress inclusivity in museums through cultural representation and internal policies to engage diverse audiences. Luo et al. (2024) highlight the need for targeted social equity initiatives to address racial disparities and promote diversity within museum spaces. In terms of heritage preservation, Elnaggar et al. (2024) emphasizes preventive conservation as crucial for maintaining cultural integrity and suggest tailoring strategies to local contexts and environmental risks. They advocate for comprehensive disaster risk reduction strategies to safeguard heritage from natural disasters. Kaplun et al. (2024) underscore the importance of developing high-quality museum exhibits and efficient conservation algorithms to enhance heritage preservation efforts in living museums. Integrating these approaches ensures that living museums uphold their cultural responsibilities while maintaining sustainability and inclusivity.

METHOD

This study employed a systematic literature review technique known as meta-synthesis. A systematic literature review, as highlighted by Snyder (2019), involves identifying, critically assessing, collecting, and analyzing relevant research data to answer a specific research question(s). This type of review aims to include all empirical evidence that meets pre-specified inclusion criteria in a systematic, transparent, and reproducible manner.

In addition, a meta-synthesis literature review is a systematic and comprehensive analysis that synthesizes findings from multiple primary research studies on a specific topic. In this context, researcher does not conduct new empirical studies but instead analyze and interpret existing research to develop new insights, theories, or interpretations that go beyond individual study findings. Overall, it aims to integrate and interpret findings from multiple studies to create a more holistic understanding of a particular research area, contributing to the advancement of knowledge and theory development in particular field (Movahed et al., 2023).

Following the method of Sandelowski and Barroso stated in Mohaved et al. (2023), this paper outlines the seven-step of meta-synthesis method, as seen in Figure 2. Those seven steps are (1) determining the research question; (2) systematic exploration of resources; (3) searching and selecting the right texts; (4) extracting information from sources; (5) analysis and synthesis of the findings; (6) quality control; (7) presentation of findings. Afterward, this study proposes three research questions based on the objectives outlined in the introduction.

1. What are sustainable tourism practices implemented in living museum management?
2. What are the strategies of each of those sustainable tourism practices implemented in living museum management?
3. What are the outcomes of implementing those sustainable tourism practices and strategies in living museum management?

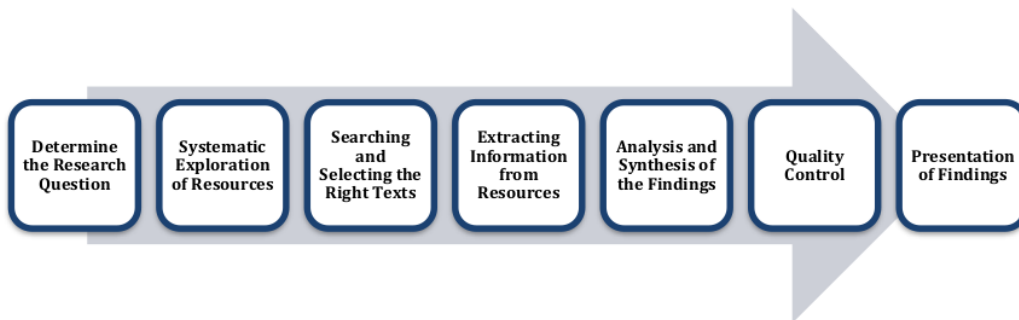


Figure 2. Sandelowski & Barroso Method of Meta-Synthesis

Source: Movahed et al. (2023)

As the preliminary phase in order to achieve the research objectives, firstly the researcher specifically searched for the keywords “sustainable tourism practices” and “living museum management.” Subsequently, the researcher systematically explored the ScienceDirect, Semantic Scholar, Taylor & Francis Online, Emerald Insight, Sage, and Springer Scopus-

databases, as well as Google Scholar and Publish or Perish databases. The initial articles compiled from all databases were 758 articles. After removing most of the articles due to duplication, non-Scopus-indexed, and out-of-date publication, resulted in 291 selected Scopus-indexed articles. The researcher then utilized VOSViewer to analyze the selected articles, which had been imported into Mendeley (Figure 3; Figure 4; Figure 5).

Subsequently, in the search process, any articles that align with the research questions and objectives are retained, while those that do not are excluded. This refinement and review are conducted using the inclusion and exclusion criteria outlined in the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram (Figure 6). The PRISMA diagram summarizes the screening and selection process, from the initial identification of records to the final inclusion of studies in the synthesis (Page et al., 2021).

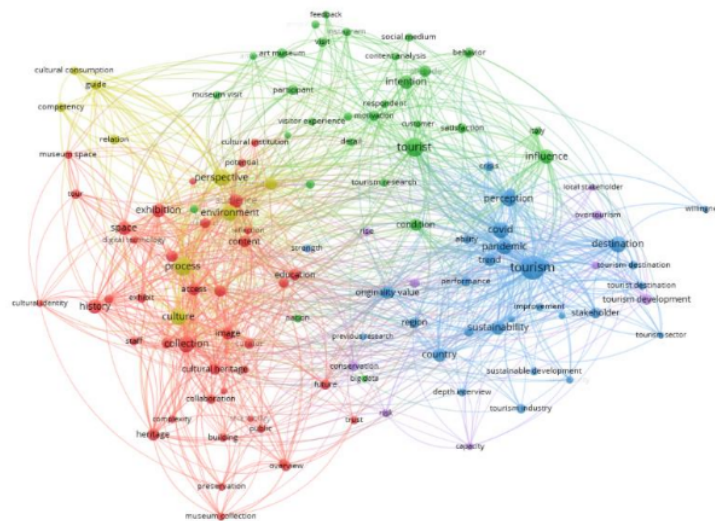


Figure 3. Network Visualization of Sustainable Tourism Practices and Living Museum Management

The VOSviewer network visualization of sustainable tourism practices and living museum management in Figure 3 offers an integrated view of key themes and their connections. Nodes represent studies, with size indicating importance, and edges show connections based on shared keywords (Mardiani & Iswahyudi, 2023).

Key themes include community engagement, which involves local communities in museum activities and ensures tourism benefits are shared locally; cultural heritage preservation, focusing on both physical and intangible heritage; sustainable practices, essential for long-term viability, involving reducing environmental impact and conserving resources; and visitor experience, prioritizing high-quality, inclusive, and satisfying visitor experiences.

Relationships among themes, such as the link between community engagement and heritage preservation, are evident. The visualization, which mainly includes studies from Europe and

North America, emphasizes the necessity for more international research. The expanding body of literature highlights the rising significance of sustainable tourism practices and the management of living museums.

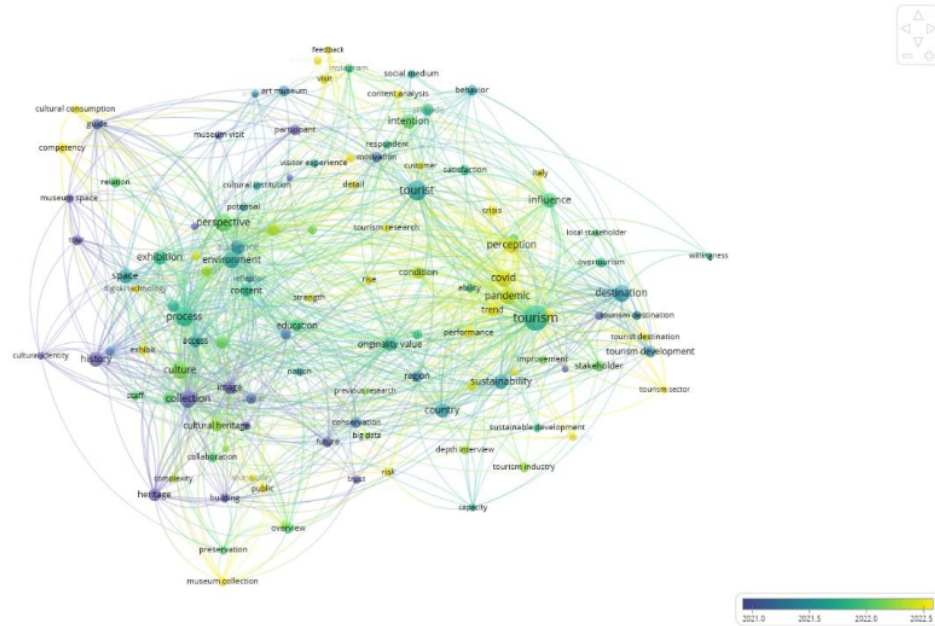


Figure 4. Overlay Visualization of Sustainable Tourism Practices and Living Museum Management

As can be seen in Figure 4, the VOSviewer overlay visualization of sustainable tourism practices and living museum management reveals key themes and their evolution over time (Koval et al., 2022).

Central themes include tourism behavior, sustainability, community engagement, cultural heritage preservation, and visitor experience. The increasing focus on sustainability and environmental impact highlights efforts to integrate sustainable practices in tourism and museums. Community engagement and social equity have gained importance, emphasizing the need for local involvement and equitable benefit distribution. Cultural heritage preservation remains a consistent focus, while technological innovations enhance visitor experiences through interactive and immersive exhibits.

Predominantly featuring studies from Europe and North America, the visualization indicates a research gap in other regions, suggesting the need for more diverse geographic representation. The growing body of research underscores the field's rising importance and calls for continued exploration of innovative sustainable practices to enhance the global sustainability of living museums. This expansion would not only contribute to a more comprehensive understanding but also promote the application of successful strategies in a variety of cultural and geographic contexts.

As presented in figure 6, referring to the search protocol of PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses), the researchers initially gathered 758 records from Scopus databases (ScienceDirect, Semantic Scholar, Taylor & Francis Online, Emerald Insight, Sage, and Springer) along with Google Scholar and Publish or Perish databases using keywords related to sustainable tourism practices and living museum management. Following a meticulous title screening, 79 duplicate records were removed. An additional 162 records were discarded for being outdated (publish date over 10 years), and 226 non-Scopus indexed records were also excluded, resulting in 291 articles for VOSViewer analysis. Subsequently, 209 records were eliminated from the meta-synthesis analysis due to their broad discussions not specifically addressing living museums. Further detailed reading led to the exclusion of 21 more articles. After thorough examination, 7 additional articles were discarded for lacking an in-depth focus on sustainable practices in living museum management. Consequently, the literature review is synthesized by analyzing, categorizing, and coding the final 54 articles.

RESULTS AND DISCUSSION

Results

Upon completing the article collection phase, an extensive review was conducted to meticulously identify and select relevant data from specified sources. The subsequent task involved extracting, synthesizing, and critically discussing this data within the context of literature review articles. Movahed et al. (2023) delineate this synthesis process as encompassing several key stages: initially encoding and categorizing the collected data, followed by comparative analysis to discern patterns and relationships, and finally integrating findings to construct a comprehensive understanding of the topic. This methodological approach not only aims to consolidate existing knowledge but also to unearth novel insights or interpretations that contribute to advancing scholarly discourse.

Following the synthesis phase, validation and quality control procedures were implemented to ensure the robustness and reliability of the synthesized outcomes. Subsequently, the synthesized results are presented, providing a coherent and structured narrative that reflects the cumulative insights gleaned from the reviewed literature. This methodological framework underscores the importance of systematic approaches in literature synthesis, emphasizing the role of synthesis in generating new knowledge and informing evidence-based practices.

Descriptive Analysis and Synthesis

Table 1. List of Selected Articles and Articles' Category

No.	Authors	Year	Publication Type	Category
1	Medina-Chavarria, et al.	2024	Journal	Historical & Heritage Preservation
2	Gozzoli, et al.	2024	Journal	Economic Viability
3	Bianchi & Milano	2024	Journal	Service Quality Enhancement
4	Pung, et al.	2024	Journal	Economic Viability
5	McCabe	2024	Journal	Content Development; Service Quality Enhancement; Economic Viability; Social Equity Initiatives;

				Historical & Heritage Preservation
6	Istvandity, et al.	2024	Journal	Content Development
7	Pickering	2024	Journal	Historical & Heritage Preservation
8	Varutti	2024	Journal	Content Development
9	Reitstätter & Christidou	2024	Journal	Service Quality Enhancement
10	Song, et al.	2024	Journal	Content Development; Social Equity Initiatives
11	Saryusz-Wolska, et al.	2024	Journal	Content Development
12	Aroles & Morrell	2024	Journal	Service Quality Enhancement
13	Clements	2024	Journal	Economic Viability
14	Luo, et al.	2024	Journal	Content Development; Service Quality Enhancement; Social Equity Initiatives; Historical and Heritage Preservation
15	Girolami, et al.	2024	Journal	Service Quality Enhancement
16	James-Williamson, et al.	2024	Journal	Historical & Heritage Preservation
17	Ceccarelli, et al.	2024	Journal	Content Development; Service Quality Enhancement
18	Perez-Bermejo	2024	Journal	Content Development; Service Quality Enhancement
19	Corona	2024	Journal	Content Development; Historical & Heritage Preservation
20	Richards	2024	Journal	Content Development
21	Botti & Baldi	2024	Journal	Economic Viability
22	Shaby, et al.	2024	Journal	Social Equity Initiatives
23	Yi, et al.	2024	Journal	Content Development; Service Quality Enhancement
24	Elnaggar, et al.	2024	Journal	Historical & Heritage Preservation
25	Tian, et al.	2024	Journal	Content Development; Service Quality Enhancement
26	Furferi, et al.	2024	Journal	Content Development; Service Quality Enhancement
27	Wen & Ma	2024	Journal	Content Development; Service Quality Enhancement
28	Cellini, et al.	2024	Journal	Service Quality Enhancement
29	Väisänen, et al.	2023	Journal	Service Quality Enhancement
30	Garau-Vadell	2023	Journal	Social Equity Initiatives
31	Ortanderi & Bausch	2023	Journal	Content Development
32	Siegel, et al.	2023	Journal	Content Development; Economic Viability

33	Najda-Janoszka	2023	Journal	Service Quality Enhancement
34	Cesário, et al.	2023	Journal	Content Development
35	Wallis & Noble	2023	Journal	Social Equity Initiatives
36	Wang & Meng	2023	Journal	Content Development
37	Derda	2023	Journal	Content Development; Service Quality Enhancement
38	Robaina-Calderín, et al.	2023	Journal	Content Development; Service Quality Enhancement
39	Blynets, et al.	2022	Journal	Service Quality Enhancement
40	Rhee, et al.	2022	Journal	Content Development
41	Hansson & Öhman	2022	Journal	Content Development; Service Quality Enhancement; Social Equity Initiatives
42	Koukoulis, et al.	2022	Journal	Content Development; Service Quality Enhancement
43	Olivares & Piatak	2022	Journal	Social Equity Initiatives
44	Buchczyk	2022	Journal	Content Development; Social Equity Initiatives
45	Riva & Agostino	2022	Journal	Service Quality Enhancement; Economic Viability
46	Kłudkiewicz	2021	Journal	Social Equity Initiatives
47	Popoli & Derda	2021	Journal	Content Development
48	O'Hagan	2021	Journal	Content Development; Service Quality Enhancement
49	Kim, et al.	2021	Journal	Economic Viability
50	Choi & Kim	2021	Journal	Service Quality Enhancement
51	Centorrino, et al.	2021	Journal	Service Quality Enhancement
52	Lacoe, et al.	2020	Journal	Content Development
53	Spence	2020	Journal	Content Development
54	Dang, et al.	2020	Journal	Historical & Heritage Preservation

As displayed in Table 1, the selected articles encompass a wide range of categories crucial to the sustainability of living museums, including historical and heritage preservation, economic viability, service quality enhancement, content development, and social equity initiatives. This comprehensive categorization not only underscores the diverse strategies employed to uphold cultural heritage and ensure financial stability but also emphasizes efforts to enhance visitor engagement and overall museum experience. By categorizing these approaches, researchers gain valuable insights into the complex landscape of sustainable museum management. These insights facilitate the identification of emerging trends, critical gaps in knowledge, and promising opportunities for future research and practical implementation.

Table 2. Categorization of Sustainable Tourism Practices in Living Museum Management

First-order Categories	Second-order Categories	Findings
Content Development	Content Marketing Strategies	Content marketing in living museums uses valuable, relevant content to attract visitors, highlight unique exhibits, and enhance their experience through storytelling, interaction, and education (Cesário et al., 2023; Derda, 2023; Song et al., 2024).
	Educational Content Creation	Educational content in a living museum enhances visitor learning about exhibits, history, and cultural significance, aiming to educate, inspire curiosity, and foster meaningful interactions (Cesário et al., 2023; Derda, 2023).
	Social Interaction Facilitation	Social Interaction Facilitation in a living museum involves creating spaces and activities that promote visitor engagement, dialogue, and collaboration, enhancing their experience and fostering a sense of community (Siegel et al., 2023; Song et al., 2024).
Service Quality Enhancement	Staff Behaviors and Attitudes	Staff behaviors and attitudes in living museums include their actions and demeanor, with positive interactions essential for engaging visitor experiences (Luo et al., 2024; Riva & Agostino, 2022).
	Information Facilities	Information facilities in living museums provide visitors with relevant details about exhibits, collections, and history to enhance their understanding and experience (Choi & Kim, 2021).
	Quality of Service Provision Enhancement	Enhancing service quality in living museums involves improving visitor services through innovative technologies, personalized experiences, and staff training to create memorable and engaging experiences (Cellini et al., 2024).
Economic Viability Strategies	Revenue Diversification	Revenue diversification in living museums involves generating income from various sources beyond traditional funding to reduce dependency and enhance financial sustainability (Botti & Baldi, 2024; Kim et al., 2021).

	Length of Stay Extension	Length of stay extension in living museums involves strategic efforts to increase visitor duration through engaging exhibits, interactive experiences, educational programs, and amenities that enhance the overall museum experience (Specht & Loreit, 2021).
Social Equity Initiatives	Community Engagement	Community engagement in living museums involves collaborative interactions with local residents, organizations, and stakeholders to co-create and preserve cultural heritage and natural resources (Olivares & Piatak, 2022; Wallis & Noble, 2023).
	Accessibility Enhancement	Accessibility enhancement ensures individuals of all abilities can fully participate and benefit from the museum experience through inclusive design, digital technologies, community engagement, and staff training (Olivares & Piatak, 2022; Song et al., 2024; Wallis & Noble, 2023).
	Act of Nature Preservation	Nature preservation in living museums involves biodiversity conservation, sustainable practices, educational programs, community engagement, and celebrating cultural heritage (Hansson & Öhman, 2022; Kludkiewicz, 2021).
Historical and Heritage Preservation	Tangible Cultural Heritage Protection	Preserving tangible cultural heritage in living museums involves conserving artifacts, structures, and sites of historical and cultural significance within an interactive museum setting (Luo et al., 2024).
	Intangible Cultural Heritage Protection	Protecting intangible cultural heritage in living museums involves safeguarding and promoting traditions, rituals, performances, and knowledge systems to preserve cultural diversity (James-Williamson et al., 2024).
	Cross-Cultural Collaboration	Cross-cultural collaboration in living museums brings together diverse cultures to develop inclusive programs that promote understanding and appreciation of global heritage. (Corona, 2024; James-Williamson et al., 2024; Kaplun et al., 2024).

Living museums offer interactive experiences but face challenges in balancing education with visitor attraction and revenue generation. Sustainable tourism practices provide solutions by reducing environmental impact, supporting local communities, and enhancing visitor experiences. As shown in Table 2, key strategies include engaging storytelling and educational exhibits, improving service quality through technology and personalized experiences, and ensuring economic viability via revenue diversification and extended visitor stays. Social equity initiatives, such as community engagement and accessibility, along with heritage preservation, ensure inclusivity and protect cultural heritage.

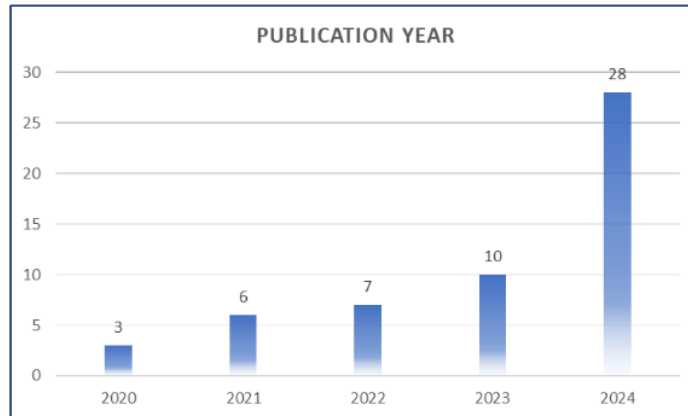


Figure 7. Selected Articles Grouped by Year of Publication

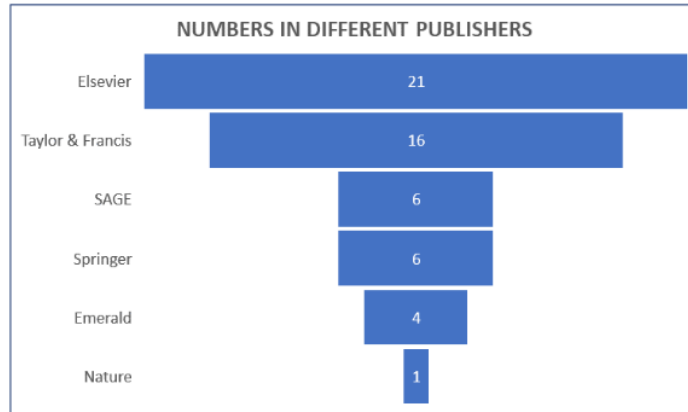


Figure 8. Number of Articles Published by Different Publishers

Figure 7 shows the publication years of the selected articles (2020–2024), reflecting the increasing focus on sustainable tourism in living museums. Concurrently, Figure 8 highlights the distribution of these articles by publisher, revealing key outlets for disseminating research on sustainable practices in living museum management. This ensures the inclusion of reputable and impactful studies.

Table 3. Top 10 Journals Associated to the Topic

Rank	Journals (publisher)	Documents	H-index	SJR	Scopus Quartile
1	Museum Management and Curatorship (Taylor & Francis)	13	40	0.52	Q1
2	Journal of Destination Marketing & Management (Elsevier)	4	75	2.45	Q1
3	Heritage Science (Springer)	3	35	0.52	Q1
4	Annals of Tourism Research (Elsevier)	2	216	3.45	Q1
5	Heliyon (Elsevier)	2	88	0.62	Q1
6	Scientific Reports (Nature)	1	315	0.9	Q1
7	Building and Environment (Elsevier)	1	205	1.65	Q1
8	International Journal of Hospitality Management (Elsevier)	1	169	2.92	Q1
9	International Journal of Contemporary Hospitality Management (Emerald)	1	126	2.84	Q1
10	Ad Hoc Networks (Elsevier)	1	110	1.34	Q1

Table 3 identifies the top 10 journals publishing research on sustainable tourism practices in living museum management. This table details these journals, including the number of relevant articles published (Documents), alongside metrics for journal quality and impact: H-index (productivity and influence), SJR Ranking (citation impact), and Scopus Quartile. Researchers can ensure that the studies they include are both reputable and impactful, ultimately enhancing the understanding and implementation of sustainable practices in living museum management.

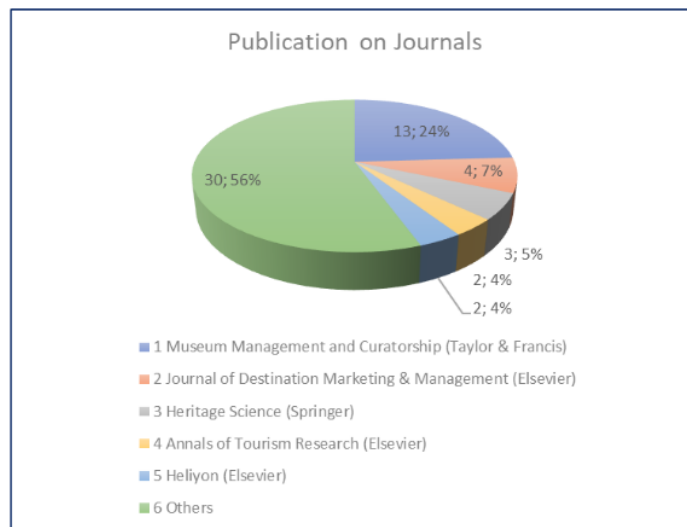


Figure 9. Percentage of Journals Associated to the Topic

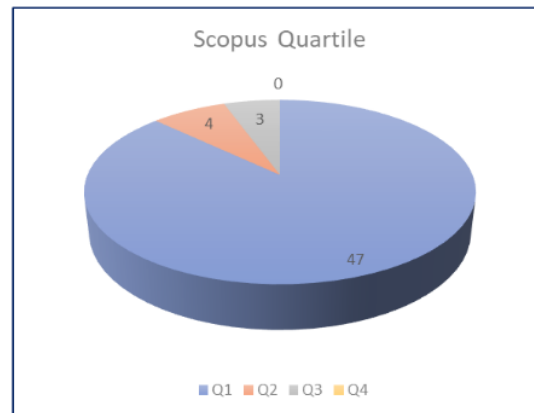


Figure 10. Number of Selected Articles Published on Scopus-indexed Journals

Figures 9 and 10 offer insights into the distribution of research on sustainable tourism practices in living museum management across different journals and the citation impact of these journals. Figure 9 reveals that the journal "Museum Management and Curatorship" (Taylor & Francis) is a leading source of research on this topic, while Figure 10 demonstrates that the majority of the selected articles are published in high-impact Q1 journals. These findings collectively indicate the overall credibility and significance of the research in this field.

Table 4. Top 10 Most Cited Journals used in the Topic

Rank	Journals	Number of Citations (2023)	
		Total Cites	Self Cites
1	Scientific Reports	283579	9963
2	Heliyon	42416	1959
3	Building and Environment	22158	3851
4	International Journal of Hospitality Management	11494	723
5	International Journal of Contemporary Hospitality Management	7697	1666
6	Annals of Tourism Research	6125	441
7	Journal of Open Innovation: Technology, Market, and Complexity	4511	180
8	Stem Cell Reports	3382	85
9	Journal of Destination Marketing and Management	3138	87
10	Ad Hoc Networks	2780	109

Table 4 above provides several key insights into the most influential journals in the field of sustainable tourism practices in living museum management. These journals are highly cited, indicating that they are considered credible and authoritative sources of information on this topic. Additionally, the table shows that the top 10 journals are all published by major academic publishers. This suggests that the research on this topic is being disseminated through reputable channels.



Figure 11. Word Cloud of the Selected Articles

Figure 11 visually summarizes key themes from the selected articles synthesized in this literature review. It highlights themes such as sustainability, focusing on environmental impact reduction and long-term viability; community engagement in practice development; heritage preservation and cultural promotion; education through museum roles; and comprehensive management strategies for sustainability integration in operations. These themes underscore the multifaceted approach essential for effective sustainable practices in living museum management.

Quality Control

In conducting this systematic literature review titled, critical appraisal of the literature ensures rigorous evaluation and interpretation of findings. The CASP (Critical Appraisal Skills Program) instrument design by Bowling (2002), used in this review, assesses nine categories including (1) clarity of objectives; (2) study design; (3) research methods; (4) sampling strategy; (5) ethical considerations; (6) results reporting; (7) results answering research questions; (8) discussion of limitations, and (9) implications, rated as "yes," "no," or "not reported" to evaluate both quantitative and qualitative methodologies concurrently (McCarthy et al., 2018). By applying CASP criteria systematically, the review enhances the credibility of synthesized findings, informs recommendations for advancing sustainable tourism practices in museums, and supports future research directions in the field.

The use of the CASP tool ensures a rigorous and standardized approach to quality appraisal, enhancing the credibility of the systematic literature review. Based on the quality appraisal, all of the included studies demonstrated high methodological rigor and sound reporting practices. This indicates that the findings of the systematic literature review are based on reliable and trustworthy evidence.

Discussion

The research mind map in Figure 12 visualizes the relationships among the categories derived from the selected articles on sustainable tourism practices in living museum management, following a thorough reading of all the selected papers. This mind map is divided into five main categories: Content Development, Historical and Heritage Preservation, Service Quality Enhancement, Economic Viability Strategies, and Social Equity Initiatives.



Figure 12. Research Mind Map

Content development involves three key strategies: Content Marketing Strategies, Educational Content Creation, and Social Interaction Facilitation, all aimed at creating immersive and engaging visitor experiences. Service quality enhancement includes Staff Behaviours and Attitudes, Information Facilities, and Quality of Service Provision Enhancement, all essential for delivering a positive visitor experience. Economic viability strategies involve Revenue Diversification and Length of Stay Extension, securing financial stability and enhancing visitor satisfaction through varied and engaging activities. Social equity initiatives encompass Community Engagement, Accessibility Enhancement, and Act of Nature Preservation, ensuring inclusivity and accessibility for all visitors while contributing to environmental sustainability. Historical and heritage preservation focuses on safeguarding both tangible and intangible cultural heritage, as well as cross-cultural collaboration, ensuring that cultural traditions and artifacts are maintained for future generations. By integrating these interconnected strategies, living museums can create enriching, inclusive, and sustainable experiences for all visitors.

Content Development

Content development in living museums presents unique challenges and opportunities. While traditional museums focus on static displays, living museums require a more interactive and experiential approach to engage visitors effectively (Ning & Sufang, 2024; Varutti, 2024; Siegel et al., 2023). This shift towards dynamic content development necessitates innovative strategies to create immersive experiences that resonate with contemporary audiences (Ning & Liu, 2024). The integration of technology, such as immersive exhibits and digital sensory marketing, can enhance the visitor experience and contribute to the success of content

development in living museums (Istvandy et al., 2023). Furthermore, the use of digitalisation and multimedia technology can facilitate deeper connections between visitors and cultural heritage, not only fostering a greater appreciation for history and tradition (McCabe, 2024; Specht & Loreit, 2021), but also contributes to the ongoing transmission of cultural identity (Siegel et al., 2023). Content development in living museums is a dynamic and evolving field that requires innovative approaches to engage visitors, preserve cultural heritage, and promote educational experiences. By embracing technology, fostering visitor engagement, and prioritizing cultural immersion, living museums continue to serve as vital platforms for heritage preservation and cultural exchange.

Content Marketing Strategies

Content marketing plays a pivotal role in the development and promotion of living museums, leveraging digital platforms and social media to showcase unique experiences and engage with visitors throughout their journey (Furferi et al., 2024; Wang & Meng, 2023). By implementing robust strategies, museums can effectively attract, inform, and connect with diverse audiences before, during, and after their visits, enhancing overall visitor experience and fostering lasting relationships (Florido-Benítez, 2023; Choi & Kim, 2021). Utilizing targeted online campaigns tailored to specific demographics and interests enables museums to reach broader audiences, while employing storytelling techniques helps create compelling narratives that resonate deeply with potential visitors.

Moreover, encouraging user-generated content further amplifies the museum's reach and engagement (Gonsales, 2021). By empowering visitors to share their experiences and reviews online, museums not only benefit from organic promotion but also foster a sense of community involvement and ownership (Suryawan et al., 2022; Suryawan et al., 2023). Highlighting special events, unique programs, and interactive exhibits through digital channels strengthens audience connection and loyalty, cultivating an ongoing dialogue that supports the museum's mission and objectives. Consistent and strategic content marketing efforts play a vital role in sustaining public interest, driving visitor traffic, and ensuring the long-term viability and growth of living museums.

Subsequently, effective content marketing strategies are integral to the success of living museums, facilitating enhanced visibility, engagement, and community interaction (Furferi et al., 2024; Wang & Meng, 2023). By harnessing digital tools and platforms to promote their offerings and engage with diverse audiences, museums can foster a deeper appreciation for cultural heritage while ensuring sustainable growth. Emphasizing storytelling, user-generated content, and targeted campaigns not only attracts visitors but also enriches their museum experience, fostering meaningful connections that contribute to the institution's overall vitality and relevance in the community.

Educational Content Creation

Creating educational content in living museums is essential for engaging visitors and fostering a deeper understanding of cultural heritage and history. By incorporating interactive and immersive experiences, these museums can effectively communicate complex narratives and offer educational opportunities to diverse audiences. These initiatives not only entertain but also serve as platforms for learning and cultural exchange (Kaplun et al., 2024). A key aspect of this educational content creation is integrating technology to enhance visitor experiences.

Technologies like augmented reality and deep learning can create interactive exhibits that engage visitors in dynamic and informative ways (Luo et al., 2024). Leveraging these immersive technologies allows museums to cater to modern audience preferences and deliver educational content innovatively.

Additionally, digitalization and multimedia technology in educational content creation help museums foster deeper connections between visitors and cultural heritage. This approach enables a more personalized and engaging experience, enhancing visitors' understanding and appreciation of historical artifacts and narratives (Wang & Meng, 2023). By utilizing technology as an educational tool, living museums can cater to various learning styles and preferences. Moreover, the design and curation of educational content significantly shape visitor experiences. Interactive exhibitions and hands-on activities provide a multi-sensory learning experience, allowing visitors to engage with history tangibly and memorably. By creating immersive and participatory educational content, museums can effectively convey the significance of cultural heritage and promote a deeper connection with the past (Kaplan et al., 2024).

Social Interaction Facilitation

Content development in living museums serves to educate and engage visitors while playing a crucial role in facilitating social interactions within the museum space. Wang & Meng(2023) highlight that by creating immersive and interactive experiences, living museums can foster connections, dialogue, and shared experiences among visitors, enhancing the overall social dynamics within the museum environment. These social interactions contribute to a sense of community and shared learning, enriching the museum experience. The integration of technology in content development can further enhance social interaction within living museums. According to Luo et al.(2024), technologies such as augmented reality and digital storytelling provide opportunities for collaborative exploration and shared narratives among visitors. By incorporating interactive elements that encourage group participation and discussion, museums can create a social environment that promotes dialogue, exchange of ideas, and mutual learning.

Moreover, the design of interactive exhibits and hands-on activities in living museums can serve as catalysts for social interaction. By providing opportunities for visitors to engage with each other through collaborative tasks or group activities, museums create spaces where individuals can connect, communicate, and learn together. These shared experiences foster social bonds and create a sense of belonging and community within the museum setting (Wang & Meng, 2023). Additionally, the educational content curated in living museums can spark conversations and debates among visitors, leading to meaningful social interactions. By presenting diverse perspectives, challenging narratives, and thought-provoking themes, museums encourage visitors to engage in dialogue, reflection, and exchange of ideas. These interactions contribute to a dynamic and interactive museum environment where visitors can learn from each other, share insights, and build connections based on their shared experiences.

Service Quality Enhancement

Enhancing service quality in living museums is crucial to providing visitors with memorable and educational experiences. Previous research by Riva & Agostino(2022) emphasizes the importance of assessing visitor experiences to design engaging exhibits and enhance overall

museum attractiveness. By analyzing visitor feedback and preferences, living museums can tailor their services to meet visitor expectations. Cellini et al. (2023) highlight the impact of regional institutional quality on service provision in museums. While this study focuses on traditional museums, the findings can be extrapolated to living museums. Exploring how local institutions influence service quality in living museums could provide valuable insights for enhancing visitor experiences.

Digging into the realm of social media, previous researchers suggest leveraging online reviews to assess visitor experiences in museums (Yudhanto et al., 2024). By monitoring social media platforms, living museums can gather real-time feedback and identify areas for service quality improvement. Understanding the cultural context is essential for tailoring services in living museums. Bertacchini et al. (2018) and Cellini et al. (2023) discuss how the characteristics of museums influence the types of services offered. Adapting services to align with cultural nuances and visitor preferences can enhance the overall service quality. Enhancing service quality in living museums requires multifaceted approaches. By addressing these aspects, living museums can elevate their service offerings and provide visitors with enriching and memorable experiences.

Staff Behaviors and Attitudes

Staff members in living museums act as interpreters of history and culture, guiding visitors through immersive experiences (Song et al., 2024). Positive staff attitudes and knowledgeable interactions significantly enhance visitor understanding and appreciation of the museum's offerings. Effective communication by staff is essential for delivering educational programs and engaging visitors in meaningful learning experiences. Roche et al. (2022) emphasize the importance of staff communication in designing and redesigning exhibits to meet visitor interests. Clear and engaging communication fosters meaningful interactions and enriches the visitor experience.

Training and development programs for staff members are vital for improving their knowledge and skills in visitor interactions (Derda, 2023). Well-trained staff are better equipped to engage visitors and provide informative and enjoyable experiences. Staff behaviors directly influence visitor satisfaction and perceptions of service quality in living museums. Positive staff attitudes and friendly interactions significantly contribute to visitor satisfaction (Yang et al., 2023; King et al., 2023; Nguyen, 2021; El Sheikh, 2020). Staff members who exhibit enthusiasm, empathy, and professionalism create a welcoming and enjoyable environment for visitors. In addition, staff members in living museums must demonstrate cultural sensitivity and awareness to cater to diverse visitor demographics. Understanding the cultural backgrounds and preferences of visitors is essential for providing inclusive and respectful experiences.

Information Facilities

Information facilities in living museums are essential for enhancing visitor experiences and service quality by providing crucial information and fostering deeper engagement with exhibits. They bridge traditional presentations and modern technology, catering to diverse visitor preferences. Wen & Ma (2024) emphasize integrating modern technologies to create dynamic, interactive presentations that make learning engaging and memorable. As communication technology evolves, the demand for multifunctional devices encourages

innovation in services that offer immersive experiences. Incorporating features like augmented reality and virtual tours allows museums to attract tech-savvy audiences while respecting traditional cultural heritage.

Continuous improvement of information facilities is vital to meet changing visitor expectations. Wen & Ma (2024) suggest that future museum mobile applications should enhance functionality and user experience for greater satisfaction. Additionally, establishing two-way communication on social media can enrich visitor interaction. Gao & Yu (2024) highlight the importance of leveraging social media for meaningful engagement and feedback, allowing museums to enhance overall visitor experiences and foster a sense of community.

Quality of Service Provision Enhancement

Incorporating innovative technologies such as Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) is pivotal in transforming the visitor experience. These technologies not only make exhibits more interactive and immersive but also enable museums to engage visitors on a deeper level. According to Cellini et al. (2024), modern museums are increasingly adopting VR, AR, and AI to revolutionize how visitors interact with exhibits, thereby enhancing engagement and understanding. Moreover, personalized recommendation systems driven by AI play a crucial role in tailoring the museum experience to individual visitor preferences. As noted by Wen & Ma (2024), these systems analyze visitor demographics and behaviors to deliver customized content presentations and interactions. By offering personalized recommendations, museums can significantly enhance visitor satisfaction by ensuring each visitor receives content that resonates with their interests and preferences.

Continuous staff training is equally essential to maintain high service standards. Museum staff trained in the use of new technologies and customer service techniques are better equipped to assist visitors effectively, answer questions, and enhance overall visitor experience. By integrating innovative technologies, implementing personalized visitor interactions through AI-driven systems, and investing in continuous staff training, living museums can elevate their service quality, foster visitor engagement, and ultimately create memorable experiences that leave a lasting impact on visitors.

Economic Viability Strategies

The significance of economic sustainability measures in private museums is underscored in the study by Botti & Baldi (2024), which addresses the inherent risks of private management and emphasizes the importance of securing public and private funding for innovative projects. Private museums frequently employ strategies such as forming partnerships and conducting crowdfunding campaigns to diversify revenue streams and support sustainability initiatives. Research into visitor experiences within museums, as discussed by Specht & Loreit (2021), provides valuable insights for enhancing economic viability. Insights gleaned from online reviews and assessments help museums understand visitor expectations and the role of digital technologies in improving engagement. These insights can guide the development of strategies aimed at increasing revenue generation and ensuring financial sustainability in living museums.

Additionally, leveraging insights from visitor research can guide the development of innovative strategies aimed at bolstering financial health. Implementing digital technologies

such as virtual tours, interactive exhibits, and personalized visitor experiences can significantly enhance visitor satisfaction and loyalty. These enhancements not only improve the overall visitor experience but also create opportunities for additional revenue streams, such as online ticket sales and virtual memberships. By continuously adapting to visitor needs and technological advancements, living museums can ensure their financial sustainability and long-term success.

Revenue Diversification

Revenue diversification is crucial for the economic sustainability of living museums (Hafidz & Sharma, 2022; Nguyen, 2021; Choi & Kim, 2021; Olivares & Piatak, 2022; El Sheikh, 2020). Exploring multiple income sources beyond traditional funding models enhances financial resilience and adaptability to market changes. Diversifying revenue streams reduces reliance on a single funding source, enabling museums to navigate economic uncertainties and sustain operations (Bernini & Galli, 2023; Lavy et al., 2023; Russo-Spena et al., 2022). Clements (2024) highlights the importance of corporate partnerships, philanthropic donations, and income from events and programs for building a stable financial foundation.

Subsequently, digital technologies play a significant role in revenue diversification for living museums (Wang & Meng, 2023; Russo-Spena et al., 2022; Choi & Kim, 2021). Botti & Baldi (2024) note that digital platforms offer income opportunities through online ticket sales, virtual tours, and merchandise sales. Embracing digital innovation allows museums to tap into new revenue streams and expand their global reach (Furferi et al., 2024; Tsakoumaki et al., 2023), enhancing accessibility and visibility of museum offerings.

Additionally, hosting events and renting out museum spaces can be lucrative for living museums. Leveraging unique spaces for weddings, corporate events, and cultural programs generates additional income while showcasing heritage (Botti & Baldi, 2024). Educational programs and workshops also diversify revenue and fulfil the mission of cultural education. Revenue-generating workshops and initiatives attract diverse audiences and generate income through ticket sales and program fees, providing engaging experiences that attract visitors and generate revenue simultaneously (Alnasser & Yi, 2023).

Length of Stay Extension

Effective interpretation of cultural heritage plays a crucial role in extending visitors' length of stay. Providing compelling narratives and contextual information can deepen visitors' connection to cultural artifacts, encouraging them to linger longer in the museum (Specht & Loreit, 2021; El Sheikh, 2020). Digital engagement and virtual experiences further impact visitors' length of stay. Riva & Agostino (2022) discuss integrating digital technologies to enhance visitor experiences and extend their time spent in the museum. Virtual tours, interactive apps, and digital exhibits attract tech-savvy visitors and provide alternative ways to explore museum collections.

Visitor satisfaction and available amenities also influence the decision to prolong their stay. Botti & Baldi (2024) emphasize the importance of providing comfortable facilities, rest areas, and dining options to enhance the overall experience. Prioritizing visitor comfort and convenience creates a welcoming environment that encourages longer engagement with the museum's offerings (Corona, 2024; Florido-Benítez, 2023).

By creating compelling experiences that cater to diverse interests, living museums can prolong visitors' engagement, foster cultural appreciation, and create memorable experiences that encourage repeat visits (Pennings, 2015). Embracing innovative strategies and leveraging technology further enhance visitor experiences, extending their time spent in the museum and contributing to a more enriching and immersive cultural journey.

Social Equity Initiatives

The study by Olivares & Piatak (2022) underscores the pressing need for museums to adopt more inclusive practices, emphasizing the importance of social equity initiatives to ensure diverse participation in living museums. Inclusivity is not just a moral imperative but also essential for the sustainability and relevance of museums in a multicultural society. By broadening their audience base, museums can foster a more comprehensive understanding and appreciation of cultural heritage (Gonsales, 2021).

To achieve this, it is crucial for museums to actively engage a diverse audience. Olivares & Piatak (2022) suggest that supporting cultural representation and implementing both internal policies and external programs can significantly motivate diverse audiences to participate. This involves creating exhibits and programming that reflect the experiences and histories of various cultural groups, as well as ensuring that museum staff and leadership are representative of the broader community. Such efforts can help to dismantle barriers that have historically excluded certain groups from participating in cultural institutions.

Moreover, Luo et al. (2024) highlight the necessity of understanding racial disparities in engagement as a foundation for developing targeted social equity initiatives in living museums. Recognizing and addressing these disparities is essential for promoting diversity within museum spaces. This involves not only acknowledging the historical and ongoing impacts of racism and exclusion but also actively working to create environments where all visitors feel welcome and valued. Luo et al. (2024) emphasize that museums must move beyond tokenistic inclusion and work towards genuine, systemic change that promotes racial inclusivity.

Community Engagement

By involving local communities in exhibit curation and interpretation, these museums empower residents to share their stories and heritage, fostering pride and ownership. McCabe (2024) that these institutions act as platforms for dialogue, collaboration, and activism, encouraging active participation in cultural preservation and interpretation, ensuring the museum's relevance and meaningfulness to its audience. Song et al. (2024) discussed the importance of cultural representation in museums. Engaging diverse community members in curation ensures multiple perspectives and voices are represented, promoting cultural diversity and inclusivity. Shaby et al. (2024) emphasize identifying barriers to participation in museums. Living museums can collaborate with local communities to address factors like language barriers, economic constraints, or lack of cultural relevance, making museums more accessible and welcoming. Finally, Olivares & Piatak (2022) suggest museums serve as forums for community issues and collaboration. Living museums can host events, workshops, and discussions that foster dialogue between community members, staff, and local organizations, enhancing community engagement and strengthening the museum's role as a cultural and social hub.

Accessibility Enhancement

Enhancing accessibility in living museums is crucial to ensure that all individuals, regardless of their abilities, can fully engage with and benefit from the museum experience. According to Olivares & Piatak (2022), inclusive design principles should be integrated into museum spaces to ensure accessibility for all visitors. By incorporating features such as tactile exhibits, audio descriptions, and wheelchair ramps, living museums can create a welcoming environment for individuals with diverse needs (Varutti, 2023). Moreover, they also suggest that staff training and awareness are essential for promoting accessibility in museums. By providing training on disability awareness, communication techniques, and assistive technologies, living museums can empower staff to better support visitors with disabilities and create a more inclusive environment.

Song et al. (2024) highlighted the role of modern technologies in enhancing digital accessibility in museums. Utilizing tools such as virtual tours, mobile apps with audio guides, and interactive exhibits can improve the museum experience for visitors with visual or hearing impairments, promoting inclusivity in living museums. By consulting with individuals with disabilities and advocacy groups, living museums can identify specific needs and implement tailored solutions to enhance accessibility for all visitors (Wang & Meng, 2023; Corona, 2023). Additionally, Luo et al. (2024) discuss the benefits of universal design approaches in creating inclusive museum spaces. By adopting universal design principles that consider the diverse needs of visitors, living museums can ensure that exhibits, pathways, and facilities are accessible to individuals of all abilities.

Act of Nature Preservation

Hansson & Öhman (2022) highlight the vital role of living museums in biodiversity conservation by preserving native species and raising awareness about biodiversity loss. Through interactive exhibits, tours, and workshops on habitat restoration and wildlife conservation, these museums educate visitors on environmental stewardship. Song et al. (2024) further emphasize the importance of living museums in promoting sustainable practices and preserving natural landscapes by integrating traditional ecological knowledge and indigenous practices into exhibits.

Green initiatives, such as energy-efficient technologies and waste reduction strategies, enhance both conservation efforts and visitor experiences (Amrita, Suryawan, et al., 2024). By implementing renewable energy and eco-friendly materials, museums set an example for visitors to adopt sustainable practices. Workshops on sustainability reinforce the museum's leadership in environmental education, fostering a community of individuals committed to environmental protection.

Historical and Heritage Preservation

Historical and heritage preservation within living museums plays a critical role in both showcasing and safeguarding cultural heritage for current and future generations. Elnaggar et al. (2024) emphasize that preventive conservation is paramount in maintaining the authenticity and integrity of cultural artifacts during the preservation process. They argue for the consideration of local context, societal values, and available resources when devising strategies for preventive conservation of heritage collections in museums (Elnaggar et al., 2024).

Moreover, effective risk analysis is essential for mitigating environmental threats and ensuring the long-term preservation of cultural artifacts. Elnaggar et al. (2024) stressed the importance of ongoing monitoring of environmental conditions and advocate for the implementation of comprehensive disaster risk reduction strategies tailored to specific museum settings to protect heritage from natural disasters.

In a related context, Kaplun et al. (2024) highlight the necessity of developing innovative museum exhibit models that prioritize high quality while minimizing computational complexity in conservation algorithms. Consequently, the preservation of historical and heritage assets within living museums necessitates a holistic approach integrating preventive conservation strategies, rigorous risk analysis, and innovative exhibit design to ensure the enduring safeguarding of cultural heritage.

Tangible Cultural Heritage Protection

Preventive conservation constitutes a pivotal strategy in the safeguarding of tangible cultural heritage within living museums. According to Medina-Chavarria et al. (2024), this approach is paramount for preserving the authenticity and integrity of cultural artifacts over time. However, Elnaggar et al. (2024) pointed out a significant practical challenge in preventive conservation management, highlighting risks associated with the absence of standardized guidelines and systematic standards for preserving poorly documented but valuable collections. In enhancing visitor engagement and understanding of tangible cultural heritage, multisensory museum experiences play a vital role. Elnaggar et al. (2024) explored the integration of multisensory approaches in museum exhibits as a means to deepen visitor connections with cultural artifacts and enrich their overall museum experience.

In addition to these strategies, continuous professional development and training for museum staff are essential to the success of preventive conservation efforts (Elnaggar et al., 2024; Specht & Loreit, 2021). Staff members must be well-versed in the latest conservation techniques and risk management practices to effectively protect cultural heritage. Ongoing education and training programs can help museum professionals stay updated on best practices and emerging trends in the field, ensuring that they are equipped to address the unique challenges of preserving tangible cultural heritage (Magliacani & Sorrentino, 2020).

Intangible Cultural Heritage Protection

Preserving intangible cultural heritage within living museums is crucial for safeguarding traditions, practices, and expressions that are transmitted across generations. Community engagement plays a pivotal role in this endeavour. James-Williamson et al. (2024) argue that involving local communities in heritage preservation efforts fosters a sense of ownership and ensures the continuity of intangible cultural practices. Educational programs and interpretive activities within living museums play a vital role in raising awareness about intangible cultural heritage. According to James-Williamson et al. (2024), museums fulfil an educational role by informing visitors about the significance of intangible heritage through interactive exhibits and storytelling sessions. Concurrently, sustainable management practices are essential for the enduring preservation of intangible cultural heritage in living museums, ensuring a balance between heritage conservation and environmental or social concerns.

Engaging visitors through immersive and interactive experiences is crucial for cultivating appreciation and understanding of intangible cultural heritage within living museums. Kaplun

et al. (2024) highlight the role of sensory stimuli and cognitive processes in shaping visitors' perceptions and expectations of intangible heritage exhibitions. This interactive engagement enhances the overall visitor experience and fosters a profound connection to intangible cultural practices.

Cross-Cultural Collaboration

Community participation and co-creation are fundamental to successful cross-cultural collaborations in living museums (Choi & Kim, 2021; Derda, 2023). Kaplun et al. (2024) stress the significance of involving local communities in interpreting and presenting intangible cultural heritage, which promotes cultural ownership and pride.

Educational initiatives are also instrumental in promoting intercultural learning and collaboration within living museums. James-Williamson et al. (2024) underscore the role of museums in offering educational programs that encourage cultural diversity and intercultural dialogue among visitors. They highlight interactive exhibits and interpretive activities that prompt visitors to explore and appreciate diverse cultural traditions, thereby fostering cross-cultural understanding and collaboration.

CONCLUSION

This study addresses the critical issue of balancing cultural heritage preservation with the need for visitor engagement and sustainable tourism in living museums. As living museums continue to play an essential role in cultural education and tourism, they face the challenge of adopting responsible practices that both protect heritage and generate economic benefits. The systematic review reveals that adopting sustainable tourism practices is crucial for ensuring the long-term viability of these institutions. Effective strategies include conserving cultural assets, minimizing ecological impacts, and maintaining the authenticity of visitor experiences. Furthermore, collaboration with local communities emerges as a key factor in distributing tourism benefits and enhancing decision-making processes.

The findings highlight that the integration of environmental, cultural, and economic sustainability strategies can significantly strengthen the role of living museums in achieving their dual goals of heritage conservation and visitor engagement. Museums that adopt resource-efficient operations, focus on authentic cultural narratives, and involve local communities can create more enriching and sustainable experiences. These practices not only safeguard cultural heritage but also contribute to community development through tourism revenue and active local participation. The study implies that managers should focus on sustainable practices and community engagement as foundational elements for achieving both cultural preservation and tourism goals.

To solve the challenges facing living museums, it is essential to adopt a holistic approach that integrates sustainability across all facets of operations. Future research should explore innovative approaches to enhancing the economic resilience of museums, such as revenue diversification and the use of technology to attract diverse audiences. Additionally, further investigation is needed into how cultural representation and inclusive practices can improve visitor engagement and community involvement. These areas offer significant potential for advancing both academic understanding and practical strategies for sustainable museum management.

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