

THE IMPORTANCE OF CULTURAL ROUTE INDICATORS IN TOURISM DEVELOPMENT IN THE POST-PANDEMIC ERA

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Abstract: The cultural route in the Bandung Old Town has great historical value, making tourists motivated to explore in various ways. Therefore, local tourism operators innovate with walking tours, cycling tours, and virtual tours to develop heritage paths while still implementing applicable health protocols. This study aims to understand the role, function, and benefits of each indicator in determining cultural routes that can assist tourism development during the current pandemic. An exploratory descriptive study with a qualitative approach was carried out to understand the importance of indicators in the reticular culture pathway and used to be able to conduct further deepening and preparation when developing other pathways. The results show that three cultural pathways have been developed which are applicable in tourism products and services according to the needs of tourists. It is seen that the indicators align with the main points of the cultural path. This research is expected to contribute to the Bandung Good Guide to develop cultural pathways in the Old City of Bandung by applying aspects of significance and other supporting aspects because cultural heritage needs special handling for cultural heritage tourism and sustainability.

Keywords: cultural routes, heritage, narratives story, tourism

Introduction

The post-pandemic era has changed many things. Significantly changing the travel patterns, from mass groups to special interest groups. One stated "This crisis is an opportunity to rethink the tourism sector and its contribution to the people and planet; an opportunity to build back better towards a more sustainable, inclusive and resilient tourism sector that ensures the benefits of tourism are enjoyed widely and fairly." (Pololikashvili in UNWTO, 2021). This is a challenge for the tourism industry to rise and continue to live from tourism as much as possible by continuing to implement health protocols. The change is reflected in the emergence of the number of tourists who are aware of their social and environmental footprint and the power to create positive change by implementing health protocols. Therefore, there are travelers who need sustainability values, made responsible choices by diversifying the travel products. When this trend gains momentum, certainly, a big opportunity is coming for the tourism industry directly and indirectly.

Bandung Good Guide as a local tour operator impacted by COVID 19 must survive and innovated to grab the opportunity. Cultural Routes as a tool to did the innovation from the development of unique products from creative tourism (Graf and Popesku, 2016) such as culinary needs, biographies to discover and study the areas that thematically connect various attractions and points of interest as well as elements of the cultural landscape (Goral, 2016a) in one country, or different countries. Armed

with other wedge of cultural tourism routes, they developed three concepts of cultural routes into tourism products and services in which there are three indicators, namely thematic, locations, or places wrapped in story narratives. These products are packaged in a tour according to market demand, such as cycling tours, virtual tours, and walking tours. The three types of tours intersect in the Bandung Old Town. By elevating the cultural heritage of the Bandung Old Town with the historical potential of the Dutch East Indies era in the 19th century, which in every place has become a registered cultural heritage by the respective Regional Cultural Conservation Body, hoped that it will be able to increase the level of tourist visits, especially in the pandemic era.

Certainly, it needs more relevancy from Cultural routes indicators and even as a challenge for local tour operators. The current problem comes from the routes themselves. Relevant and significant indicators are needed for an effective and efficient role because the historical content must be strong and synchronized between the three indicators. Thus, the research question is how cultural routes indicators can play an effective, efficient, and beneficial role for tourism development during the current pandemic. This study aims to understand the role, function, and benefits of each indicator in determining cultural routes that can assist tourism development, so that they can be applied by the travel industry today

Cultural Routes and Indicators

Cultural routes are part of heritage as a tool to promote peace and socially, environmentally and economically sustainable development through route development. In this case, cultural pathways help to preserve the legacy of various extinction challenges. This path has a very strong heritage link because it tells about inheritance, which is something inherited from the past, and passed down from previous generations. A Cultural Route is to be understood not in the restricted sense of physical pathways. “Cultural Route” is used in a more conceptual and general sense, expressing a network of sites or geographical areas sharing a theme (CM/Res (2013)66)”.

Cultural routes contribute to the development and promotion of tourism (Wojtanowska and Goral, 2018a), and are considered important to facilitate access to tourist objects, especially cultural heritage (Idajati and Nugroho, 2019). Creating an important cultural route of development will influence and be influenced by the local community. This route is used to make it easier for tourists to access activities independently, understand the overall flow of travel within the city, get regional cultural experiences (Wojtanowska and Goral, 2018b) connect tourists with local wisdom, and increase interest and knowledge about culture.

Cultural routes can be traces of civilization trails can follow ancient paths used by millions of travelers over the centuries such as the Silk Road, Olive Tree Route, Santiago de Compostela Pilgrimage Route, to restore the cultural dimension of travel and the subtle connection between nature and the soul of the traveler who experiences it (Trono and Oliva, 2017a) and they are all interrelated.

An example of cultural routes recommendation is reticular pattern (archipelago) routes (Espeleta, *et al*, 2017) which are linked and combined different elements under the same theme, and as like as transromanica. The route and its various elements by forming dots as a network to connect one location or place to another that is associated with the same topic or story narrative. The route does not consist of connected geographical places but should be seen as a thematic entity. A themed route

focused on a single theme and presents a variety of experiences or elements related to that theme. The reticular pattern route has a unifying character as it connects places and people from geographically disjointed areas under elements of a common heritage.

This route is a compilation of single sites, parts of cities, entire cities, and so on. What is part of the route is determined by the theme of the route. These networks are usually complex and plural. Island routes may overlap with linear routes. They may be called “virtual routes” because they are not “self-explanatory”, but binding narratives required and interpretations of a common theme. Thematic examples of historical routes can feature architectural attractions, such as castles and government buildings, as well as important historical events; Gastronomy - highlighting local, regional or national food (Olsen et.al, 2018). This research will be focused on historical Traces of the Dutch East Indies era with evidence of Bandung Old Town historical sites.

In addition to thematic tourist routes, another important indicator is location or places. Related to a linkage between historical sites and tourism in general, they encourage to continue to re-image places that treat them as a kind of inspiration for development that arises from nostalgia, memory, and traditions related to places in the routes (Wojtanowska and Goral, 2018c). Besides, as an opportunity also as subject to change are also those places that do not have a heritage that has been used in the construction of the route (Goral, 2016b). Historical locations or places have significance as cultural heritage and as part of heritage branding.

There are any connecting narratives and characters that bind beyond geographic boundaries fostering a sense of belonging, cohesion, intercultural dialogue, and shared purpose among route members, strengthening and increasing awareness of shared values and history. The route developed with attractive tourism product packaging can provide an overview of the historic identity of the city. Narrative as a part of communication. A story must link with the theme of the ongoing tour. Cultural tourists look for ‘authenticity in their travel experience (Djurasevic, 2014a), So, the important thing is that the narrative of the story conveyed must also have the authenticity that can be accounted for, as well as the authenticity of the heritage to promote (Trono and Oliva, 2017b) and considered important by listeners (Xiang *et al*, 2018).

Authenticity considered by many synonymous with the uniqueness of the story is often based on the history in the area itself. Tourists will use their feelings to listen to the stories clearly, therefore authenticity is needed to be trusted by tourists. The success of a story depends on the involvement, willingness, and ability of tourists to actively participate in the storytelling experience. Memories also shape the tourist experience; about how and what to choose to remember the places, people, and cultures visited (Pirzada and Hertzog, 2016). The Tourist Guide as a storyteller had to deliver the message correctly. With the accuracy of the story, it will arouse the feelings of tourists and provide memories of traveling.

An introduction story of Bandung city was born in the 19th century as the center of plantation companies in Priangan. Since the beginning of the 20th century, Bandung received a new economic stimulus with the arrival of military agencies and other Dutch East Indies institutions. In a short time, northern Bandung was created to be an ideal city for the Dutch East Indies living and working, according to detailed urban expansion plans and on a scale never experienced by any other Dutch East Indies (Leushuis, 2014). Thus it can be said that the old town is very significant as historical evidence

because it has city assets consisting of buildings, landscapes, culture, communities with tangible and intangible assets that exist in parts of the city, which can still be found, identified, and seen (Afandi and Rahayu, 2021).

Tourism Development

Tourism has become an important part of human life to actualize, namely by traveling for pleasure and has even become an important source of income for many countries (Todd, 2018). These activities form a system of a combination of interrelated tourism elements (Weaver and Lawton, 2010) for the achievement of tourist goals. Even during the current pandemic, domestic tourism activities remain the current choice of tourists because they are considered to be of lower risk due to the short distance and travel time (Elistia, 2020), so that cultural tourism attractions can prepare to welcome domestic tourists.

Cultural tourism and the development, prioritizing interaction and participation (Goral, 2016) that produces experiences for tourists. Tourists get cultural meaning through socio-cultural interaction activities that are formed and developed. The travel industry in principle uses cultural and ecological resources, then utilizes tourism products and services that are transversal (De Man, 2016; Zhang *et al*, 2020), namely offering potential by paying attention to the benefits and protection of their use to enforce sustainability.

Methods

The method used in this research is descriptive exploratory with a qualitative approach. This method is carried out to analyze and find out the role and importance of cultural routes indicators effectively and efficiently. The first part of this research is primarily based on literature research, secondary data analysis, review of materials and related information available online, and a survey in Bandung Old Town. Given the complexity and novelty of this field, this methodology is based on an analysis of previous studies, which will cover the use of cultural heritage for the welfare of the surrounding community and cultural routes that are part of sustainable tourism. In the second part, to collect data, various qualitative techniques were included such as desk research, observation methods, interviews with key stakeholders, focus group discussions with cultural heritage experts. The descriptive method is used to explore and describe the results of the first and second parts of the study.

Results

Bandung in southern West Java was a small regency, located near the Great Post Road that was built by Daendels in 1810 (Nurwulandari and Kurniawan, 2020a). Due to the beauty of the city, the city has the nicknames 'het Parijs van Java', 'de tuin van Allah', and 'de meest Europese stad van Indie'. Bandung was born as the centre of plantation companies in Priangan (Leushuis, 2014b). Bandung at that time was a traditional village, with the regency house, the square, a mosque, indigenous people's settlements, and several colonial government buildings.

Bandung developed by the cultuurstelsel system in 1830 did not change the situation in Priangan. By the time being, the VOC was originally in power due to bankruptcy due to corruption and war financing was transferred to the Dutch government. The Dutch East Indies formed an association

called Societies Concordia which was originally intended as a place for social, recreation, and entertainment. The previous gathering location was at Warung De Vries. Nowadays, the construction of the Societeit Concordia building known as Gedung Merdeka is located in Asia Afrika street. This building was built in line with the main plan to move the Dutch capital from Batavia to Bandung. The association flourished in the 1920s with developments extending northward, as well as the development of coffee, tea, and quinine plantations.

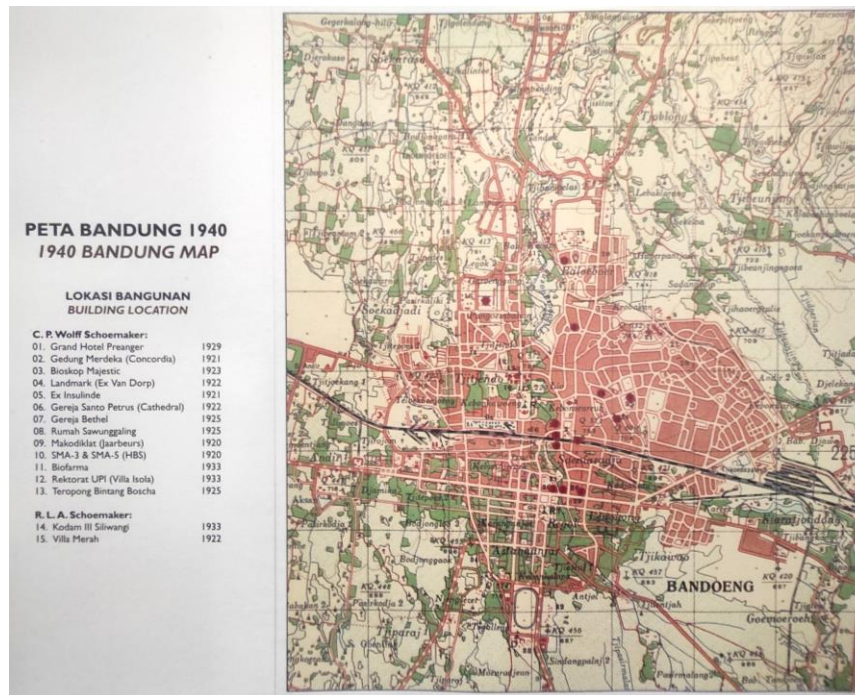


Figure 1: Bandung Map in 1940 (Grand Preanger Hotel, 2021)

During the Japanese army in Bandung in 1942, the capital of the Dutch East Indies officially moved to Bandung. Until the independence of the Republic of Indonesia, the Societeit Concordia Building changed to be Dai Toa Kaikan and functioned as a cultural center. The city of Bandung is also full of many events that are recorded forever in Indonesian history. The Bandung Sea of Fire incident resulted in President Soekarno's 'lawsuit' against the Dutch East Indies known as Indonesia. The representatives of the Republic of Indonesia had no other choice but they had an agreement, which decided on March 24th, 1946, the total evacuation of south Bandung around two hundred thousand people and the destruction of as many public buildings as possible. This last act was known as the Bandung sea of fire and was aimed to eliminate the facilities of the newly returned colonial rulers. Gradually, the Dutch army in 1946 took power from the hands of the British.

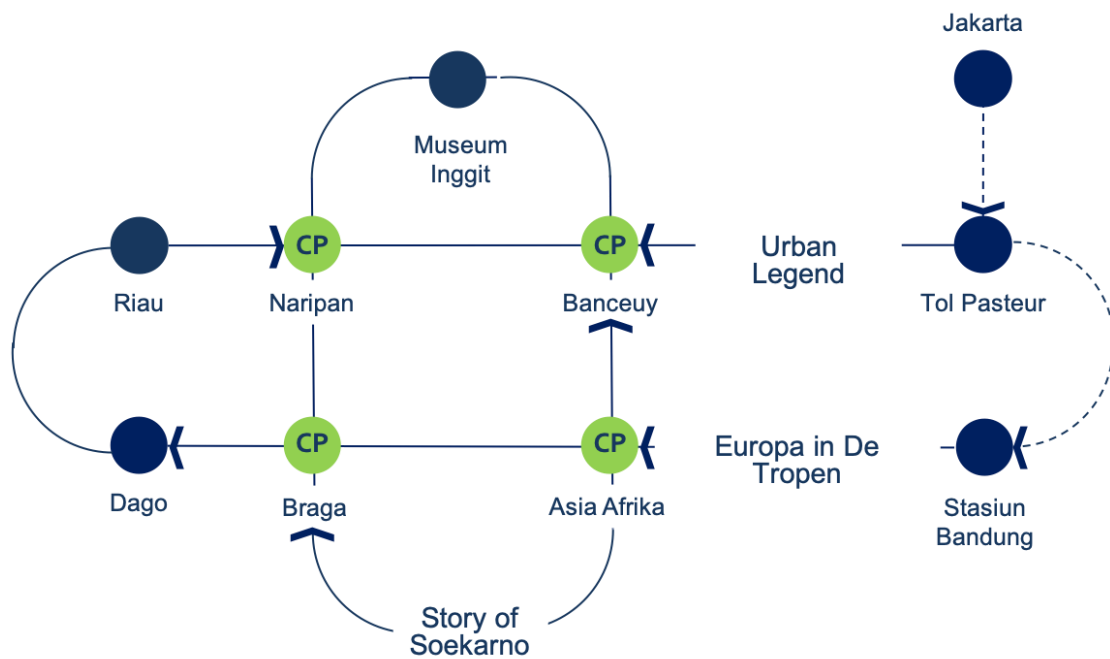
From early 1947 until the transfer of sovereignty in late 1949, Bandung was a relatively quiet city and repair work was carried out here. In 1955, Indonesia hosted the Asian-African Conference which took place in Bandung City, and the Concordia Building was the venue. In early 1955 this building was renovated and adapted to the needs as a venue for international conferences. The construction is handled by the West Java Provincial Public Works Department.

Today, Bandung city has grown significantly from a small town to a large and densely populated city over the last two hundred years. Economic activity is also growing fast. To meet the basic needs of the population, residential, business, and basic infrastructure areas have been built. However, the city

still faces several challenges related to public services and infrastructure development (Tarigan et.al, 2016). To revive Bandung city as a city of art, Bandung packaged into a creative and interesting city to attracts millennial tourists to keep visiting even though it is still in the current pandemic era.

Cultural heritage as a part of local community identity. Their daily live made memories and become history which is a great story narrative for today. A tourism development tool related to the history of Bandung is the cultural route. The cultural routes focused in Bandung Old Town were developed by Bandung Good Guide as a local tour operator with three days two nights experiences. By combined theme, locations, and story narratives as well, routes developed in tourist itinerary to grab their attention dan create the experiences.

The pictures below as the pattern of the routes. The pattern portraits three routes that operate in three ways. 1) Europa in De Tropen by Cycling tour; 2) Story of Soekarno by walking tour and 3) Bandung Urban Legend by Virtual Tour. Three of them had significant locations in Bandung Old Town. The routes portray Bandung's history and the community's daily life. The old town is very significant as historical evidence because it has city assets consisting of buildings, landscapes, culture, communities with tangible and intangible assets that exist in parts of the city, which can still be found, identified, and seen (Afandi and Rahayu, 2021b).



Figures 2: Bandung Past, Now and Future Route (completed route)

Bandung Tempo Doeloe travel pattern consists of three routes. Bandung has the charm to invite anyone to come and see the beauty of the Parijs van Java. It doesn't just happen in modern times, but since the Dutch era, Bandung had its own interesting story. Starting from 0 km Bandung located in Asia Afrika street, Bandung was named bergstad (a small village in the mountains), entered a period of moving military headquarters, plans to move the capital city with the construction of Gedung Sate and as the hope of Bandung residents for the future. All these routes related to Bandung Old Town, such as Asia Afrika Street, Braga Street, Naripan, and Banceuy Penitentiary.



Figure 3: Europa in De Tropen Route

The position of Bandung City which was located between the hills has the power to become a tourist area that was born in 1810, during the Dutch Colonial period, and was glorious in 1920, extending to the north. The Europa in De Tropen route developed by cycling tour will travel from 0 KM to the city of Bandung to the story behind Gedung Sate and the story of Bandung as Paris van Java. This theme focused on a historical event with historical buildings and local wisdom attractions as features (Olsen et.al, 2016) where the Dutch East Indies developed the city and used leisure and plantation business to support the government in Oud Batavia. Bandung is prepared to be a city with good history and urban aesthetics, so they build city parks and others to maintain its beauty. Bandung is promoted as Europa in de Tropen which promises tourists visiting Bandung to experience European modernity with a tropical atmosphere.

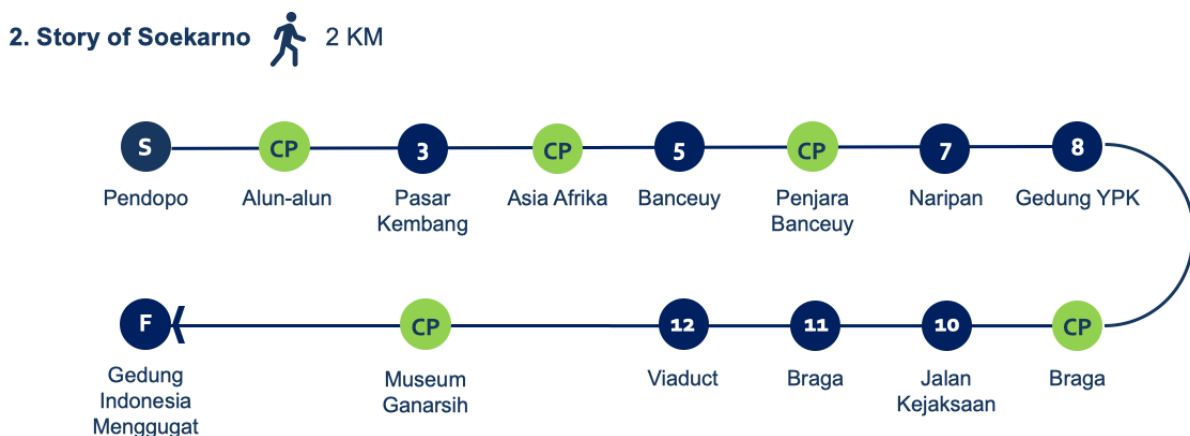


Figure 4: Story of Soekarno Route

The second route, the route theme portraits that follow Soekarno's footsteps in the city of Bandung, where he lived, studied, worked, was imprisoned, married, and socialized daily as well as in movements. Soekarno lived in the city of Bandung for about 10 years. Studied at the Technische Hogeschool in 1921, he was already married to Utari when he first came, he went alone by train. When they first arrived, Mr. Sanusi and Mrs. Inggit's house was still on Gardujati street. Soekarno

used the power of language and his charismatic appeal for political gain and national advancement (Wejak, 2000). At the beginning of his study, he took a short leave from college because Mr. Tjokroaminoto went to prison, then married Inggit, went into politics, went to prison, until he was exiled to Ende.

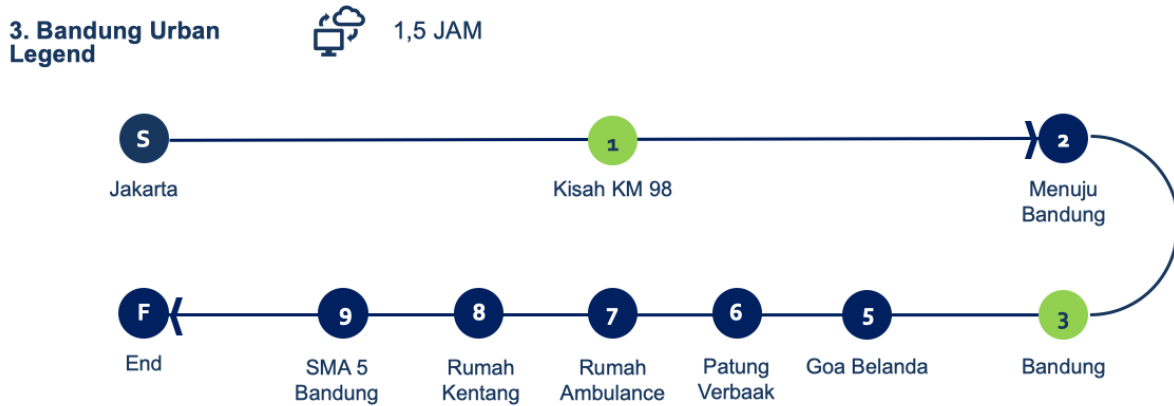


Figure 5: Bandung Urban Legend

Although it can be said that Bandung is not the oldest city, but from the number of buildings and the length of stay of the Dutch, of course, they also have a mystery story in it. An urban legend that spreads by word of mouth which is then to the public but the truth is still not proven. Most of the stories are set in the Dutch era and you can gain local confidence on the Urban Legend 2.0 virtual tour. This thematic Virtual Tour is related d to Bandung history aa nd little bit mystic, and absolutely, VTs do not replace the experience of a real visit (El-Said and Asiz, 2021a). So, you will still be able to feel the mystical atmosphere and actual information even virtual.

Thematic of the Routes

Numerous destinations use thematic tourism to develop new tourist products, focused on various segments to expand tourist experience (Djurasevic, 2014b). Europa in de Tropen is one of the cycling tour themes with a heritage to the urban living concept for today's millennials. By cycling tour, a route theme delivered through found some historical buildings and local wisdom to evidence the theme significant. The theme portraits history of Bandung city and urban living since the 18th century. A previous study stated that tourism activities do not have a direct relationship with the urban planning of Bandung city, but the elite community activities have a significant contribution in improving the aesthetic quality of the city (Nurwulandari and Kurniawan, 2020b). Egar as Tour Manager said that the theme of the route is the important thing when he produced the product and promote to grab the tourist's attention, he said that tourists interested to join or not and also become the repeater.

For example, Societies Concordia, were interested in leisure and business as the main destination. It showed that the needs of the travel and leisure activity components started to be filled. The theme intersects with an urban life when the tour ended at Gedung Sate, Bandung city iconic as a historical building, nowadays, this building will declare as historical and cultural tourism location (Kamil, 2019). As a magnificent and structured government building, Gedung Sate illustrates the dynamic conditions of the West Java government, although this building is used as a government shelter, historical evidence can still be enjoyed and preserved by the community.

Cultural routes offer tourists a new model of cultural participation (Goral, 2016c). This thematic route provided an overview of the purpose of the tour, when the title raises the biography of a character, it must be consistent in telling to get the meaning of his life story. This walking route reviews the story of Soekarno, so tourists must get an idea of who Soekarno is, why it is necessary to review Soekarno as a charismatic person, what his role and the results of his struggle were, how his life story was in Bandung. This thematic will lead the guide to tell stories about Soekarno's life while in Bandung. That is the way a tourist can be participated in the walking tour, get the ambiance, and help around the community to share the Soekarno spirit to change to have better condition.

Cultural thematic routes sometimes crossing the neighboring areas with antagonistic historical or social relations (Vana and Malescu, 2016). The third route is Bandung Urban Legend by virtual tour. A virtual tour is a different tour because it requires the ability to invite participants to visualize. It needs a significant theme to attract the tourist. The simulation is set up by a sequence of videos or pictures and is accompanied by text descriptions, audio guides, or sound effects with the benefit that Furthermore, the Virtual Tour could have “information points” that provide more comprehensive details of the site, or “special access points” that allow visitors to enter “restricted” areas or places that may not even exist anymore (El-Said and Asiz, 2021b).

According to these routes, it proves that the theme of the route is considered important because it describes the general purpose of the tour and its importance for tourists as their consideration to buying the tour. What benefits will you get, especially the experience of traveling with various types of tours? From the tourist theme, you will get an overview of the journey and the story that will be obtained. The most important thing in the theme is the similarity of the location and the story so that its authenticity can be proven.

Locations or Place of the Routes

Cultural routes aim to group tourism assets by theme, across a wide geographic area. Each place or location is closely related to the theme. If the theme of the route raised is about historical events and places, then the related places are tourist attractions that have history. The route above is the past Bandung as part of the Dutch East Indies in Bandung began in the 18th century. By exploring the center of Bandung Old Town and showing the history of the birth of Bandung at 0 km, tourists will be invited to see historical evidence and feel the atmosphere that occurred when with the help of an easy-to-understand story deepening. The buildings in Bandung Old Town are not only government buildings, but also hotels, squares, mosques, museums, and many others. Most of them are located in the city and can be seen, but some sites are located in military complexes and can not be seen.

The Grand Preanger Hotel on Jalan Asia Afrika for example, at that time this hotel was owned by the government and colonial government officials, stayed here when they had to go on an official trip when they had to pass Raya Pos Street. This Indian architectural style has gone through several name changes and decoration changes and new building additions. This hotel is designated as a cultural heritage building with registration number SK: PM.04/PW.007/MKP/2010 and is included in the national ranking. Grand Preanger Hotel was built facing south towards Jalan Asia Afrika. Thus, this hotel is a confirmed cultural heritage building, authenticity, and architectural attraction (Duda, 2019). Overall the hotel consists of three buildings, namely the Asia-Africa wing (three floors) designed by Charles Prosper Wolff Schoemaker, the Naripan wing, and a 10-story building with 187 rooms.

Bandung Old Town has many registered buildings and cultural heritage objects. The locations or places included in these cultural routes are proof that Bandung Old Town has a strong and unique history of civilization. In-Law No. 11 of 2010 concerning Cultural Conservation, as for buildings, objects, and structures that are original and have a history, can become cultural heritage with the following criteria: 1) aged 50 (fifty) years or more; 2) representing the shortest style period of 50 (fifty) years; 3) has a special meaning for history, science, education, religion, and/or culture; and 4) have cultural values for strengthening the nation's personality. Most of the historical buildings in Bandung Old Town had their own story. Many buildings are closely related to the history of human development in Bandung, therefore many buildings are registered. Preservation is to rehabilitate historic buildings, which is a type of recycling that falls within the framework of sustainability (Almoqaram and Seelan, 2021a). Instead, the national registration of cultural heritage aims to protect the ownership and preserving the cultural heritage.

Besides, not only historical buildings but local wisdom and community daily life take apart and role in this place or location indicator. One of them is the center for making puppet shows, Mr. Ruchiyat. The puppet show is a tradition from the Sundanese local culture which is usually performed at weddings, circumcisions, official events and sometimes can last all night. Puppet show crafts are more attractive to foreign tourists. Usually, most of the consumers are from Europe. In addition, their living in the Dutch era, there were local or indigenous people who survived with their lives, and until now they are witnesses of history and that the tourism itself, because tourism is daily life.

Story Narratives of the Routes

After the cultural routes are grouped by their assets by theme, they can be recommended and promoted as tourism product opportunities. However, some connecting narratives and characters bind beyond geographic boundaries that can foster a sense of belonging, cohesion, intercultural dialogue, and shared purpose among route members, strengthening and increasing awareness of shared values and history. Story narratives provide an opportunity to study how language is organized and used to express complex ideas and how it breaks down after brain injury. The narrative of the story offers the possibility of various analyses within and between sentences, including knowledge of the grammar of the story (le and Coelho, 2011a). In this case, the story about the Dutch East Indies is quite interesting because it requires in-depth analysis and knowledge of historical stories and combining them in actual conditions during the current pandemic. It takes the competency of storytelling from a tourist guide when telling the history of the Grand Preanger Hotel and the Asia-Africa Museum, for example.

On the Europa in De Tropen route, tourists will be taken to explore the Bandung City Time Hall. By showing historical evidence, tourists' emotions will be stirred to feel the conditions of the past. Emotions make narratives meaningful. A narrative cannot just be heard (Cupac, 2020); however, a narrative's success does not depend only on the narrative's play with emotions. It also hinges on the credibility of a narrator. Tourists will be reacting differently to a narrator they trust than to a narrator they do not trust, even if they are telling the same story.

The narrative of the story presented will complement the theme and building assets offered by the tour operator during the tour. It is at this time that the narrative of the story will play a role in providing an experience for tourists. The same thing will also be felt in the biographical route of Soekarno and the conditions that occurred at that time, between political relations and love life, were very dramatic.

While on the third route, tourists will be invited to experience the gripping story of an urban legend that is the challenge.

Discussion

Even though there has been a decline in the number of tourist visits since 2020 by fifty percent compared to the previous year, the Bandung City Government continues to try to improve the quality and services at its tourist destinations (Tantan, 2021). This strength will be lifted through a cultural expansion in each district city during this recovery period (Taufik, 2021). This is the way to encourage and innovate for local tour operators when developing this heritage tour package.

According to observations, three routes have been thematically developed and applied in three different types of tours. Bandung Old Town has a main route that shows the history of the birth of the city of Bandung. When talking about the theme of cultural tourism, it does require special handling. Because cultural products are different from natural and artificial products. Culture is everyday life that happens and becomes a good habit. That's what you feel when exploring the city of Bandung with the three routes above. All three have an impact on tourism, especially the local tour operator who handles it.

Assistance is important to lead development. The concept of Sustainability discusses in general and its relationship with historical buildings through the concept of sustainable preservation. The concept of sustainability is one of the modern concepts that emerged in the eighties of the last century in Europe, and this concept is often associated with sustainable development, which is defined as the rational exploitation of various natural resources to achieve the development of all kinds without damaging the environmental system and preserving human rights. generational rights. come to completing the economic and vital needs (Almoqaram and Seelan, 2021b).

Conclusion

The post-pandemic era has changed many things and traveling behavior indeed. The local tour operator also impacted but must survive, they were innovated by the condition itself and creative tourism created using cultural routes. Armed with the knowledge of cultural tourism routes, they developed three concepts of cultural routes into tourism products and services in which there are three indicators, namely thematic, locations, or places wrapped in story narratives. These products are packaged in a tour according to market demand, such as cycling tours, virtual tours, and walking tours. The research aims to understand the importance of the suitability of indicators in the cultural route's development to be effective, efficient, and useful role to maintain heritage sustainability and it was evident by the observation and desk research.

Bandung Old Town with the Traces of Dutch era as an example of the research, from a small town with a great history to a large and densely populated city over the last two hundred years. Economic activity is also growing fast. Nowadays a smart city is still protected by community identity. Cultural heritage as a part of local community identity. Three routes were developed by local tour operators and found that themes it proves that is considered important because it describes the general purpose of the tour and its importance for tourists to decide to join the tour or not. Besides, location or place and story narratives are also important as indicators of cultural routes.

The limitation of this study is that some sites cannot be visited due to licensing reasons and limited research time so that it is not possible to compare which indicator has the highest value in that route. Some recommendations for local tour operators are to be more detailed in describing the site, and to participate more with local communities to improve tourism sustainability. The local government can contribute through policies so that the application of tourism products in tour packages in cycling tours, walking tours and virtual tours can support tourism in Bandung city as cultural tourism.

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