



Implementing The Five Senses As Innovation Solution To Enhance Visitor Experience In Heritage Sites Case Study El – Muizz Street.

Amira Ali Mohamed Fathi El Sharkawi

Faculty of Tourism and Hotel Management,
Helwan University, Cairo.

Marwa Youssif Abd El-Rahman

Faculty of Tourism and Hotel
Management, Helwan University, Cairo.

Abstract

Enhancing the visitors' experiences at heritage sites is a critical mission, especially during contemporary times and changeable generations. Visitors increasingly demand an interactive experience rather than a lecture from a boring tour guide or simply visiting standard sites, so must consider how this reflects a realistic visitor's experience. If the goal is to allow visitors to experience what it was like to be on any site and have the whole experience of living their history by engaging their five senses, and must take proper care of and prepare these heritage sites. The purpose of this paper is to present the relationship between visitors and intangible cultural heritage, as well as to see if it can give them a sense of place by interacting with all their senses. So, improving interactive interpretation at heritage sites is critical. When done correctly, interacting with our heritage can improve the visitor experience. It may also strengthen the bond between the site and those who live nearby. Furthermore, improving a site's attractiveness can lead to economic benefits for the surrounding area.

Keywords: Heritage Sites, Visitor Experience, Sense of Place, Five Senses, Interactive sites, Enhancing Experience.

Introduction

A heritage site's purpose is to entice the visitor and leave an indelible impression; it serves as a time bridge between the past and the future. If a learner wants to go the extra mile after reading about historical topics in a library, they should undoubtedly visit the site. Such places have an impact on the community by promoting education, enriching scholarly research, and brightening the days of those excited about discovering historical treasures. Everyone is different, but most have important and ambitious goals, so it stands to reason that sites measure and evaluate their impact to refine and improve. It is a place that can connect us to our roots, and, by understanding the sometimes hidden meanings of each site, visitors can learn about our ancient civilization while locals can relive their glorious history. As the beating heart of a historical, meaningful culture that transcends both space and time, collected and treasured, it proudly displays its value while keeping it available in one location rather than scattered across multiple locations, making it an easier and more comfortable collective memory for visitors. Everyone attempts to use technology; however, some museums and archaeological sites have a rich history that need to

deal with by reviving the location rather than using technology. The difference is that still have a strong desire for Egyptians to remain linked to their culture, which would account for the utilization of the five senses there, including vision, hearing, touch, smell, and taste. Through this paper, the researchers hope to demonstrate that simply explaining the site is insufficient. Instead, focusing on demonstrating effort in interacting techniques such as implementing the five senses allows visitors to interact with the site on some level, and interacting with visitors at a site will leave a more lasting impression than handing them printed materials, which should result in a memorable experience. Such interaction does not have to be one-sided, as sites play a significant role in enhancing the visitor's experience and promoting future visits by exceeding the visitor's expectations.

Research Methodology

Mixed approaches will be used to demonstrate the significance of enhancing interactive interaction at heritage sites by highlighting it in various aspects and definitions. Will include a continuing study of improving visitor experience, followed by results that provide insight into how to improve our heritage site. A survey conducted in El Muizz Street is also attempting to implement a new method of maintaining visitor expectations by implementing the sense of place concept using the five senses to engage with both intangible and tangible heritage.

Research Questions

- To be able to enhance visitors' experiences at heritage sites, it's important to know first what a visitor experience is and how to achieve it. To be able to do so, needing to know the visitor classification and monitor their satisfaction to be able to conclude their experience.
- Visitation has a positive outlook, but it also has drawbacks. If it does have an impact, how significant are the positive effects in comparison to the negative effects of visiting heritage sites?

Significance

- The purpose of a heritage site is to entice visitors and leave an indelible impression, and heritage is critical in creating a "sense of place" for a community, so in site management, where a significant increase in visitors is required to ensure long-term sustainability and, eventually, revenue growth, increasing visitor satisfaction is especially important.

Objectives

- To establish Al-Muizz Street as a starting point for several tourist attractions and historical locations where relying less on technology and more on our soul, life, and creativity.
- To organize a successful site-visitation flow.
- To inspire kids to regularly visit historical locations so they may become familiar with them early on and set the groundwork for future generations.
- Design choices are made with the goal of fostering a certain visitor experience while minimizing barriers.

Visitor Experience

It is difficult not to have an experience, whether intentional or unintentional, memorable or unpleasant, in or out of a site. When people, places, situations, and objects come into contact with their senses, minds, and hands, they have an experience. Through our choices, interactions, and active participation, can inhabit even the most mundane of experiences. Experiences are the impressions carrying with us, some of which is being aware of and many of which are unaware of. To some extent, change is a result of and as a result of our experiences.¹ It is also an experience to engage with complex future concepts or to walk through a time trial. Heritage sites benefit from setting experience goals to provide better experiences. These goals, which are centered on the experience's potential, are sensitive to opportunities for engagement, cross-domain interactions, and exposing the richness of objects and materials. They also understand that visitors' experiences begin before they enter the site and continue after they leave.² Heritage sites also can rely on new technologies and experiences to reach out to new audiences, retain current visitors, and boost overall attendance. The nature of an experience is based on its key attributes, whether first-hand, direct, or immediate: it focuses on visitors, encourages active engagement, and appreciates the benefits of broad-based possibilities. Even if a promising start is a long-lasting and compelling exhibition experience, the presentation was established as an experience, reverberating through planning, design, engagement, and beyond. It helps to set the right objectives to give the best insights.³ It is difficult not to have an experience, whether direct or indirect, memorable or unpleasant, in or out of a site, when gaining visitor experience. They have an experience when individuals, places, situations, and objects come into contact with their senses, minds, and hands. And can inhabit even the most mundane of experiences through our choices, interactions, and active participation. Experiences are the impressions that carry around with us, some of which are aware of and many of which are not. To some extent, change is a result of our experiences.

¹ Kirill Pivovarov | CallisonRTKL | March 27, Kirill Pivovarov |, & CallisonRTKL,(2021) |, The Future of Museums: The Ultimate Visitor Experience, Building Design + Construction, June 16, 2021, <https://www.bdcnetwork.com/blog/future-museums-ultimate-visitor-experience>.

² World Wind Energy Conference (2021), TERI. Accessed January 4, 2023, <https://www.teriin.org/event/world-wind-energy-conference-2021>.

³ Kirill Pivovarov | CallisonRTKL | March 27, Kirill Pivovarov |, & CallisonRTKL(2021) |,The Future of Museums: The Ultimate Visitor Experience, Building Design + Construction, June 16, 2021, <https://www.bdcnetwork.com/blog/future-museums-ultimate-visitor-experience>.

Strategies for the Enhancement

1. Printed Materials
2. Static Displays
3. Guides/Interpreters
4. Interactive Displays
5. Deliverables of Information (methods) such as:
 - Visitor information centres.
 - Publications.
 - Exhibits.
 - Storytelling.
 - Waysides and interpretive signs.
 - Guided walks, talks, tours, interpretive demonstrations, and thematic/dramatic presentations are all available.
 - Information on safety.
 - Rules, regulations, and usage policies are all in place.
 - Programs for education.

Visitor Classification

- It is critical to classify visitors based on the site type and what it will represent to them. Discuss various approaches to using such data to improve the site's user experience. To classify the visitor, indicate their age group, education, and frequency of visits, along with the current visit signals (total standing time and listening to a mobile guide time), which can be used for visitor classification and may be useful in designing new intelligent user interfaces that can improve the visitor's indoor experience.⁴
- It is critical to understand our audience and how they plan their visits because advertisers understand that communicating with guests will be much more effective if the content is personalized and directly relevant, and its ability to reach its visitors by learning and developing a user profile to store and access this knowledge.⁵

⁴Bitgood, Steve, An Attention-Value Model of Museum Visitors, Academia.edu, November 6, (2014), https://www.academia.edu/9159214/An_Attention_Value_Model_of_Museum_visitors.

⁵ Kirill Pivovarov | CallisonRTKL | March 27, Kirill Pivovarov |, & CallisonRTKL(2021) |, The Future of Museums: The Ultimate Visitor Experience, Building Design + Construction, June 16, 2021, <https://www.bdcnetwork.com/blog/future-museums-ultimate-visitor-experience>.

Visitor Satisfaction

Increasing visitor satisfaction is especially important in site management, where a significant increase in visitors is required to ensure long-term sustainability and, eventually, revenue growth.⁶

- Determining Variables of Satisfaction and their Measurement: While it was discovered that satisfaction was one of the most important competitive sources in visits, it was generally regarded as a cognitive state with a relative character, that is, a comparison of a subjective experience with an earlier base of reference. The widely used paradigm of expectation deactivation is based on a comparison of experience with perceived performance (i.e., expectations).⁷

Increased visitor satisfaction is particularly important in site management, where a major increase in visitors is supposed to guarantee long-term sustainability and, eventually, revenue growth.⁸

Approaches to Measuring Visitor Satisfaction

A common approach is to measure visitor expectations and perceived quality first, but "expectations" aren't constant and are difficult to quantify. Expectations are formed from a variety of sources, including word-of-mouth (WOM) from friends, advertising, and previous experiences in similar destinations, all of which change over time. Expectations change when travelling to a new location. Second, visitors frequently find it difficult to distinguish between what they expect and what they perceive on the site. Measuring satisfaction by conducting a survey or questionnaire to obtain feedback from visitors will help improve the next time they visit by taking into account:

- Scales of satisfaction often involve pulling factors.
- Attributes can produce both satisfaction and unhappiness at the same time.
- The more motivated people are, the more likely they are to experience a particular attribute.
- Asking visitors for a symmetrical, one-dimensional rating of their satisfaction levels suggests that both satisfaction (if everything goes well) and dissatisfaction (if something goes wrong) may be generated simultaneously.

⁶ Kinghorn, Naomi, & Ken Willis (2008), Measuring Museum Visitor Preferences towards Opportunities for Developing Social Capital: An Application of a Choice Experiment to the Discovery Museum, International Journal of Heritage Studies 14, no. 6 (2008): 555–72. doi:10.1080/13527250802503290

⁷ Romiti, Anna, & Daria Sarti, (2016), Service Quality Experience and Customers' Behavioural Intentions in Active Sport Tourism, Modern Economy 07, no. 12 (2016): 1361–84. doi:10.4236/me.2016.712127.

⁸ Kinghorn, Naomi, & Ken Willis, (2008), Measuring Museum Visitor Preferences towards Opportunities for Developing Social Capital: An Application of a Choice Experiment to the Discovery Museum, International Journal of Heritage Studies 14, no. 6 (2008): 555–72. doi:10.1080/13527250802503290

Heritage Sites

According to the definition of the British English Dictionary, "a historical site, a building, or an area of the unspoiled natural environment is considered to be important to a country's or area's heritage."⁹ World heritage sites are exceptional locations all over the world that have been designated as having "outstanding universal value." As such, they are part of humanity's common heritage.¹⁰

- What is the significance of a heritage site?

Because it adds character and distinctiveness to an area, heritage is essential to creating a sense of place for a community. The adaptive reuse of heritage buildings is an important factor in the development of sustainable communities. Heritage sites are a fantastic local educational resource for people of all ages.¹¹

Visitor Experience at Heritage Sites

Pre, during, and post-visit visitor experiences at heritage sites can be improved by analyzing visitor characteristics and prior experiences. A self-administered survey reveals that heritage visitors are motivated by what they see and base their visitation decisions on advice from friends and family or social media.¹² Being interactive, the behavior of multiple smart objects is synchronized to create interactive experiences. Enhance visitor engagement and exhibition appropriation by allowing people to customize their personal experience while interacting with smart museums, sites, or exhibitions. With interpretation, you can accurately convey what the speaker is saying.

⁹ Collins Online Dictionary: Definitions, Thesaurus and Translations, Collins Online Dictionary,(2023) | Definitions, Thesaurus and Translations, Accessed January 6, 2023. <https://www.collinsdictionary.com/>.

¹⁰ UNESCO World Higher Education Conference,(2022), UNESCO.org, Accessed January 10, 2023, <https://www.unesco.org/en/higher-education/2022-world-conference>.

¹¹ Ragheb, Ghada A., & Ingy M. Naguib,(2021), Empowering Criteria for Effective Adaptive Reuse of Heritage Buildings in Egypt, International Journal of Sustainable Development and Planning 16, no. 6 (2021): 1061–70. doi:10.18280/ijstdp.160607.

¹² Kempniak, Joanna, Lynsey Hollywood, Peter Bolan, & Una McMahon-Beattie, The Heritage Tourist: An Understanding of the Visitor Experience at Heritage Attractions, International Journal of Heritage Studies 23, no. 4 (2017): 375–92. doi:10.1080/13527258.2016.1277776.

Culture Significance

To develop a better understanding of cultural heritage and must begin to consider the many dimensions of culture. First, culture can be tangible, such as buildings or artifacts, or intangible, such as people's values, attitudes, and way of life. Culture can be seen in a variety of forms, such as buildings, areas, dance, food, dress, events, values, lifestyles, and handicrafts.¹³

Implementing the Five Senses as Innovation Solution

Incorporating the sense of place using the five senses and aiding it with the help of technologies and manual work will help revive the heritage site. Visitors can gather sensory information about their surroundings by looking, hearing, feeling with their hands, and tasting it solely by smell. The method of the mobile app creates a virtual world that closely resembles a real-world navigation task so that visitors can navigate the website and find out information about every location.

Sense of Place: is a special set of architectural, cultural, social, and environmental aspects and attributes that give a place meaning. Although a sense of place is what distinguishes one city or town from another, it is also what makes our immediate surroundings important.



Fig. 1 The Diagram show the relation of culture space and sense of a place.¹⁴

¹³ The Challenges of Sustainable Community Cultural Heritage Tourism, Accessed February 1, (2023), <https://www.ucalgary.ca/ev/designresearch/projects/2000/cuc/tp/outreach/Walter%20Nepal.pdf>.

¹⁴ K. Mulvaney, Kate, Nathaniel H. Merrill, & Marisa J. Mazzotta, (2020), Sense of Place and Water Quality: Applying Sense of Place Metrics to Better Understand Community Impacts of Changes in Water Quality, Water Quality - Science, Assessments and Policy, 2020. doi:10.5772/intechopen.91480.

¹⁴ Yusran, Y A, & D K Santoso ,(2020),Buk: An Inornate Folksy Construction in Creating Cultural Space.” IOP Conference Series: Earth and Environmental Science 490, no. 1 (2020): 012018. doi:10.1088/1755-1315/490/1/012018.

- Identifying the five senses

Tourist satisfaction can be influenced by their sensory experiences. It can result in either a positive or negative experience. Tourist sensory experiences play an important role in tourism activities by adding value to cultural heritage.¹⁵

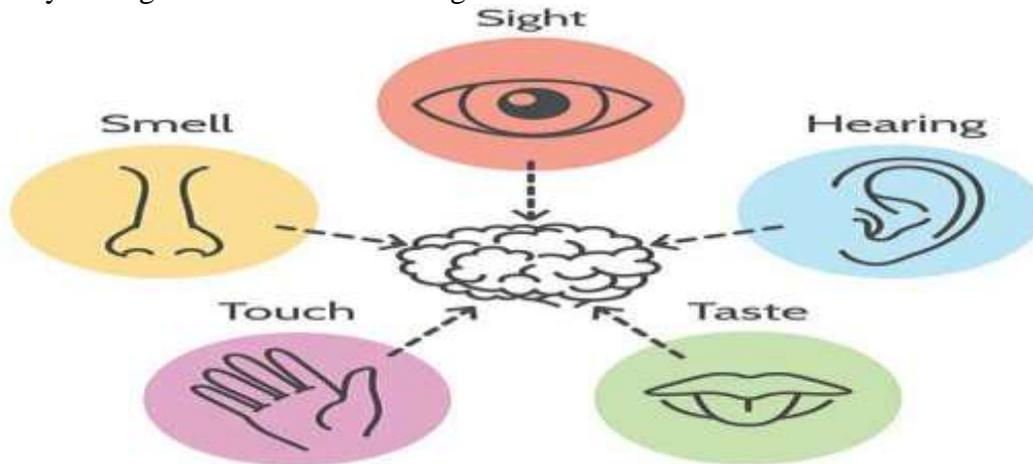


Fig.2 Explaining how the five senses work together.¹⁶

- Sight

Sight is the most commonly used sense in advertising and marketing, as well as in developing appealing tourism products. The visual channel carries 65 to 80% of all communications. When using visual sense in marketing, keep in mind that colours are "seen" differently by different cultures.

- Taste

Gastronomic pleasure is important to tourist satisfaction because sampling local foods and beverages is an important part of the tourist experience. The gustatory sense has a significant impact on the tourist's relationship with the location. Food and drinks that grew up with are frequently products of the local culture.¹⁷

¹⁵ Overview, Building the ADRION Brand Name in Tourism Indulging All Five Senses, Accessed January 15, 2023, <https://adrion5senses.adrioninterreg.eu/>.

¹⁶ Cinq sens alignent Les ICÔNES, Oreille humaine et des yeux, des Symboles Nez et la Bouche des Signes de vecteurs de contour (no date) 123RF. Available at: https://fr.123rf.com/photo_54599671_five-senses-line-icons-human-ear-and-eye-symbols-nose-and-mouth-outline-vector-signs.html (Accessed: January 15, 2023).

¹⁷ The role of sensory experiences in appreciating the cultural heritage ... (no date), Available at: https://www.researchgate.net/publication/323184765_THE_ROLE_OF_SENSORY_EXPERIENCES_IN_APPRECIATING_THE_CULTURAL_HERITAGE_ATTRACTIONS Creative Commons Copyright NC-BY-ND (Accessed: January 20, 2023).

- Hearing

Aside from sight or vision, hearing, and especially music, is the most researched sense in terms of sensory marketing. When it comes to connecting with local cultural heritage, music can be a catalyst for tourists to learn more about events in the destination. Experiments have shown that when music is played slower than the rhythm of the hearts beat and eat more slowly.¹⁸

- Smell

It is capable of recalling memories of pleasure, emotions, well-being, and other positive as well as negative emotions (e.g., smell of horse or bear excrement). A scent from a local market, bazaar, or vendor can entice tourists to visit a location.¹⁹

- Touch

Touch can be very important because it influences a shopper's decision to purchase specific items or the ability of a visitor to connect with history and understand artistic aspects.

- Case Study El Muizz Street: The distinctive tradition of Egyptian society is reflected in the way that architectural features are created in accordance with their particular culture. Most of the buildings on El-Muizz Street feature Islamic architectural characteristics, restoring the area to its former splendor and drawing tourists in by giving them a sense of place through all of their senses. Surveys have been held in the street and online to build on the new vision to implement the five senses.²⁰

Challenges

- How do people perceive change?
- One of the factors and sensations will be changing restaurants to be more traditional.
- A lack of financial resources
- A lack of support for heritage conservation.
- Minimal interference with technologies on the site
- Not just Applying the innovations in El Muizz Street but throughout all Heritage Sites

Solutions for the street

- QR codes for information.
- Digital screens in each section to keep up with the visit.
- Visitors will be introduced to the heritage through an educational mobile game.
- A marketplace to connect visitors through local hobbies and experiences.
- A website with audio fairy tales and folk tales of the street to engage visitors, mainly children.
- Each door welcomes installation maps.
- Signage for the street
- Application that helps people interact with and navigate buildings in the street.

¹⁸Ibid P7.

¹⁹Ibid P6.

²⁰Survey and questioner results (no date) Google Sheets: Sign-in. Google, Available at: <https://docs.google.com/spreadsheets/d/1wsxJmQ3I93TuZ0pO1Sb2PNYTkEVCJG9C0D813qi07Mw/edit?resourcekey#gid=1041198635> (Accessed: November 2022).

Recommendations from the surveyors

- More signs to let people know which monuments they're going to see
- Bringing the nostalgia of the street back
- Remove all of the street vendors and leave some instructions for the people who live there to educate them on how to treat tourists and visitors. This place should be calm and clean.
- Adding clear signs and guidelines for the tourist
- May be providing some transportation for guests to move quickly, save time, and avoid exhaustion.
- Increase information and communication with visitors.
- The loud noise must be dealt with, and an unreasonable measure should be taken. An ancient place with mosques has crowds, noise, and a sense of insecurity. Street vendors must be discouraged. The roads surrounding Al-Muizz Street must be improved and taken care of in their cleanliness on a daily basis.
- Adding addresses to the buildings and making an electronic map with the addition of technological techniques to the place at the beginning of the street
- Clarifying the signs of historical places and placing signs for the directions of side streets and alleys
- Prevent cars, motorcycles, and tuk-tuks from entering the street during the day and only allow cars carrying merchandise to the shops into the street, entering only with specialized cars for the visit.

Conclusion

Today's visitors' awareness of heritage sites is crucial, which is why drawing the conclusion in this study that using innovative solutions to create sustainable heritage sites will result in high standards of visits. When implementing the changes, will also use technology and our senses to our advantage by developing applications for heritage sites that will assist any type of visitor and allow them to navigate even without it.

تطبيق الحواس الخمسة كحل مبتكر لتعزيز تجربة الزائر في المواقع التراثية دراسة حالة شارع المعز

المستخلص

يعد تعزيز تجارب الزوار في المواقع التراثية مهمة حاسمة ، خاصة في الأوقات المعاصرة والأجيال المتغيرة. يطالب الزوار بشكل متزايد بتجربة تفاعلية بدلاً من محاضرة من مرشد سياحي ممل أو مجرد زيارة مواقع قياسية ، لذلك يجب أن يفكروا في كيف يعكس ذلك تجربة واقعية للزائر. إذا كان الهدف هو السماح للزوار بتجربة ما كان عليه الحال في أي موقع والحصول على التجربة الكاملة لعيش تاريخهم من خلال إشراك حواسهم الخمس ، ويجب عليهم الاعتناء بهذه المواقع التراثية وإعدادها بشكل مناسب. الغرض من هذه الورقة هو تقديم العلاقة بين الزوار والتراث الثقافي غير المادي ، وكذلك معرفة ما إذا كان يمكن أن يمنحهم إحساسًا بالمكان من خلال التفاعل مع جميع حواسهم. لذا ، فإن تحسين التفسير التفاعلي في مواقع التراث أمر بالغ الأهمية. عند القيام بذلك بشكل صحيح ، يمكن أن يؤدي التفاعل مع تراثنا إلى تحسين تجربة الزائر. قد يقوي أيضًا الرابطة بين الموقع وأولئك الذين يعيشون بالقرب منه. علاوة على ذلك ، يمكن أن يؤدي تحسين جاذبية الموقع إلى فوائد اقتصادية للمنطقة المحيطة.

الكلمات الدالة: المواقع التراثية ، تجربة الزائر ، الإحساس بالمكان ، الحواس الخمس ، المواقع التفاعلية ، تعزيز التجربة

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