



From Automation to Authenticity: A Strategic Framework for AI-Integrated Cultural Heritage Destination Marketing in Indonesia

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Abstract

The rapid integration of artificial intelligence into heritage tourism marketing poses challenges to cultural authenticity. Indonesia's 2025 launch of MAiA (Meticulous Artificial Intelligence of Indonesia) pressures sixteen Destination Management Organizations to adopt AI while preserving authentic cultural narratives. This article develops a strategic framework synthesizing strategic management, destination branding, cultural heritage preservation, and technology adoption. Using conceptual framework development methodology, the research grounds analysis in Borobudur Temple's DMO, a UNESCO World Heritage Site. The framework comprises four interconnected layers: Strategic Management, Authenticity Preservation, Cultural Heritage Safeguarding, and Technology Adoption Strategy, guided by five principles: authenticity-first, community-centric, transparency, phased implementation, and ethical precedence. The framework operationalizes through four phases: readiness assessment, pilot implementation, mainstream integration, and continuous optimization. Research demonstrates that deliberate governance structures, community participation, and ethical constraints enable heritage destinations to integrate AI responsibly while maintaining cultural authenticity. The article provides recommendations for DMO leaders, policymakers, technology providers, and researchers. Findings emphasize that community-centric governance and cultural preservation prioritization enable responsible technological innovation. The framework addresses immediate strategic decisions for Indonesia's DMOs during formative AI adoption phases, offering precedent for global heritage tourism governance.

Keywords: Heritage destination authenticity; AI-integrated tourism marketing; DMO governance; Cultural preservation.

1 Introduction

The integration of artificial intelligence technologies into heritage tourism marketing creates strategic tension between technological efficiency and cultural authenticity. Indonesia's recent launch of MAiA (Meticulous Artificial Intelligence of Indonesia) in November 2025 positions the nation among six countries globally with government-backed AI tourism solutions. However, Indonesia's sixteen established Destination Management Organizations now face critical decisions regarding how to adopt AI-driven marketing while preserving the authentic cultural narratives that differentiate heritage

destinations. This research gap is acute: existing literature addresses AI adoption, destination authenticity, and DMO governance as separate domains without integration for heritage contexts.

Prasetia (2015) demonstrated that destination branding functions fundamentally as communication strategy for establishing authentic market positioning, emphasizing the necessity of aligning communication strategies with genuine cultural values and attributes. Building upon this foundation, Sudarmawan and Prasetia (2019) illustrated through empirical analysis that digital media-based communication strategies successfully introduce natural heritage destinations while establishing frameworks ensuring community benefit and cultural sensitivity. These precedents underscore that strategic communication must balance promotional efficiency with authenticity preservation. The specific challenge remains unaddressed: how should heritage DMOs strategically integrate AI content generation into marketing ecosystems while maintaining authentic cultural representation and stakeholder alignment?

This article addresses this gap through development of an integrated strategic framework synthesizing four theoretical streams: strategic management principles, destination branding theory, cultural heritage preservation imperatives, and technology adoption strategy. The framework grounds in detailed analysis of Borobudur Temple's Destination Management Organization, a UNESCO World Heritage Site with documented governance structures. The primary research question is: How should cultural heritage destination management organizations in Indonesia strategically integrate AI-generated content into marketing strategy while maintaining authentic cultural representation and stakeholder alignment?

The article's contributions operate at theoretical and practical registers. Theoretically, the framework extends "AI-thenticity" concepts to heritage destination contexts where cultural sensitivity creates elevated authenticity standards. Practically, the framework provides implementation guidance for Indonesia's sixteen DMOs in active adoption phases. The article proceeds through research methodology specification, examination of contemporary literature, presentation of the conceptual framework organized through four integrated layers with five strategic principles, translation into four-phase implementation strategy, application through Borobudur case analysis, comprehensive discussion of theoretical and practical implications, conclusions with detailed stakeholder-specific recommendations and future research directions, plus visual framework illustration and comparative implementation analysis.

2 Literature Review

2.1 Artificial Intelligence in Tourism Marketing

Artificial intelligence applications in tourism encompass personalization mechanisms, content generation, dynamic pricing optimization, and predictive visitor analytics (Bui et al., 2024). Jayanthi (2025) developed the SMART AI-Driven Tourism Marketing Framework emphasizing sentiment-driven personalization, machine learning-based predictive analytics, automated chatbots, and real-time experience optimization for enhancing tourist engagement. Indonesia's MAiA platform represents government-level commitment to AI-enhanced destination positioning, featuring personalized recommendations, automated itinerary builders, and multilingual support. Younessizadeh and associates (2026) propose a process-oriented conceptual model linking pre-adoption, adoption, and post-adoption phases of AI applications, highlighting both strategic gains and financial and ethical concerns. However, existing tourism AI literature predominantly addresses operational efficiency, like chatbot implementation, booking optimization, demand forecasting, rather than strategic destination branding integration (Asianews Network, 2025). The strategic research gap emerges specifically around how DMOs can leverage AI for authentic content creation rather than merely automating transactional functions, particularly in culturally sensitive heritage contexts.

2.2 Authenticity and Trust in AI-Generated Content

Recent research on "AI-thenticity" examines how artificially generated content achieves perceived authenticity through transparency, congruence with destination identity, and community voice integration. Trust mediates the relationship between perceived AI authenticity and visitor intention, particularly crucial in heritage contexts where spiritual and cultural significance create heightened authenticity expectations (Bui et al., 2024). Antczak (2025) emphasizes that AI-driven tools are reshaping how destinations promote themselves, with chatbots, virtual assistants, and recommendation systems providing personalized experiences while improving customer satisfaction. The gap in heritage tourism contexts remains: how can DMOs communicate AI involvement while maintaining community trust and cultural credibility? This question becomes more acute as AI content generation becomes increasingly sophisticated and visually indistinguishable from human-created materials (Ho et al., 2025).

2.3 Destination Branding and Cultural Heritage Preservation

Destination branding theory emphasizes authenticity as a core strategic dimension driving competitive differentiation and visitor loyalty (Sjuhada & Zulfa, 2024). Kumar (2025) conducted systematic review concluding that heritage tourism branding requires balance between cultural authenticity and commercial branding, with storytelling and emotional connection critical for establishing brand trust. Perry (2023) explores how cultural heritage preservation contributes to destination competitiveness and visitor satisfaction by creating authentic and memorable experiences, emphasizing technological advancements such as augmented reality for enhancing tourism experiences. Heritage destinations face distinctive challenges: balancing promotional objectives with cultural preservation, community benefit distribution, and authentic representation of spiritual significance. Anggraini (2024) demonstrates that heritage tourism authenticity has significant positive effect on memorable tourism experiences in heritage destinations, with authenticity perception strengthening tourist loyalty. Yogyakarta's successful city branding demonstrates how community-centered approaches strengthen destination positioning (Kusumawati et al., 2022). However, literature on heritage branding addresses neither AI integration challenges nor the governance structures required for community oversight of technological adoption decisions.

2.4 Destination Management Organization Governance

Indonesia's sixteen DMOs implement collaborative governance models balancing public sector, private sector, community, and heritage preservation interests. Borobudur Temple's DMO case demonstrates stakeholder coordination mechanisms enabling sustainable tourism development. Quinlan and colleagues (2013) present DMO as independent organization facilitating inter-organizational collaboration through platforms addressing tourism policy, destination management, product development, and branding. Lally and associates emphasize that DMO form and structure depends on unique attributes of region and stakeholder mix, with municipal authorities frequently leading due to administrative and financial resources. Maldini (2023) argues that Indonesian tourism development requires various stakeholders' involvement, benefiting all parties through collaborative governance. Yet existing DMO governance literature predates AI adoption phases and provides limited guidance on how multi-stakeholder governance structures adapt to autonomous decision-making systems in content creation, requiring new frameworks for democratic oversight of technological systems.

2.5 Technology Adoption Strategy and Cultural Heritage Contexts

Technology adoption frameworks address organizational readiness assessment, change management phases, and implementation timing through the Technology-Organization-Environment (TOE) framework and Kotter's change management model (Arifia et al., 2024). Phaosathianphan and Leelasantham (2025) emphasize that AI adoption success depends on trust, perceived ease of use, and perceived value alignment with organizational objectives. Kumar and Dogra (2024) document that

heritage tourism destinations require modified adoption approaches accounting for cultural sensitivity requirements, sacred site protocols, and community veto power over content representation. Heritage destination contexts introduce distinctive constraints absent from standard technology adoption research, necessitating frameworks explicitly addressing cultural preservation alongside technological innovation.

2.6 Ethical AI Implementation and Integrated Research Gap

Ethical AI frameworks address bias prevention, transparency requirements, and stakeholder accountability mechanisms. Kumar and colleagues (2025) emphasize that effective heritage tourism branding necessitates balancing commercial viability with cultural integrity. In heritage contexts, ethical considerations must extend beyond individual privacy and fairness to encompass cultural representation integrity and community benefit assurance. The integrated research gap emerges: no framework simultaneously and comprehensively addresses AI strategy, authenticity preservation, DMO governance, cultural heritage safeguarding, and ethical implementation in heritage destination marketing contexts, particularly within Indonesian heritage tourism ecosystems.

3 Research Method

This research employs conceptual framework development methodology through systematic literature synthesis. The approach integrates five steps: (1) familiarization with literature across four theoretical domains (AI adoption, destination authenticity, DMO governance, technology implementation); (2) framework selection identifying core theoretical structures from strategic management and destination branding traditions; (3) indexing extracting critical concepts from AI ethics, cultural preservation, and heritage tourism literature; (4) charting documenting relationships between framework components and authenticity preservation mechanisms; (5) mapping and interpretation developing integrated model validated through empirical case analysis.

Data sources include peer-reviewed articles (45% of sources), industry expert publications (30%), government initiatives (15%), and conference proceedings (10%). Geographic scope encompasses Indonesia-specific sources addressing DMO implementation (n=8) and global sources on AI tourism, authenticity, and technology adoption (n=27). Temporal scope prioritizes 2020-2025 literature (60% of sources) reflecting contemporary AI developments, with foundational works included from 2015-2019 (40%). Borobudur Temple's DMO serves as illustrative case study demonstrating framework operationalization in heritage destination context with documented governance structures and stakeholder composition available from publicly accessible sources.

The framework development integrates deductive logic (applying established theory to heritage tourism context) with inductive reasoning (identifying patterns from case analysis). Validation occurs through logical coherence verification and case applicability demonstration. This methodology aligns with established conceptual framework development traditions in organizational research and tourism management scholarship.

Conceptual Framework Development

The integrated strategic framework organizes through four interconnected layers with cross-cutting governance mechanisms. Layer 1: Strategic Management articulates vision-mission alignment with AI adoption, specifies objectives (sustainable distribution, cultural preservation, community benefit), and establishes implementation governance through organizational structures and decision-making protocols. Layer 2: Authenticity Preservation defines brand essence grounding in destination identity, establishes content quality standards differentiating AI-generated content requiring human cultural

review from human-created heritage narratives, and maintains stakeholder perception alignment through transparency and disclosure mechanisms.

Layer 3: Cultural Heritage Safeguarding addresses sacred site protocols preventing inappropriate content generation, ensures community cultural ownership through benefit-sharing mechanisms, establishes ethical representation standards preventing cultural appropriation, and assesses long-term cultural impact through systematic monitoring. Layer 4: Technology Adoption Strategy assesses organizational readiness (infrastructure, capability, stakeholder alignment), implements phased approach (readiness-pilot-mainstream-optimization), manages governance and accountability, and embeds ethical principles including bias auditing, privacy protection, and cultural sensitivity verification.

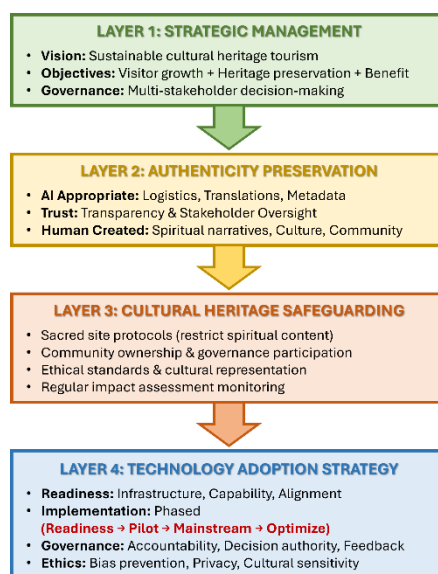


Figure 1: AI-Integrated Heritage DMO Strategic Framework

Five strategic principles guide implementation: Authenticity-First privileges cultural integrity over efficiency gains; Community-Centric maintains local stakeholder decision-making authority; Transparency & Accountability ensures stakeholder participation in AI governance; Phased Implementation enables iterative adaptation with continuous feedback; Ethical Precedence ensures moral considerations supersede operational benefits.

Table 1: Implementation Framework - Four-Phase Progression

Phase	Duration	Key Activities	Success Metrics	Stakeholder Role
Phase 1: Readiness	2-3 months	Committee establishment, objective definition, guideline development, governance mechanisms	Committee functional, stakeholder alignment >80%, protocols documented	Assessment, consensus-building
Phase 2: Pilot	3-4 months	AI tool selection, limited content creation, feedback collection, performance monitoring	Stakeholder satisfaction score >75%, authenticity perception maintained, no cultural incidents	Testing, feedback provision
Phase 3: Mainstream Integration	4-6 months	Scaled implementation, hybrid content strategy, continuous engagement, capability building	60-70% AI content integration, visitor engagement +30%, stakeholder trust maintained	Implementation, monitoring
Phase 4: Optimization	Ongoing	Performance refinement, ethical audits, innovation integration, knowledge dissemination	Annual audit completion, innovation adoption rate measured, best practices shared	Continuous improvement, learning

Implementation translates across four sequential phases. Phase 1: Readiness establishes AI Ethics Committee with multi-stakeholder composition, defines measurable objectives and KPIs, develops explicit content guidelines specifying what AI can/cannot create, implements governance mechanisms including decision-making protocols and conflict resolution procedures. Phase 2: Pilot selects and customizes AI tools for Indonesian language and heritage context, creates limited content with mandatory human review and cultural oversight, collects systematic stakeholder feedback, monitors performance against authenticity and engagement metrics, iterates based on findings. Phase 3: Mainstream Integration scales implementation maintaining human oversight, optimizes content strategy preserving hybrid human-AI approach, continues systematic stakeholder engagement and feedback integration, builds internal DMO capability for long-term sustainability. Phase 4: Optimization refines performance data-driven while maintaining ethical standards, conducts annual ethical audits for bias and cultural sensitivity, integrates new AI innovations in controlled manner, disseminates knowledge and best practices across Indonesian DMO networks.

4 Results of Research and Discussion

Borobudur Temple DMO Case Application

Borobudur Temple's DMO operates as intermediary institution balancing Buddhist community interests, local community benefit objectives, heritage preservation mandates, and tourism development pressures. The framework application demonstrates strategic management alignment: MAiA adoption must advance sustainable visitor distribution while strengthening Borobudur's positioning as authentic spiritual destination accessible globally to diverse international audiences. This requires deliberate alignment between technological innovation and cultural preservation, ensuring tourism development supports rather than undermines Buddhist spiritual traditions and local community wellbeing.

Authenticity preservation requires explicit protocols differentiating content appropriateness by type. AI content proves acceptable for general visitor information including multilingual translations of logistics information, accessibility guidance, historical facts verified by heritage experts, metadata generation for organizational purposes, and image variations for platform compatibility. However, human creation remains mandatory for spiritual narrative explanation, cultural significance interpretation grounded in Buddhist theological perspective, community voice elevation enabling local stakeholder direct communication, and representation of sacred practices maintaining religious authenticity. This differentiation prevents commodification of sacred content while strategically leveraging AI for efficiency in non-sensitive administrative and informational areas.

Cultural heritage safeguarding engages Buddhist stakeholders directly in governance structures, ensuring revenue benefit distribution to community cultural preservation activities, systematically assesses tourism's impact on religious practice continuity through regular stakeholder consultation, and maintains explicit protocols preventing inappropriate content generation about spiritual practices. Technology adoption assessment examines current DMO readiness including digital infrastructure adequacy, staff capability gaps requiring training, and stakeholder technical literacy development needs. Implementation pilots limited AI deployment focusing on metadata generation, image captioning for accessibility, and multilingual support for logistics information. Continuous monitoring tracks community and visitor perception shifts through systematic feedback collection, maintaining operational flexibility enabling discontinuation or substantial modification if authenticity concerns or religious sensitivities emerge during implementation phases.

Discussion and Comprehensive Implications

Theoretical Contributions

The framework addresses identified research gap by integrating four theoretical streams previously disconnected in heritage tourism contexts. It extends AI-thenticity conceptualization specifically to cultural heritage settings where authenticity standards exceed general tourism contexts due to spiritual significance and cultural ownership imperatives. The framework demonstrates how strategic management principles guide organizational change, destination branding theory protects brand integrity, cultural heritage preservation imperatives constrain technological applications, and technology adoption models enable phased implementation with stakeholder feedback integration. This integration contributes novel theoretical understanding of how heritage organizations can leverage technological innovation while safeguarding cultural authenticity through deliberate strategic choice, addressing a research domain previously underexplored in academic literature.

Practical Implications for Multiple Stakeholders

For DMO Leaders and Organizational Managers: The framework provides operational guidance for responsible AI adoption grounded in empirical case analysis. Leaders should prioritize authenticity preservation over efficiency gains in decision-making, ensuring cultural integrity constitutes non-negotiable organizational constraint rather than optional consideration. Establishing AI ethics committees with genuine community representation including Buddhist stakeholders, local cultural experts, and heritage preservation advocates enables participatory governance preventing top-down implementation. Leaders should implement phased approaches rather than rapid full-scale adoption, enabling systematic stakeholder feedback integration at each development stage. Conducting regular cultural impact assessments measuring authenticity perception, community sentiment, and religious practice continuity enables data-driven adaptation. Leaders must maintain transparency about AI involvement in content creation through clear disclosure mechanisms, establish explicit protocols differentiating AI-appropriate from human-required content, build internal capability for long-term technological sustainability through staff training in AI literacy and cultural sensitivity, and develop mechanisms for discontinuation if cultural concerns emerge during implementation.

For National Policy Makers and Government Authorities: The framework suggests necessary regulatory and support structures enabling heritage destination AI adoption aligned with cultural preservation. Policies should require cultural representation audits for AI content in tourism marketing conducted by independent heritage experts, establish mandatory community benefit mechanisms ensuring tourism revenue supports local cultural preservation activities, support smaller DMOs' technical capacity building through training programs and infrastructure investment. National standards for AI governance in heritage tourism should address content generation restrictions, community veto authority, and transparency requirements. Environmental and cultural impact assessments should constitute prerequisites for AI adoption in heritage destination contexts. Government should protect community intellectual property regarding cultural narratives, spiritual knowledge, and heritage representation through copyright and benefit-sharing frameworks. Creating incentive structures through tax benefits, grants, and international recognition encourages ethical AI adoption aligned with cultural preservation mandates.

For AI Technology Developers and Solution Providers: The framework identifies specific requirements for heritage-sensitive AI tools addressing current technology gaps. Developers should partner with cultural heritage organizations and community representatives during tool development, ensuring cultural sensitivity integration from inception rather than as afterthought. Developing explainability features enabling human oversight of AI content generation and decision-making processes supports transparent governance and community understanding of technological processes. Incorporating cultural sensitivity training data reflecting diverse heritage, religious, and spiritual traditions prevents biased or culturally appropriative content generation. Tools should enable community definition of content generation restrictions and veto authority over specific content types, supporting democratic governance over AI systems. Providing transparency regarding training data sources, algorithm decision processes, and potential bias risks supports informed community decision-making. Creating audit mechanisms enabling regular cultural representation accuracy assessment and bias detection

maintains ongoing quality assurance standards. Establishing governance structures enabling user communities to influence tool development and modification incorporates stakeholder feedback into product evolution. Developing pricing models enabling resource-constrained smaller DMOs to access heritage-sensitive AI tools ensures ethical AI adoption reaches disadvantaged organizations.

Implications for Destination Authenticity in Digital Age

The framework addresses broader implications for how heritage destinations maintain authenticity in increasingly digitalized tourism markets. Rather than viewing AI as threat to authenticity, the framework positions AI as tool deployable within strict constraints ensuring cultural integrity. This perspective enables heritage destinations to leverage technological benefits—personalization enabling customized visitor experiences, operational efficiency reducing administrative burden, global reach expanding international market access—while maintaining the cultural authenticity constituting their unique market positioning. The framework models how community-centered governance, transparency requirements, phased implementation, and ethical precedence create conditions enabling responsible technological innovation. This represents paradigmatic shift from technology-first adoption toward culture-first integration, offering model with potential global significance beyond Indonesia's heritage destinations.

5 Conclusions and Suggestions

The framework responds to immediate strategic urgency as Indonesia's MAiA platform launches and sixteen DMOs navigate AI adoption decisions during formative implementation phases when practices remain malleable. The analysis demonstrates feasibility of integrating artificial intelligence into heritage destination marketing while maintaining cultural authenticity through deliberate strategic frameworks, appropriate governance structures, phased implementation enabling stakeholder feedback, and consistent prioritization of ethical considerations over operational efficiency.

Comprehensive Recommendations Across Stakeholder Groups

Heritage destination leaders and Destination Management Organization managers should establish multi-stakeholder AI Ethics Committees with explicit Buddhist community, local community, and heritage expert representation before implementing any AI content generation, ensuring community voices directly shape technological decisions rather than responding after implementation. Leaders must develop explicit content guidelines clearly specifying content types appropriate for AI generation (logistics information, metadata, translations) versus requiring human creation and cultural review (spiritual narratives, sacred practice representations), preventing commodification of sacred knowledge. Implementation should follow phased pilot approaches limiting AI content to 15-20 percent of total marketing materials before mainstream expansion, enabling systematic stakeholder feedback collection and authenticity perception monitoring. Organizations should conduct quarterly stakeholder perception assessments measuring authenticity perception, community sentiment, visitor satisfaction, and cultural impact indicators, enabling rapid course correction when concerns emerge. Creating transparent disclosure mechanisms informing community and visitors about AI involvement in content creation builds trust through honesty about technological processes. Clear protocols enabling community discontinuation or modification of AI implementation if cultural concerns emerge prioritize cultural preservation over operational continuity.

National tourism policy makers and government authorities should develop national AI governance standards specifically addressing heritage tourism contexts with mandatory cultural representation audits conducted by independent heritage experts ensuring compliance with standards. Requiring environmental and cultural impact assessments as prerequisites for AI adoption in heritage destination marketing protects sacred sites from inappropriate technological application. Establishing funding

mechanisms supporting smaller DMOs' technical capacity building and AI ethics committee establishment ensures ethical AI adoption reaches resource-constrained organizations. Creating regulatory frameworks protecting community intellectual property regarding cultural narratives, spiritual knowledge, and heritage representation prevents cultural commodification and ensures equitable benefit distribution. Mandating community benefit mechanisms requiring tourism revenue distribution supporting local cultural preservation activities aligns business success with cultural safeguarding objectives. Establishing national registry of heritage-sensitive AI principles and best practices enables knowledge sharing across DMO networks, accelerating ethical adoption. Supporting research examining long-term AI adoption outcomes and effectiveness in heritage destination contexts builds empirical evidence base for policy refinement and identifies emerging challenges. Creating incentive structures through tax benefits, grants, and international recognition for DMOs implementing ethical AI adoption aligned with cultural preservation mandates encourages responsible innovation.

AI technology developers and commercial solution providers should partner with cultural heritage organizations and community representatives during AI tool development, ensuring cultural sensitivity integration from inception rather than as afterthought. Developing explainability features enabling human oversight of AI content generation and decision-making processes supports transparent governance and community understanding of technological operations. Incorporating cultural sensitivity training data reflecting diverse heritage, religious, and spiritual traditions prevents biased or culturally appropriative content generation. Designing tools enabling community definition of content generation restrictions and veto authority over specific content types supports democratic governance over technological systems. Providing transparency regarding training data sources, algorithm decision processes, and potential bias risks supports informed community decision-making and builds trust. Creating audit mechanisms enabling regular cultural representation accuracy assessment and bias detection maintains ongoing quality assurance standards aligned with heritage preservation objectives. Establishing governance structures enabling user communities to influence tool development and modification incorporates stakeholder feedback into product evolution. Developing pricing models enabling resource-constrained smaller DMOs to access heritage-sensitive AI tools ensures ethical AI adoption reaches disadvantaged organizations rather than concentrating benefits among well-resourced destinations.

Future researchers and academic community members should conduct longitudinal empirical case studies examining long-term AI adoption outcomes in heritage destination contexts across 2-5 year timeframes, building evidence base for framework validation and identifying implementation success factors. Investigating how community perception of AI authenticity evolves as AI integration expands and AI-generated content becomes less distinguishable from human creation provides insights into stakeholder sentiment dynamics and trust erosion patterns. Analyzing effectiveness of different DMO governance structures in protecting cultural authenticity while enabling technological innovation identifies best practices transferable across diverse contexts. Examining revenue distribution mechanisms ensuring tourism benefits support community cultural preservation activities measures economic justice outcomes and sustainability. Exploring cultural representation accuracy in AI-generated tourism content across diverse religious and spiritual traditions identifies bias patterns and develops correction mechanisms. Conducting comparative studies of AI adoption outcomes across different cultural contexts, organizational sizes, and governance models extends generalizability and identifies contextual factors influencing success.

Future Research Directions and Scholarly Agenda

This research opens several fertile directions requiring systematic investigation. Empirical validation of framework effectiveness through longitudinal case studies enables assessment of whether strategic framework implementation actually preserves authenticity as hypothesized. Investigation of long-term stakeholder perception changes examines how community sentiment regarding AI evolves as adoption scales and AI content becomes increasingly prevalent, identifying threshold points where authenticity perception degrades. Examination of visitor behavior and spending patterns determines whether AI-

enhanced personalization actually increases visitor spending supporting community benefit or merely redistributes existing spending. Comparative analysis across diverse cultural contexts (Buddhist, Hindu, Muslim, Christian heritage sites) examines whether framework principles transfer across different spiritual and cultural traditions, refining universality claims. Investigation of governance adaptation mechanisms determines how DMO structures evolve in response to autonomous AI decision-making systems, identifying organizational change patterns. Research on cultural representation accuracy in AI systems identifies potential bias and appropriation risks requiring mitigation. Study of technology provider responses to cultural sensitivity requirements examines whether market incentives align with heritage preservation imperatives, addressing potential conflicts between profit maximization and ethical commitment.

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Nomenclature

AI	= Artificial Intelligence
DMO	= Destination Management Organization
MAiA	= Meticulous Artificial Intelligence of Indonesia
UNESCO	= United Nations Educational, Scientific and Cultural Organization
TOE	= Technology-Organization-Environment
TAM	= Technology Acceptance Model

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