

Cultural Tourist Market Reference for Destination Management Saung Angklung Mang Udjo Bandung, Jawa Barat

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ABSTRACT

Indonesia has a lot of attractive tourism destinations, which are natural destinations, cultural destinations, and also man-made destinations. West Java, especially Bandung City which is usually called Paris Van Java, has so many attractive tourism destinations, one of the famous tourism destinations is cultural destinations. Every Tourist has a dream to visit Bandung, to enjoy the exoticism of Bandung. One of the famous cultural destinations is called "Saung Angklung Mang Udjo", which is this destination being a very attractive destination for international tourists. Angklung performance, traditional dance, and also puppet show, making things a destination as a central cultural destination in Bandung City. In Saung Angklung Udjo there is an angklung workshop area, tourists can learn how to make angklung, which is angklung is one of the Sundanese traditional music instruments. For known that cultural destination, every visitor places a number from 1 to 10 which means the number for position visitor. By getting to know visitors, managers can understand the characteristics of their visitors, so they can provide the services desired by their tourism market.

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1. INTRODUCTION

In the National Tourism Development Master Plan for 2000-2025, Indonesia still prioritizes handling internal strategic problems and their impacts, such as accessibility to destinations, quality of tourism supporting facilities and infrastructure, not yet optimal impact of tourism development for local communities, weak innovation in tourism product

development, destination readiness. uneven tourism and so on [1].

Tourism is the totality of activities, processes and links relating to the travel and transit of people outside their homes for non-revenue purposes (BPS). The Central Statistics Agency (BPS) recorded that the number of domestic tourist visits in 2014 reached 251.2 million people, exceeding the target of foreign tourist visits of 250 million people. This is a consideration in determining the target for 2021-2019, namely 255 million foreign tourists

in 2021 and an increase of 5 million per year to become 275 million foreign tourists in 2019. Domestic tourists with the aim of visiting a country. profession/business is if the purpose of the trip is for profession/business. such as conducting regional inspections, conducting business contracts or trade negotiations, and so on. Meanwhile, foreign tourists who intend to visit missions/meetings/congresses are traveling for meeting purposes, for example meetings of tourism associations throughout Indonesia or cultural missions in various provinces [2], [3].

One of the factors that influences travel activities is the development of tourism destinations spread across various regions in Indonesia. Many regions in Indonesia rely on the tourism industry as a source of taxes and income to increase trade through the sale of goods and services to tourists. Development of the tourism industry is one of the strategies of the government and non-governmental organizations to promote certain areas as tourism destinations [4], [5]. A tourism destination is a destination area where tourists carry out tourism activities within a certain period of time with various facilities and services available at that destination. As stated in Law Number 10 of 2009 article 1 concerning the definition of tourism destinations is as follows:

"A tourism destination is a geographical area located in one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities which are interrelated and complement the realization of tourism."

Therefore, tourism destinations are one of the complementary aspects of realizing tourism [6]. Tourism is also influenced by various current developments and events, especially those occurring in regional tourism. There are many new tourism potentials and problems within the region that have emerged and require handling accompanied by a more specific approach, one of which is the tourism development approach in a cultural context, one of which is in the city of Bandung, West Java. The city of Bandung, West Java, has a cultural tourism destination known as Saung Angklung Mang Udjo.

Preparing a cultural tourism profile in the city of Bandung to see the profile or description of cultural tourism market segmentation which can be used as material for preparing a Marketing Strategy to market products based on target to increase the number of tourists visiting.



Figure 1. Theoretical Framework

The formulation of the problem from the research Profile of cultural tourism in the city of Bandung is:

1. Identified the characteristics of the cultural tourism market in the city of Bandung in the

cultural tourism destinations of the city of Bandung

2. Increased understanding of the cultural tourism market segment as an effort to increase its growth.

3. Development of destination management of marketing strategies and programs for tourists in cultural tourism destinations.

A comprehensive description of the development and growth of the tourist market in cultural tourism destinations, as a basis for making learning plans that can provide updated information, in accordance with current conditions, considering that tourism continues to develop following current trends.

Table 1. Research Road Map

Year	Research	Location	Output
2019	Tren Pariwisata DKI	Destinasi Wisata Budaya DKI Jakarta	Characteristic Tourism Cultural Market
2019	Rebranding Desa Adat Praijng sebagai Desa Wisata	Desa Adat Praijng, Sumba Barat, Sumba, NTT	Completeness of tourist facilities and infrastructure
2020	Pengembangan kawasan Perkampungan Budaya Betawi	Setu Babakan, Srengseng Sawah, Jagakarsa, Jakarta Selatan, DKI Jakarta	Education of traders and artists in the fields of hospitality, sanitation, hygiene, product packaging
2019	Pengembangan Ekowisata pada desa wisata kawasan kaki Gunung Salak gunung salak	Gunung Salak, Bogor, Jawa Barat	Understanding of ecotourism activities and their positive impacts
2020	Edukasi pemetaan kawasan ecoriparian Ciliwung dalam pengembangan berbasis ekосоfi	Srengseng Sawah, Jagakarsa, Jakarta Selatan, DKI Jakarta	Understanding the importance of ecosophy and its application

The objectives of carrying out research on the Bandung City Cultural Tourism Market are:

1. Get an overview of the characteristics of the Cultural Tourism Market in Bandung City and identify the factors that influence the market and provide recommendations for possible market development efforts that can be done.
2. Increase understanding of market segments that have the potential to grow significantly.
3. Develop steps and strategies to maximize the effectiveness

of promotional and advertising activities.

4. Establish indicators that can be used to measure the impact of characters that occur in the Cultural Tourism Market of Cultural destinations in Bandung city.

2. METHODS

This research activity uses qualitative methods, where the research location was carried out in the Saung Angklung Udjo area as a cultural tourism destination in Bandung City, West Java. Meanwhile, the sampling technique was carried out accidentally using data collection tools in the form of

questionnaires to visiting tourists for domestic visitors.

3. RESULTS AND DISCUSSION

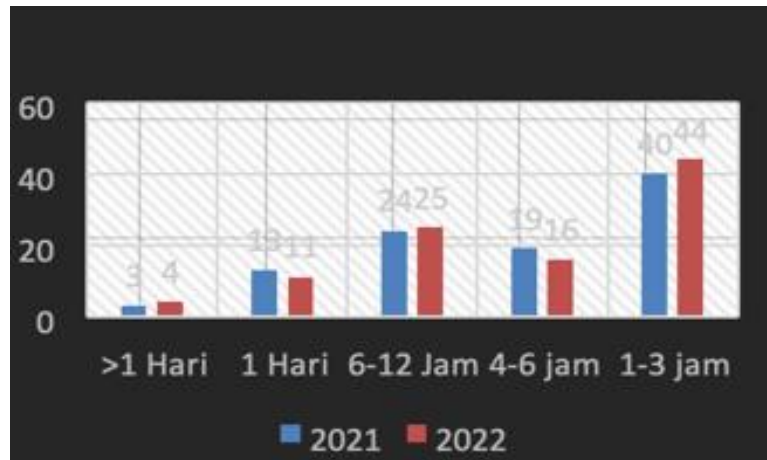


Figure 1. Length of Stay

Source:

The chart above shows a comparison of the magnitude of the duration of tourist visits in 2021 and 2022. It can be seen that tourists who spend more than a day in 2021 have a magnitude of 3%, and increase in 2022 to 4%. Tourists who spend the whole day in 2021 are 13% and will decrease in 2022 to 11%.

Tourists who spend 6 – 12 hours in 2021 are 24% and will increase in 2022 by 25%. Tourists who spend 1-3 hours in 2021 are 40% and will increase in 2022 by 44%. Then tourists who spent 4-6 hours visiting DTW in 2021 had a figure of 19% and decreased in 2022 by 16%.

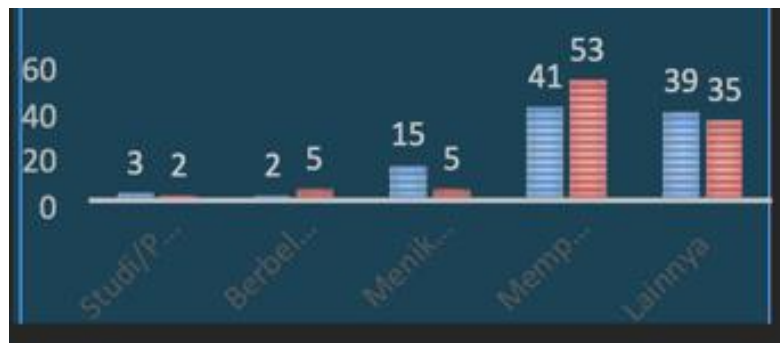


Figure 2. Market Preferences

Source:

The chart above describes the preferences for cultural destination activities to be visited. In 2022, the majority of respondents, 53%, have a preference for visiting to study art and culture, 5% of the total respondents have a preference for visiting to enjoy the view. Then respondents who chose to shop for crafts/souvenirs were

represented at 5%, other studies/research at 35%.

With the description above, it can be seen that the tendency of respondents to choose to study art/culture is 53%, this shows that the value of art/culture in West Java has high historical value, and is the main motivation for tourists to visit.

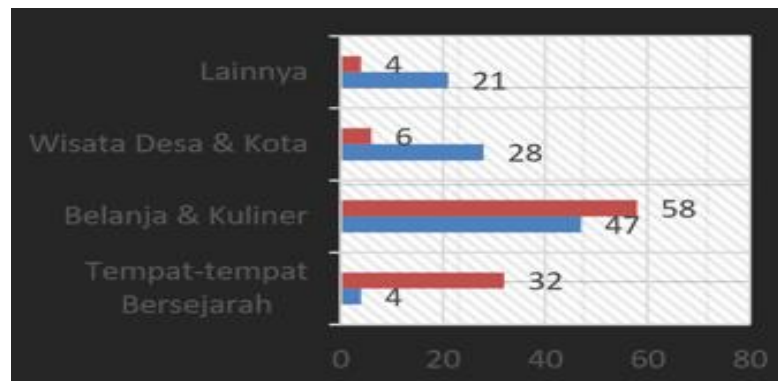


Figure 3. Tourism Destination Preference

Source:

In the chart above, it can be seen that the majority of respondents have a preference from 2021-2022 for tourists visiting historical places such as museums, temples and other historical places with an increase of 28%. Meanwhile, an increase of 11% of respondents

had a preference for shopping and culinary tourism. Then respondents who had a preference for visiting tourist villages experienced a decrease of 22% and other categories experienced a decrease of 17%.

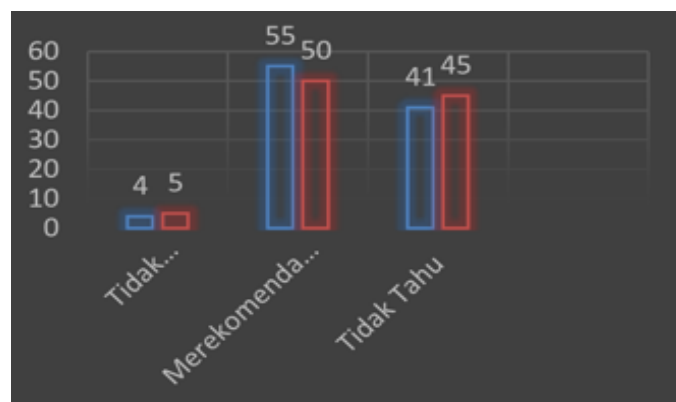


Figure 4. Recommended Visit

Source: Data Analysis, 2025

In the chart above, it can be seen that respondents who recommend cultural destination to other people are represented by 50%. Meanwhile, 5% of the total respondents

did not recommend DTW. Then 45% of the total respondents chose not to know/did not answer.



Figure 5. Tourist Spending

Source:

In the chart above, it can be seen that tourist expenditure at cultural tourism destination is below Rp. 20,000.00 in 2021 is 3% and decreases in 2022 by 2%. Tourist spending is between Rp. 20,001.00 – Rp. 50,000.00 in 2021 by 2% and increase in 2022 by 3%. Tourist expenditure Rp. 50,001.00 – Rp. 100,000.00 in 2021 amounting to 16 and

increasing in 2022 by 25.00%. Tourist expenditure Rp. 101,000 – Rp. 200,000.00 in 2021 by 44%, increasing in 2022 by 53%. Then tourists spend Rp. 201,000.00 – Rp. 500,000.00 in 2021 is 35.10% and in 2022 it decreases to 16.70%.

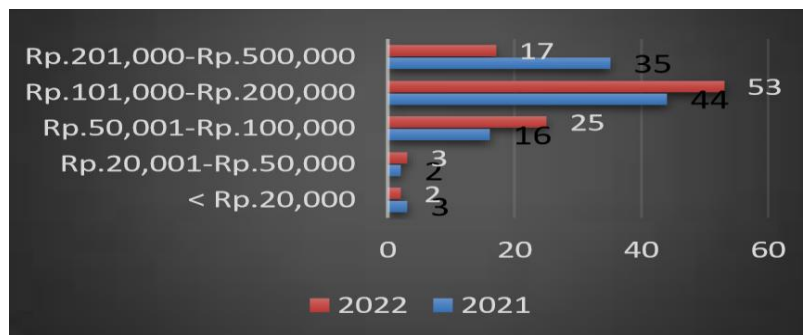


Figure 5. Tourist Spending

Source:

In the chart above, it can be seen that the majority in 2022 of respondents, 56%, will use land transportation as their preferred mode of transportation. Meanwhile, 42% of the total respondents represent tourists who use airplanes as their preferred mode of transportation. Then 2% of the total respondents represent tourists who use sea routes.

3.1 Tourism Market

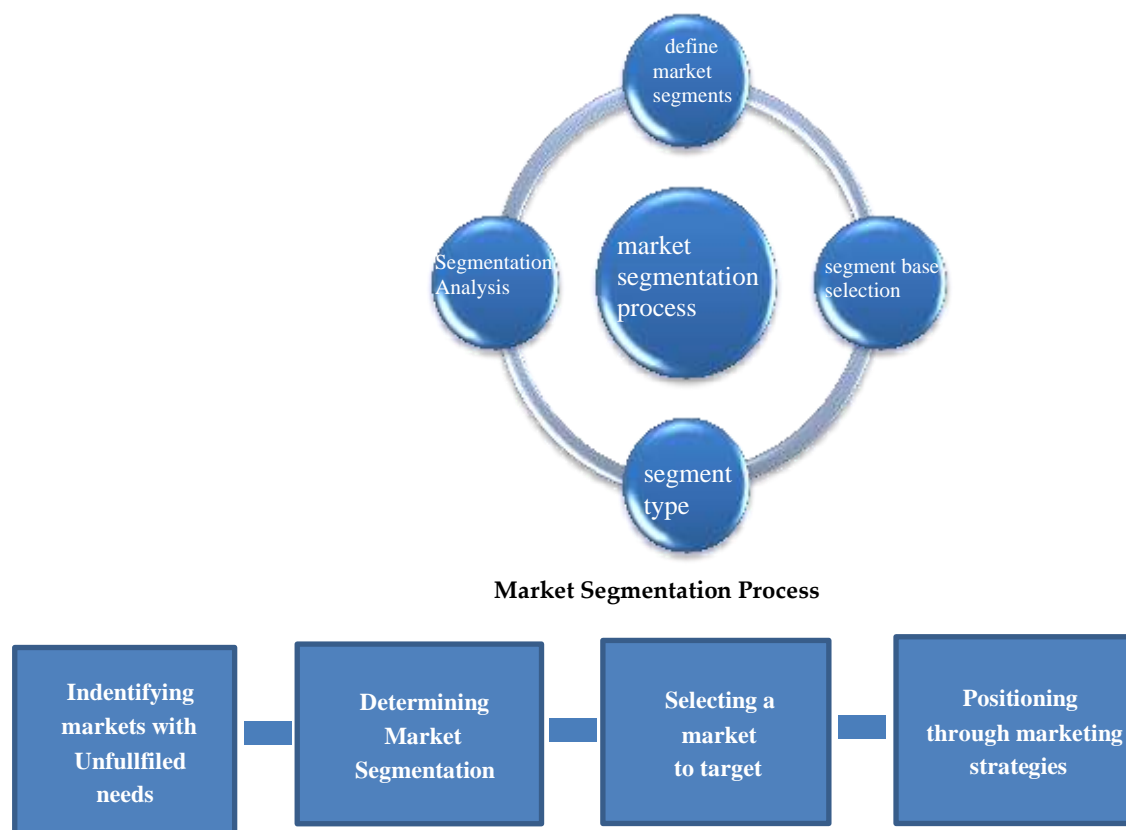
A market is a set of actual and potential buyers of a product, where the size of the market depends on the number of possible buyers for a particular product or service offering. The four main characteristics of the market; interests, income, access and qualifications [7]. Tourist Market:

1. Current Market
2. Markets in Destinations
3. Supply and Demand Market
 - Primary Market

- Secondary Market
- Tertiary Market

3.2 Tourism Profil

To be able to understand and determine the market profile, it is necessary to do market segmentation first. Market segmentation is an attempt to divide the market into several groups of buyers who have needs, characteristics, and behaviors that may require different types of products. According to [8], explaining market segmentation is the process of dividing market into meaningful groups that share some common characteristics. Benefits of segmentation are consumers will search for and buy those products or services which provide certain benefits or the means to satisfy their needs. To be able to analyze the market required steps in segmentation. The segmentation process is as shown in the following picture:



Picture: Process, Analysis, Output
Figure 7. Process, Analysis, Output

The output produced by segmenting the market is knowing the actual market and the potential market. The understanding of the definition of the actual market has been explained in the section above. Five advantages obtained by segmenting the market according to [9] include:

1. Designing products that are more responsive to the market;
2. Analyzing the market;
3. Finding market opportunities;
4. Mastering a superior and competitive position;
5. Determine effective and efficient communication strategies

In the book "Marketing in Travel and Tourism", 2001 according to [10], there are seven ways to divide the market into certain segments, all of which are applied in the tourism industry. The main methods for segmenting are based on:

1. The purpose of the trip,

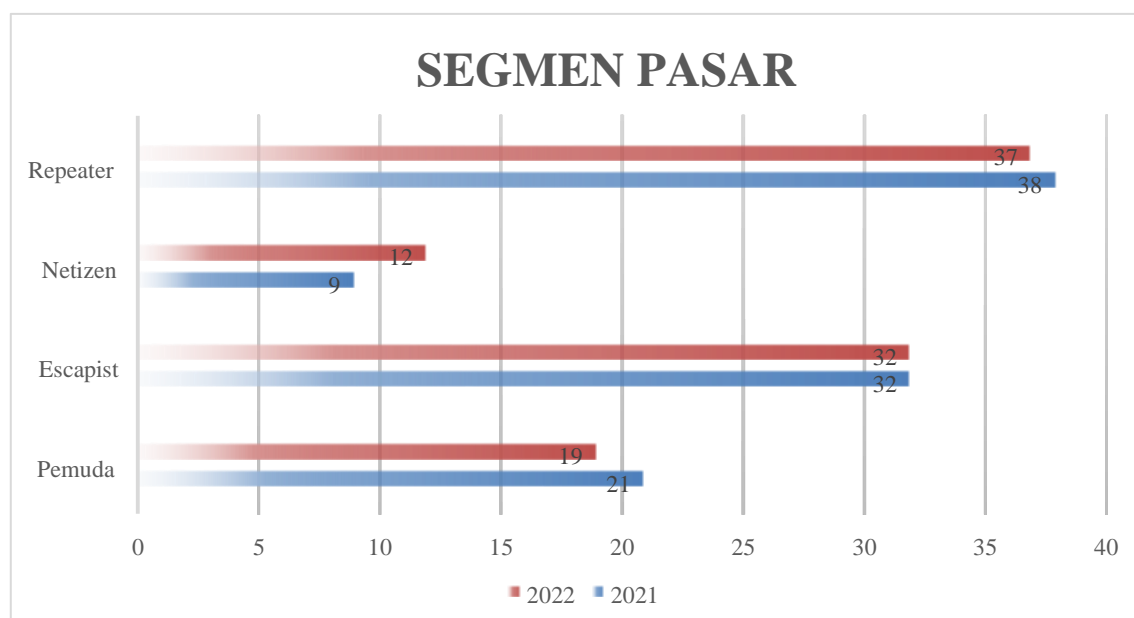
2. Buyer's needs, motivations and benefits sought,
3. Buyer behavior / product benefit characteristics,
4. Demographics, economics and geographic profiles,
5. Psychographic profile,
6. Geodemographic profile, and
7. Price

The aspect that needs to be considered is the tourist segment aspect. Segments that are likely to be targeted in achieving tourist visits are the youth segment, escapists, netizens and repeaters. Considerations in choosing this market segment are the opportunity to travel, the encouragement of technological developments and past patterns that are used as experience in monitoring the movement of cultural foreign tourists. The youth segment is a demographic aspect, where in this activity are domestic tourists aged 25-34 years. Youth

or in a popular global context called generation "Y" have a tendency to explore new things around their environment. In addition, physically, youth have the opportunity to make tourist visits.

The Netizen segment is the psychographic aspect of tourists who obtain information about tourist attractions through the internet. Internet at this time is one of the popular media in promoting tourism. Tourism promotion content is able to accommodate image, video content, and a wide interaction space so that it can encourage people to carry out tourism activities in the psychographic aspect of motivational variables, look at the recreationist market, where the purpose of this market is purely a vacation.

Another psychographic aspect is the escapist, namely the market which is often seen as escaping from routine, and does not want to be disturbed by daily affairs. They are sometimes also called short break tourists because they take advantage of short holidays to relax. Another psychographic aspect of repeaters is tourists who have the possibility to revisit the tourism destination they visited. In the analysis of the cultural foreign tourists market, the repeater market was chosen because there is a possibility to revisit it. This market can be seen based on the desire indicator in tourism destination return visits. The following is a comparison of the market segment size in 2021 and 2022 in the chart.



Sumber: hasil penyebaran kuesioner & olahan data, 2022

Figure 8. Market Segment

The chart above shows a comparison of the size of the market segment in 2021 and 2022. It can be seen that the repeater segment in 2021 has a size of 38% and decreases in 2022 to 37%. Netizens in 2021 have a size of 9% and will increase in 2022 to 12%. Escapists in 2021 and 2022 have the same amount of 32%. Then the youth segment in 2021 has a size of 21% and decreases in 2022 by 2%. With the description above, it can be seen that there is

a 3% trend in the increase in tourists with the netizen market segment, it means that digital technology is already in great demand in the cultural tourism market segment.

The length of tourist visits to tourism destination is one of the important components in the study of trends and prospects for cultural tourism. By knowing the length of tourist visits, the character of tourists in spending time in DTW will be seen.

Based on chart above, it shows a comparison of the magnitude of the character of the length of tourist visits in 2021 and 2022. It can be seen that tourists who spend more than a day in 2021 have a magnitude of 3%. and increase in 2022 to 4%. Tourists who spend all day in 2021 have 13% and decreased in 2022 to 11%. Tourists who spend 6-12 hours in 2021 are 24% and will increase in 2022 by 25%. Tourists who spend 1-3 hours in 2021 have 40% and increase in 2022 by 44%. Then tourists who spend 4-6 hours visiting tourism destination in 2021 have 19% and decreased in 2022 by 16%.

With the description above, it can be seen that 44% of tourists tend to spend their time in cultural tourism objects with a time span of 1-3 hours. This time is the shortest time among other visiting times, this is caused by the lack of tourist activities outside the main object which of course is a cultural tourism object which tends not to be changed, but other supporting activities can be added without reducing the value of the object, so that tourists can linger in the object, which can encourage the high spending rate of tourists who come to visit. Activity preferences in tourist market analysis describe respondents' preferences in carrying out activities on visits to tourism destination. The activity preference category in this activity is divided into four categories, namely; learn art and culture, shop for handicrafts/souvenirs, enjoy cultural attractions and other categories other than those mentioned.

The following is a recapitulation of the comparison of activity preferences carried out by respondents in the analysis of cultural tourist market data in the chart above, the preferences of cultural tourism destination activities to be visited. In 2022 the majority of respondents 53% have a preference for visits to study art and culture, 5% of the total respondents have a preference for visits to enjoy the scenery. Then the respondents who choose to shop for handicrafts/souvenirs are represented by 5%, other studies/research 35%. With the description above, it can be seen that the tendency of respondents to choose to study art/culture is 53%, this shows

that the value of art/culture in West Java has a high historical value, and is the main motivation for tourists to visit.

Tourism Destination type preferences in tourist market analysis describe respondents' preferences in choosing tourism destination visits. The category of preference for tourism destination in this activity is divided into five categories, namely; Tourism Villages, Shopping and Culinary Tours, Historic Places, Arts and Culture Festivals, and other categories other than those mentioned. The following is the recapitulation result of the comparison of tourism destination type preferences on the respondents of cultural tourist market data analysis activities in the chart above. In the chart above it can be seen that the majority of respondents have a preference from 2021-2022 tourists who visit historical places such as museums, temples, and other historical places with an increase of 28%. Meanwhile, an increase of 11% of respondents have a preference for shopping and culinary tourism. Then respondents who have a preference for visiting tourist villages have decreased by 22% and other categories have decreased by 17%.

With the description above, it can be seen that there is a very good upward trend for respondents who have a preference for visiting historical places by 28%, and also a good increase from respondents who have references to shopping and culinary places. This is a positive value considering that it can be combined into a good output, where in the area of cultural tourism objects there should be a shopping and culinary area, so that it can increase the length of stay in cultural tourism objects which can encourage an increase in tourist spending. Recommendations for Tourist Attractions in the tourist market analysis describe the preferences of respondents in recommending the tourism destination visited. The categories of tourist attraction recommendations in this activity are divided into three categories, namely; Respondents recommend tourism destination to friends / relatives, Respondents do not recommend tourist attractions and

Respondents do not provide answers / do not know in recommending tourism destination.

The following are the results of the recapitulation of tourism destination recommendations on respondents from cultural tourist market data analysis activities in the chart above. In the chart above, it can be seen that 50% of respondents who recommend tourism destination Budaya to other people are represented. Meanwhile, 5% of the total respondents represent not to recommend tourism destination. Then 45% of the total respondents chose not to know/no answer. With the description above, it can be seen that the tendency for word of mouth promotion is very potential, so that a good experience is expected to be obtained by tourists after a visit, where this can encourage the creation of a positive image to tourists which will later be conveyed to family, colleagues, and other relatives.

This can certainly encourage an increase in the number of tourist visits without spending a lot of budget for promotional activities. Trends in Prospects of Behavioral Aspects of Archipelago Tourists, Culture, Bandung, West Java The mode of transportation in the tourist market analysis describes the preferences of respondents in the selection of transportation modes used in visits to tourism destination. The categories of transportation modes in this activity are divided into three categories, namely; air, sea and land. The following is a recapitulation of the comparison of preferences for transportation modes used by respondents to analyze cultural tourist market data in the form of a diagram.

In the chart above, it can be seen that the majority in 2022, 56% of respondents use land transportation as their preferred mode of transportation. Meanwhile, 42% of the total respondents represent tourists who use airplanes as their preferred mode of transportation. Then 2% of the total respondents represent tourists who use the sea route. With the description above, it can be seen that there is an increasing trend in the use of technology such as online travel that makes it easier for tourists to find travel

schedules by adjusting to the budget, this can be seen from an increase of 10% of respondents from the previous year (2021) and an 8% decrease in the choice of land transportation from the previous year. (2021). Analysis of trends and prospects for tourist spending in this activity aims to describe the strength of tourists in buying cultural tourism products. In this context, tourist expenditures do not include tourism destination entrance tickets. The following is a comparison chart of tourist spending in 2021 and 2022. In the chart above, it can be seen that tourist spending in tourism destination is below Rp. 20,000.00 in 2021 is 3% and will decrease in 2022 by 2%. Tourist expenditure between Rp. 20.001.00 – Rp. 500.00 in 2021 by 2% and increase in 2022 by 3%. Tourist spending Rp. 50.001.00 – Rp. 100,000.00 in 2021 by 16 and increasing in 2022 by 25.00%. Tourist spending Rp. 101,000 – Rp. 200,000.00 in 2021 by 44% an increase in 2022 by 53% tourist spending.

Discussion

1) Approach to Cultural Tourism Market Trends Using Destination Origin Time (DOT)

This approach is used to determine the tourist market based on market segments (geographical, demographic, psychographic, and behavioral aspects) where the tourist market in the tourist market which is divided into two, namely the outbound market and the inbound market from the perspective of the tourist market. visitors and the purchasing side of tourist packages. Where it has a significant difference, namely the tourist market found in cultural tourism objects is dominated by the origin of tourists from these destinations, in other words, guests who visit at home, while in terms of selling cultural tourism packages, there is a dominance of purchasing cultural tour packages by the tourist market. So that it can be concluded that the cultural tourism market that does not buy tour packages through travel agents is the inbound cultural tourism market, while the tourist market that buys packages is dominated by the purchase of outbound packages.

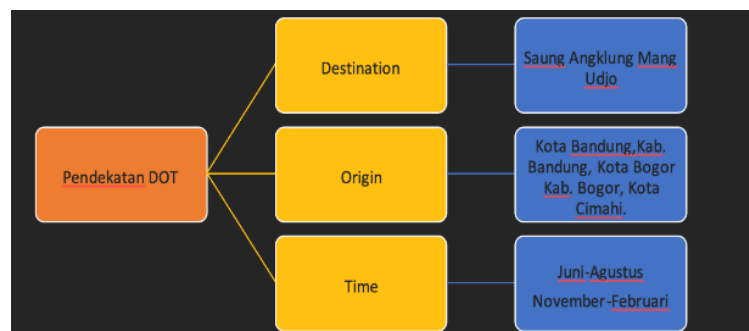


Figure 9. DOT Approach

2) Cultural Tourism Market Recommendation Approach Using Branding Advertising Selling (BAS).

This approach is more about the formation of an image or image of a product to increase sales which leads to an increase in profit for the existence of a product and the welfare of the human resources involved in it. From the studied, it can be seen that Bandung already have certain branding that emphasizes the invitation to try the products offered by the City, than continues to advertising, where advertising will inform potential buyers of cultural tourism products, which in the end this prospective buyer will decide to make a purchase, but it really depends on the results after the sale or the

perception of the buyer, which is believed to be the potential market is the “repeater” market, this is because the repeater market is a loyal market to visit again and promote to all family and colleagues. With this assumption, it is hoped that branding and advertising can be in line and provide true information, so as not to disappoint buyers, which is believed that 1 disappointed buyer will be compared to 10 satisfied buyers. So, if there is 1 buyer who is disappointed, it is assumed that there will be 10 prospective buyers who think again about purchasing the cultural tour package, while 1 satisfied buyer will not necessarily bring in 10 other buyers, this is due to the assumption that negative things will spread quickly compared to other buyers. with the positive.

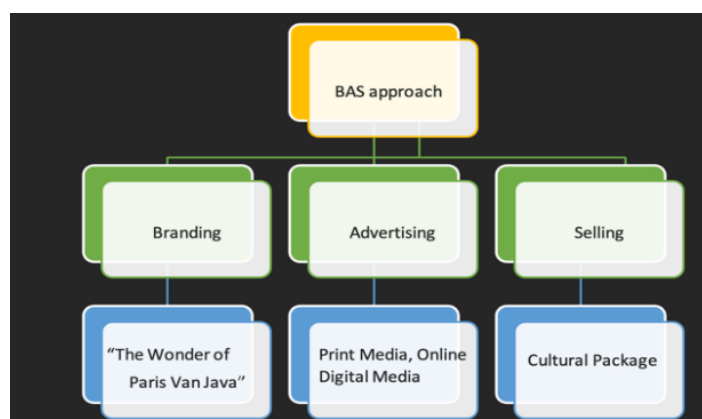


Figure 10. BAS Approach

3) Cultural Tourism Market Recommendation Approach Using Paid Media, Owned Media, Social Media, and Endorser (POSE)

Media is a bridge of information where products can be easily recognized widely. Paid Media in 6 research provinces puts more emphasis on introducing, because through Paid media is more dominant to communicate products in one direction,

where there is no direct interaction with prospective buyers or with those who have made purchases. Owned media provides an opportunity for interaction between sellers (destination managers) and buyers (visitors), which will create two-way communication that can be a solution for both parties, if there is something negative after the product purchase process, the buyer will immediately be able to pour out his complaints and the seller will immediately determine the attitude to overcome it. So that in this case the seller can create an online system as a container for all complaints and buyer input. Social media is a medium for socializing with relatives and colleagues, this media can be potentially negative or positive where there are many

sensitive things from statements with the perception of each individual which is always different. Endorser is one of the current market approaches, where famous people or people who become icons, such as celebrities, officials, reality show winners, even people who are being talked about, have the potential to be the center of attention, as did the Ministry of Tourism. currently promoting the charm of the whole of Indonesia by using a song sung by music icon Rossa, this is very interesting. POSE is usually integrated as an example of advertising the charm of Indonesia using Paid Media, Owned Media, Social Media, and endorsers of famous people.

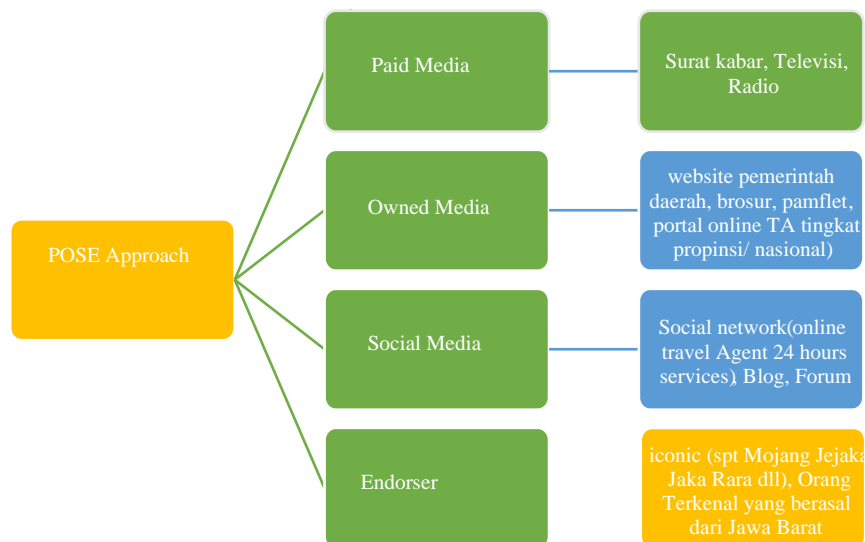


Figure 11. POSE Approach

4. CONCLUSION

Cultural tourism is a subset of tourism as a whole. It relates to a region's culture, lifestyle, history, art, architecture, religion, and other elements that shape the way of life of the people of a geographic region. Cultural tourism encompasses urban areas, particularly cities with historical heritage and cultural facilities such as museums and theaters. Cultural tourism also encompasses rural life, the traditions of authentic village communities, values, and lifestyles. This type of tourism is growing in

popularity, no less than nature tourism or other forms of tourism.

Thus, a tourist at a cultural tourism destination can be defined as someone who travels to a tourist attraction located outside their usual place of life with the aim of gaining information or experiences to fulfill their desires.

Culture-based tourism is a type of tourism activity that utilizes culture as its object, and there are numerous cultural tourist attractions in Indonesia, spread throughout the archipelago. One cultural tourist attraction that has achieved global fame is

Borobudur Temple.

Factors of Cultural Tourism
Attraction

1. Each region has a distinct, unique, and authentic appeal.
2. Domestic tourists can interact with the culturally diverse

communities.

3. Domestic tourists can learn from the local wisdom.
4. Foster a greater sense of environmental awareness.
5. Culture as the main attraction

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