

# Analysis of Sustainable Tourism Livelihoods in Batu (East Java, Indonesia): SLFT Approach (*Sustainable Livelihood Framework for Tourism*)

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## Abstract

Batu city, identically with the tourism sector. The existence of this famous tourism since the Dutch colonial era, even Batu known as the Dutch title as *De Klein Switzerland*. Base of Batu tourism, a nature tourism, which relies on the potential of natural beauty. In trying to maintain the existence of Batu development through various tourist destinations and new infrastructure completeness. With the rapid development of tourism, making tourism sub sector contributes greatly to the local income government. So, the purpose of this research is to identify result of Compare mean on two groups and explore an explanation why the two groups were different or there are similarities.

The research instrument was a questionnaire survey of households that is aimed at people living in community-based and capital based tourism destinations. The community-based destinations are located in Songgoriti tourist destinations and apples agro destinations, whereas for a capital-based tourist destinations in Jatim Park 1, Jatim Park 2, Eco Green Park and Batu Night Spectacular. The method used in this study is a descriptive statistical analysis and compare mean on two groups by considering qualitative aspects as quantitative descriptors of the data obtained.

The findings showed that there were differences over the sustainability of both the destination group, primarily on economic sustainability. Where, from the results of the descriptive statistics indicate that the population in community-based destinations enjoy the experience more than the economic sustainability of the communities living in the capital-based tourism destinations. This happens because people have a tendency major involvement in the tourist activity or in other words become an integral part of a society tourism development.

**Key words:** *Tourism, capital-based tourism, community-based tourism, tourism sustainability development.*

## 1. Introduction

Batu city, one of city in East Java, Indonesia, is identic with the tourism sector. The existence of this famous tourism since the Dutch colonial era, even Batu municipality known as the Dutch title as *De Klein Switzerland*. Based of Batu tourism, a nature tourism, which relies on the potential of natural beauty. In the progress of Batu city seeks to maintain the existence of tourist destinations through a variety of new and completeness infrastructure. With the rapidly development of tourism, the tourism sub-sector makes a major contribution to the PAD (local government income). It can be seen from Batu local income government with 65% of its supported by the tourism sector ([www.bisnis.com](http://www.bisnis.com), 2012). Where the achievement of revenue in 2012 reached 30 billion and is expected to increase to Rp 39.2 billion in 2013.

This study is an adaptation and replication study conducted by Fujun Shen (at 2009 in Lincoln University), which examines China's tourism associated with sustainable tourism that occurs in three villages in China. As for the difference and renewal of this study compared with previous studies is that this study reveal the comparative destinations with community and capital based tourism destination is not just comparing between regions.

Why compare these two groups? When examined in terms of to manage and engagement parties for tourism businesses, and then there are two major groups, namely community based tourism destination and capital based tourism destination. This condition is also the same as that occurring in Batu, where there is a tourist destination based on the community, there is also a capital based. With these two major groups, each group has its own characteristics, have different strengths and weaknesses.

So the purpose of this research is to analyze the difference in the average between the two groups and an explanation why the two groups were different or there are similarities. Several studies in Indonesia have been looking on sustainable development in general show that basically already there are several levels of government

that have implemented sustainable development but there is still need for improvement, this is according to research conducted by Rukuh Setiadi (2008) on Development Indicators sustainably in Semarang and Budianto (2008), writes about the implementation of environmental management policy system with managing and environmentally sustainable development (study in Semarang, Central Java Province) and some other research.

## 2.2. Theoretical

### 2.1. Sustainable Tourism Development

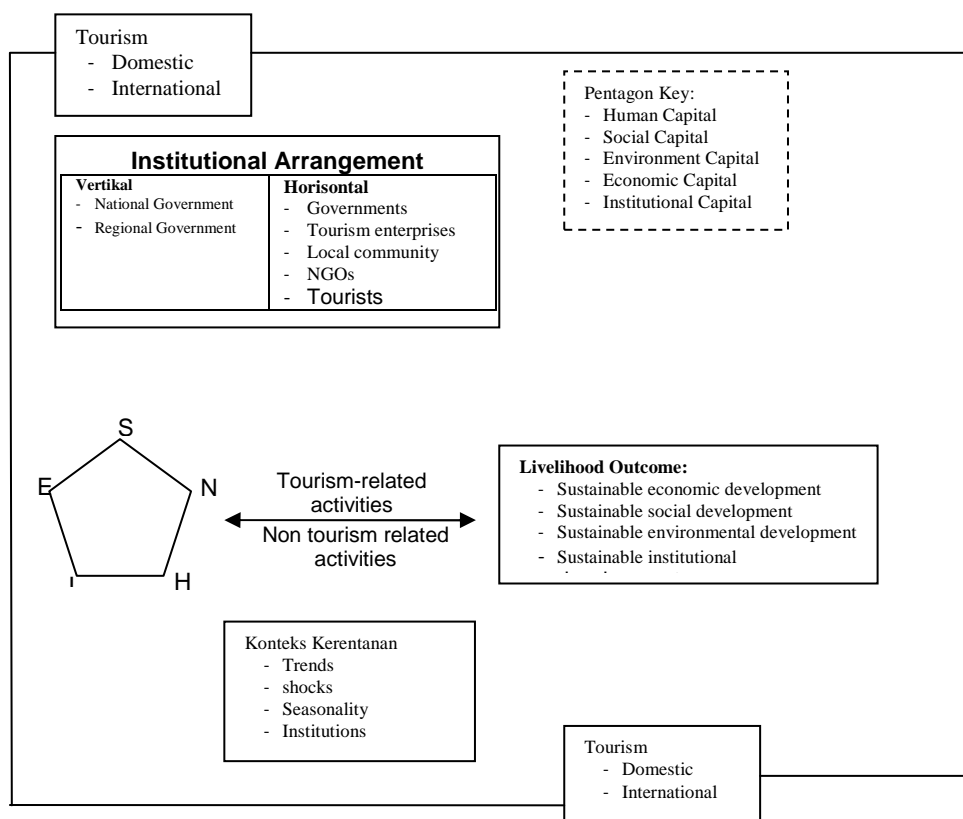
Sustainable development was first introduced by the World Commission on Environment and Development (WCED) in Our Common Future defined as: development that meets the needs of the present without compromising the ability of future generations to meet their needs. (Iwan J. Azis, 2010).

Furthermore, more specifically in the tourism sector, there developed the concept of sustainable tourism development. Owen et al in Kohl (2003) argues that sustainable tourism development should follow several principles, namely: 1) Tourism should be a part of a balanced economy; 2) The use of the tourism environment must meet the long-term preservation and use of the environment; 3) Tourism should respect the character of an area; 4) Tourism should provide long-term economic benefits; 5) Tourism should be sensitive to the economic needs of local communities.

Undeniably, until now the concept of sustainable development is regarded as the best "recipes" development including tourism development. According Bater (the Research Center of Tourism ITB, 2005), sustainable tourism development can be recognized by its principles are elaborated below: 1) Participation; 2) The participation of the actors (stakeholder involvement); 3) Local ownership; 4) Sustainable resource development. Tourism development should be able to use resources sustainably; 5) Accommodate public purposes; 6) The carrying capacity; 7) Monitor and evaluation; 8) Accountability; 9) Training and 10) Promotion

### 2.2. Sustainability Livelihood Framework for Tourism (SLFT)

Further developing the concept of SLA with tourism as a form of livelihood, which later developed into SLFT (Livelihood Sustainability Framework for Tourism). Based on the above, the approach includes the core tourism livelihood livelihood assets (natural, human, economic capital, social and institutional), tourism-related activities, and provide access to the means of life.



Sumber: DFID, 1999

figure 1. Sustainability Livelihoods Framework for Tourism



## 4. Results

### 4.1. Comparing of Economic Sustainability

Based on a statistical analysis with compare mean on two groups independent test showed on economic sustainability, there are seven different indicators and the indicators that show no differences (Table 1.).

**Table 1. Livelihood Outcomes: Sustainable economic development at Two Groups**

No	Items	Community based		Capital Based		Result		Finding
		Mean	S.	Mean	S.	F	t	
			Dev		Dev			
p.6	Tourism brings more economic benefits for our family.	3,983	1,295	3,302	1,541	0,003	0,009	Different
p.7	Tourism makes a lot of our family livelihood options.	3,817	1,127	2,905	1,633	0,000	0,000	Different
p.8	Tourism creates more number of employment opportunities for our family.	3,833	1,210	2,905	1,521	0,000	0,000	Different
p.9	Price of goods - essential goods (such as food, medicine) tends to be stable because of the growth of tourism.	2,783	1,236	3,070	1,371	0,409	0,212	No difference
p.10	The region has better infrastructure (such as roads, electricity, water, public transport) due to tourism.	3,833	1,167	3,159	1,450	0,001	0,005	Different
p.11	Education and better medical services available in general since the development of tourism.	3,433	1,307	2,286	1,442	0,237	0,000	Different
p.12	I have more opportunities to obtain training for the development of tourism.	2,550	1,630	1,286	0,580	0,000	0,000	Different
p.13	With the development of tourism, making it easier to obtain various information that is valuable to our lives.	3,400	1,464	2,206	1,381	0,360	0,000	Different

*Sumber: data primer diolah, 2013.*

One indicator that does not have that a difference, the indicator (p.9) price of goods as a basic needs (such as food, medicines) has increased due to the development of tourism, with the value of t: 0.212 (t count is greater than the alpha of 0.05). Meanwhile, the indicator p.6, p.7, and p.8, there are a difference in the two groups of tourist destinations. Similarly occurred on indicator p.10, p.11, p.12, and p.13.

### 4.2. Comparing of Social Sustainability

Based on a statistical analysis compare mean test (on two groups independent) at social sustainability are demonstrated on three different indicators and five indicators which show no differences (Table 2.).

**Table 2. Livelihood Outcomes: Sustainable social development at Two Groups**

No	Items	Community based		Capital Based		Result		Finding
		Mea n	S. Dev	Mea n	S. Dev	F	T	
p.1 4	Tourism does not increase the rate of crime and drunk.	3,666	1,311	3,761	1,279	0,96 8	0,68 4	No difference
p.1 5	Tourism development does not affect the norms and values in our area so stay awake.	2,000	1,135	2,270	1,405	0,00 8	0,24 5	No difference
p.1 6	Traditions and local culture has become less important because of tourism.	3,850	1,388	2,190	1,390	0,81 7	0,97 2	No difference
p.1 7	Tourism has increased the sense of mutual cooperation (solidarity) society.	4,117	0,993	3,365	1,348	0,00 2	0,00 1	Different
p.1 8	People from outside have immigrated to our country because of the development of tourism and do not bother me.	2,883	1,574	2,724	1,408	0,09 6	0,53 1	No difference
p.1 9	the person (no. 18) existence tend not to interfere.	4,550	0,832	4,396	1,009	0,05 6	0,36 1	No difference
p.2 0	Emancipation of women are increasingly visible after the development of tourism.	3,833	1,181	2,476	1,533	0,00 0	0,00 0	Different
p.2 1	Because a tourism, we have better recreational facilities built for local residents	3,517	1,347	2,429	1,467	0,23 9	0,00 0	Different

Source: primary data, processed, 2013.

The three indicators that have the a difference (p.17); (p.20); and (p.21) as tourism we have better recreational facilities built for the locals. While the five indicators that do not have that a difference (p14); (p.15); (p.16); (p.18); and (p.19).

Prominent indicator of the results of the analysis of the different test on indicator (p.17) Tourism has increased the sense of mutual cooperation (solidarity) society, that is average respondents agreed that people who are around Songgoriti destinations and tourist destinations apple picking Tulungrejo expressed in the presence of tourism can increase a sense of mutual support among the public. While there tends to be capital based tourism destinations neutral expressed.

#### 4.3. Comparing of Environmental Sustainability

Based on a statistical analysis of compare mean test (on two groups independent) show there are four indicators of environmental sustainability that do not have differences and the different indicators (Table 3.).

**Table 3. Livelihood Outcomes: Sustainable environment development at Two Groups**

No	Items	Community based		Capital Based		Result		Finding
		Mean	Std Dev	Mean	Std Dev	F	T	
p.22	The development of tourism in this area makes the surrounding landscape more interesting.	3,833	1,210	3,667	1,308	0,781	0,465	No difference
p.23	Tourism does not cause pollution of the local environment (water, soil and air).	4,183	1,097	4,269	1,260	0,336	0,686	No difference
p.24	Tourism contributes to better waste management in the region.	3,050	1,478	2,048	1,237	0,015	0,000	Different
p.25	Tourists / visitors do not encourage environmental damage	2,150	1,246	2,079	1,261	0,419	0,755	No difference
p.26	With the tourism, public awareness of environmental protection be increased.	4,033	0,938	3,714	1,099	0,111	0,087	No difference

Source: primary data, processed, 2013.

Four indicators have different indicators namely (p.27), (p.28); (p.29) and (p.31). While the indicator does not differ that (p.30)

### 4.3. Comparing of Institutional Sustainability

Based on a statistical analysis compare mean on two groups independent test show on institutional sustainability indicators that there are four distinct and one indicator that has no differences between the two groups (Table 4.). Four indicators have different indicators namely (p.27), (P.28); (P.29) and (p.31). While the indicator does not differ that (p.30)

**Table 4. Livelihood Outcomes: Sustainable Institutional development at Two Groups**

No	Items	Community based		Capital Based		Result		Finding
		Mean	Std Dev	Mean	Std Dev	F	T	
		p.27	Tourism development makes me more aware of the opportunity to contribute and participate in the management and governance of tourism.	3,367	1,473	2,127	1,453	
p.28	I feel could be involved to influence the decision-making process of tourism development in Batu city	2,633	1,646	1,635	1,140	0,000	0,000	Different
p.29	There is good communication and coordination between the parties involved in policy and decision-making process.	2,950	1,651	1,905	1,434	0,009	0,000	Different
p.30	Unfair social phenomena have increased since the development of tourism.	3,600	1,392	3,285	1,349	0,858	0,206	No difference
p.31	Distribution of the economic benefits generated by tourism is fair.	3,733	1,163	2,825	1,351	0,041	0,000	Different

Source: primary data, processed, 2013.

### 4.5 Comparing of Overall Sustainability

Based on a statistical analysis compare mean test (on two groups independent) indicates an overall sustainability have different average in both groups as well as community based tourism destinations and capital base tourism destinations.

**Table 5. Overall Livelihood outcome at Two Groups**

No	Items	Community based		Capital Based		Result		Finding
		Mean	S Dev	Mean	S Dev	F	t	
		1	Livelihood outcome: Sustainable economic development	3,5	0,69	2,6	0,80	
2	Livelihood outcome: Sustainable social development	3,8	0,50	3,3	0,50	0,45	<b>0,00</b>	Different
3	Livelihood outcome: Sustainable environment development	3,8	0,63	3,5	0,56	0,97	<b>0,01</b>	Different
4	Livelihood outcome: Sustainable institutional development	3,3	0,88	2,4	0,94	0,51	<b>0,00</b>	Different
5	Livelihood outcome: Sustainable average overall	<b>3,6</b>	<b>0,48</b>	<b>2,9</b>	<b>0,52</b>	<b>0,28</b>	<b>0,00</b>	Different

Source: primary data, processed, 2013.

The results of two different statistical tests mean - the average using all the data, which averaged to perform different test average of two variables. Of value - average (mean) in the group of community based tourism destinations shows the mean number of 3.6 or approach / point values **agree**, whereas in the group of capital-based tourism destinations shows the mean number of 2.9 or close to **neutral values**.



#### 4.6. Theory Contributions

Empirical conditions of tourism development in Batu support sustainable tourism development theory argued by the WTO (World Trade Organization). That sustainable tourism in order to meet the needs of today while protecting and encouraging the opportunity for the future.

The development that leads to resource management that meets the needs of diverse economic, social and aesthetic can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. However, from the above concept of the WTO, has not appeared explicitly addresses the institutional development and institutional support sustainable tourism development process.

Where is the empirical conditions in Batu, both in community based tourism destination and based capital tourism destination, showed a strong desire of local people to get involved and participate in the planning, implementation and evaluation of tourism development. But the local authority institutions yet provides flexibility in capturing the aspirations and desires of the local community. This is actually a great asset to the area to continue the concept of sustainable tourism development.

In the community based tourism destinations increasingly shown to be active in the community to plan and manage travel but have not accommodated in institutional integrated with local governments. From the empirical results indicate that more community based tourism or approach leads to the concept of sustainable development.

This is in line with the concept presented by Lars Aronsson (2001) that sustainable tourism development supportive of the development of small-scale and community-based local. However that does not mean the development of sustainable tourism is a deadly business capital-based tourism destinations. But can synergize both. Where the development of capital-based tourism destination attempted solving various problems, including synergies between large investors and local communities.

The concept of sustainable tourism development, based on empirical results that occurred in Batu, then it can be developed into the concept of sustainable tourism development based on the local economy, the development or implementation of sustainable tourism development with a central point of local communities as subjects and objects of tourism development.

Local communities or human is part of the development, the human is not just an object. But peoples is the subject of development. Is human development actors directly involved as well as connoisseurs of the results of such development. Peoples that plan, organize, implement as well as evaluate the results.

### 5. Conclusions and Policy Implementation

#### 5.1. Conclusions

Some things can be summed over the study, namely:

Second tourism destinations, both community based destinations and capital based tourism destinations **still not have sustainable development**. Although the community based tourism destinations have approached to sustainable. In other words, community based tourism destination much **more easily developed in a sustainable tourism development process**.

Compare mean on two groups independent test showed no difference in the average between community based destination and based capital destination. The most notable difference in the two groups on economic sustainability and institutional sustainability. When examined from the indicator it appears that different indicators with the average rate - average span that is relatively far on community based tourism destinations shows, *First*, the development of the tourism sector livelihood options become more numerous; *second*, the amount of tourism creates better employment opportunities; *The third*, has a better infrastructure (such as roads, electricity, water, public transport); *fourth*, Tourism brings more economic benefits.

While the sustainability of institutional variables, the difference stands out is: *First*, the distribution of the economic benefits generated by tourism is fair; *second*, unjust\_social phenomenon has increased since the development of tourism; *Third*, Tourism development has made me more aware of the opportunity to contribute and participate in the management and governance of tourism.

While on the other two variables, namely the salient differences: First, the local traditions and culture appears to be more prevalent in community based destinations; second, Tourism has increased the sense of mutual cooperation (solidarity) society; Third, the emancipation of women are increasingly visible after the development of tourism. On the environment variable, which is prominent, the capital based tourism destinations considers that waste management at the destination is not considered good.

Batu city Government, if the expected development and livelihood is sustainable development of the tourism sector and a sustainable livelihood as well, it must address the issues that are currently emerging. The most ideal is to build a community based tourism, because of the results showed the group to be able to be directed towards the development of sustainable tourism.

If problems that are found in this study does not resolve the above policy, programs and activities carried out by government, then the activity of tourism in Batu likely stagnated or even abandoned by consumers / customers (tourists).

## 5.2. Policy Implementation

In order for sustainable development to tourism in Batu been implemented, then:

**First**, development and tourism development should be able to involve the local community and society at large. So with the development of tourism will increase the number of livelihoods and increasing diversity of livelihood. It is the ideal destination built community based tourism destinations, which since the beginning of waking up a collection of activities with local communities. But do not rule out the possibility that the destination is a destination based built capital. At this destination the government should make strict policy to provide space and opportunity for local people to get involved in the tourism activity. Government policies that may apply, for example: Companies must involve local labor (at a certain percentage), the availability of space for local people and some related activities should be left to the local communities (eg the provision of parking, souvenirs or other goods provision). This allows a new alternative employment and poverty reduction efforts.

Second, the development and improvement of the quality of infrastructure, both at the destination, as well as access to nearby destination. These activities include the development and improvement drainage, pavement, some need to improve the quality of the river, rest area, parking area, several roads leading to alternative destinations and new road construction main road towards Batu – Surabaya (City of Capital in East Java). Access roads to Malang city, Batu to Abdul Rachman Saleh Airport ( $\pm 42$  km), Batu city to train and bus station ( $\pm 35$  km). Road access is certainly going to increase when increasing the number of travelers and comfort for tourist. This program, can also be attributed to the provision of transportation from Malang city to Batu City VV with small or medium bus. It would be interesting if available Travel Vehicle (shuttle) that to branding "Batu Shining". The shuttle vehicle can be in with subsidies or even free. It also includes efforts to overcome the problems of traffic, congestion primarily be a serious issue to be addressed immediately. Thought traffic engineering must remain a concern. Rest area and adequate parking space in Batu and a major tourist destination already must be supplied adequately, it also reduces the level of congestion that occurs. Parking space in a particular destination is already on a limited or minimal conditions on the main holiday season. Availability of drains and sidewalks still seems to be neglected. So that Batu City, with a particular rainfall, resulting in rain water flooded the road, of course, this would be detrimental to road users and tourists. This will reduce the comfort and security, also quickly broken asphalt. Beautiful walkway can make the tour interesting choice, city walk becomes a trend in a particular city.

Water. At this time the water needs are still being met, but that must be taken care of is how the existing springs are well preserved in Batu city. Because there are several sources that threatened the existence and quality of the water. Freshness and naturalness of water is characteristic for tourists visiting the Batu.

Electricity. Electricity with renewable energy should be socialization, initiation and promotion, of course followed by the transfer of technology. The use of solar cell based power and air turbines must be developed. It also gives an interesting alternative for sustainable tourism development.

**Third**, an increase in economic benefits to the wider community fair. By giving the opportunity to the wider local community to participate and engage in activities related to tourism and business opportunities will provide prosperity to the wider community, particularly the poor. Surely this needs to be built with the agreement between stakeholders and business tourism.

**Fourth**, the development of tourism and also provides an opportunity to raise awareness of local communities to contribute and participate in the management and governance of tourism. This form of contribution and participation in the development process can be managed by government or activities conducted jointly - same among stakeholders through institutions built together. Institutions are built together into interactive media of stakeholders ranging from planning to evaluation of the activities carried out jointly. Institutional built in tourist destinations, reflecting the institutional ideally involve all components of tourism stakeholders with the support of local government. If this is applied, then the most likely done is on community based tourism destinations or capital based tourism destinations on to be built. This means that the destination is built holding synergize all existing components.

Meanwhile tourist destinations based on existing capital, there is a tendency to dominate the business - existing businesses, even tried to eliminate role of local communities. Institutions holding is what will build consensus, values that are mutually recognized and rules in tourism management. So the role of each component will be clear, the rights and obligations divided by both and the result of the tourism activities will also be shared.



*Fifth*, the opportunity for women to engage in economic activities, social and culture are closely related with the tourism development must be improved. This is a form of equal opportunity to contribute to the development of tourism. Specifically, there are some practical implications that can be made are:

#### 5.2.1. Community Based Tourism Destinations

There are several implications that should be work together to do that:

- (1) Some of the training provided to the community to be a "tourism literate".
- (2) The existence of adequate infrastructure should be a concern. Some of the work that must be done at: **(a) Songgoriti**. Some of the facilities and infrastructure required, such as: (1) waste management unit, the waste water from large villas and family villas, and waste management; **(b) Tulungrejo**. Some of the facilities and infrastructure required, such as: (1) parking area for large vehicles; (2) the provision of transport to get to the apple orchard. (3) The parking area and rest area, which will evolve with the availability of local food and souvenir shops that can be managed by community groups; (4) The existence public toilets around the garden or near the garden; (5) the existence of bad Roads in the garden, has risks, including risks to the public, tourists and the environment; (6) channels and adequate water quality, as a function of irrigation and drainage pathway from the road.

#### 5.2.2. Capital Based Tourism Destinations

some implications that must be made are:

- (1) The training provided to the community to make the community Java Park 1, 2 and BNS JP became more "tourism literate".
- (2) The existence of adequate infrastructure should be a concern. Some of the work that must be performed in: the manufacture or repair of culverts - including road drainage area above it is a pedestrian (sidewalk), pit water from the street to the sewer must be qualified and well functioning, good urban infrastructure can be an alternative and attractions;
- (3) to encourage the appreciation of the local art community.
- (4) Institutional. good relationship and synergy among stakeholders, relationship conflicts are minimized so as to provide better impact among communities and tourist investors.

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