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# **HOSTS 2022**

**PROCEEDING OF INTERNATIONAL CONFERENCE ON HOSPITALITY  
AND TOURISM STUDIES**

 **HOSTS**

INTERNATIONAL CONFERENCE ON  
HOSPITALITY AND TOURISM STUDIES  
(ICONHOSTS)



**TOURISM DIPLOMA PROGRAM**  
**UNIVERSITY OF MERDEKA MALANG**  
**EAST JAVA-INDONESIA**



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## FOREWORD

What are the major global trends and the keys to success that can be observed in this understanding of food tourism? It is a growing market. The growth of food tourism worldwide is an obvious fact. It is one of the most dynamic segments within the tourism market. But what are food tourists like? They are tourists who take part in the new trends of cultural consumption. They are travellers seeking the authenticity of the places they visit through food. They are concerned about the origin of products. The product is the basis of food tourism. Therefore, it is important to define what heritage resources and natural resource we are going to convert into tourism products that make it possible to identify this territory. Cultural heritage, culture is the set of behaviours, knowledge and customs that shape a society and on which a sense of belonging is based. The design of any food tourism offering will not viable if it does not take into account the cultural characteristics of the territory. In this regard, Tradition and Innovation coexist in a natural manner. Gastronomic tradition is in a process of continuous evolution, and the challenge for professionals is to incorporate innovation in order to renew and adapt their offerings to the needs of the new cultural consumer. Sustainability, food tourism is capable of addressing cultural and environmental concerns in a way that is compatible with purely economic arguments. The recent history of global tourism development is littered with nominally sustainable models and manifestly unsustainable actions. The idea is not to create new indiscriminate pressure on culinary heritage, but to leverage it rationally with an eye to sustainability. Quality, destinations that want to promote food tourism have to work on various level in the field of quality and recognition of local products, the development of a competitive offering, the professionalism of human resources throughout the value chain of food tourism through training and retraining, and consumer protection and reception in order to increase visitor satisfaction. Communication, destinations must articulate a credible and authentic narrative of their food tourism offerings. The travel experience has changed and is not limited to the days of actual travelling, but rather it starts much earlier, with its preparation (the tourist becomes inspired, gathers information, compares, purchases), and the experience ends when the traveller assesses and shares his experiences through social networks. Economic and Cooperation, it is necessary for the actors operating in the destination (producers, farmers, ranchers, fisherman, chefs, restaurateurs, public administrations, hoteliers, etc.) to be involved in the definition and management of food tourism product offerings. As we know that, food and tourism play a major part in the contemporary experience. Food is a key part of all cultures, a major element of global intangible heritage and an increasingly important attraction for tourists. Food always has been an important component of the tourist experience. So very important to understanding global trends in food tourism.

Best Regards,

**Professor Dr. Widji Astuti, MM.,CPMA.**

Head of Tourism Diploma Program-  
University of Merdeka Malang-Indonesia

## PREFACE

This proceeding was prepared based on the results of 2022 ANNUAL ICONHOSTS INTERNATIONAL CONFERENCE ON HOSPITALITY AND TOURISM STUDIES with the theme "FOOD TOURISM: LOCAL WISDOM TOWARD SUSTAINABLE LOCAL FOOD" which was held on October 27, 2022 at Tourism Diploma Program of Merdeka University Malang. Iconhosts international is intended to disseminate knowledge, opinions or innovations and as a medium to convey aspirations, ideas, provide new insights and increase participants' competence about local food wisdom, especially those in Indonesia. As a country rich in culture, customs, language and culinary, tourist attractions based on the uniqueness of local traditions and wisdom are the most in demand through food diversification efforts so that people's food security is maintained as well as the potential of local food needs to be developed and promoted its use. Efforts to process local foodstuffs into various foods and derivative products that suit market tastes will open up economic opportunities and increase added value. The use of the main commodity in an area becomes a selling point for typical culinary packaging into something that can be enjoyed by tourists, for example, cassava can be processed into various specialties such as tiwul, getuk, sawut, gatot, and krupuk from cassava basic ingredients as well as other local food products. The implementation of this international seminar is expected to establish cooperation between study programs throughout the country in supporting local wisdom towards sustainable local food in line with the Ministry of Tourism and Creative Economy, especially which encourages Indonesia to utilize local wisdom in the regions as an effort to build sustainable tourism. This information is intended to improve knowledge and skills in managing local food management businesses in a better way.

On this occasion, we express our highest appreciation to all speakers, leaders of the tourism diploma program and all committees who have actively participated in the implementation of Iconhosts International and the publication of proceedings from this event. Not to forget that we as the organizing committee apologize for the shortcomings and imperfections that occurred in the entire process of organizing seminars and publishing proceedings books. Finally, hopefully this proceedings with the theme of local food tourism can be useful for all of us.

Best Regards,

Rhiza Eka Purwanto, M. A.  
Chief Executive

## Keynote Speaker

### **IMMERSIVE EXPERIENCE RESTAURANT, REDEFINING FOOD TOURISM” IS IT RIGHT?**

#### **Associate Professor Liu Yanqi**

School of Tourism and Art, Beijing College of Finance and Commerce- Beijing

The development of economic and social society and the change of The Times, make People's lifestyle has been changed dramatically become different. Catering consumption, as the basic consumption of life, is from meeting the basic physiological needs, to the pursuit of essence spiritual experience. In recent years, the post-90s and post-00s generation have gradually become The new generation of mainstream consumer groups, its more pursuit of new strange, emphasizing experience and sensory stimulation, which prompted the meal drinking space. The "immersive restaurant" is also gradually upgrading into a new tourist destination. Immersive restaurant" creates a complete tourism and catering integration body with characteristic cultural experience and complete support, making "immersive restaurant" one of the core competitive elements of new tourist attractions. Holographic restaurant one of innovation. Culture plus performing art and project technology can create good. Catering reform is the inevitable trend of the development of the times. Only by adapting to various needs and constantly expanding and innovating, can it adapt to the development of the times. Innovative catering and tourism products will become a new growth point of the future tourism industry.

Keynote Speaker

**FOOD TOURISM IN SWITZERLAND: CREATING VALUE CHAINS FOR  
SUSTAINABLE LOCAL COMMUNITIES**

**Mr. Ioannis Evagelou**

Postgraduate Programme Leader and a Tourism-International Management Institute (IMI),  
Switzerland

Local food systems can fuel rural community economic development and sustainable growth. Food tourism can help people (locals and visitors alike) to get back to basics, learn new skills, explore their identities and cultures and enable human capital to appreciate food for well-being. Food tourism and the tourism industry can play significant roles in developing a tourist destination. How do we define Food Tourism? Which are the current trends from the literature as well as from the industry? How Swiss tourism looks at food tourism and which are its key directions for the future?. Food tourism should be associated with the new cultural and creative value chain. In this context, the pairing of food and wine should be understood based on an anchored network “with creativity and innovation”. Creativity and innovation linked to pairing show the subjectivity of the “combination” considering the specificity of the identifying characteristics of each territory. This identification, in turn, leads to networks associated with new stakeholders and new entrepreneurship forms. From a supply side, this presupposes both the creativity in proposing new food products and the innovation in contemporary food tourism that tends to be seen more and more significant in local/regional tourism development.

Keynote Speaker

**A NEW WAVE IN FOOD TOURISM: ARE WE IN THE RIGHT TRACK?"**

**Wan Hafiz Bin Wan Zainal Shukri M.Sc., Ph.D,**

School of Food Science and Technology -University Malaysia Terengganu

Food tourism experiences, also called culinary experiences, incorporate more than just food and drinks. Travellers want to learn about, appreciate, and consume food and drink that reflects our culture, heritage, and traditions. They want a memorable experience that gives them a “taste of place”. Food can inspire travel by providing experiences rooted in, and reflective of, our unique local food culture. For the purposes of tourism development, food in tourism focuses primarily on tours, festivals and events, restaurants, accommodations, and retailers. Tourist experience with food: flavour of destination, decrease speed – ‘slow food’, search for authenticity. Flexible tourists shift in sustainability push. Food tourist in late modernity: Gastronomy as class distinction, Food explorer, Economic, cultural & social-sustainable options in hospitality, Individual identity: spending more on experiences, wellness/self care journey, niche hobbies, consumptive experience & production: “live local”, and long-term stay. Strategic direction for Malaysia: public-private sector partnership, embrace digitalization (smart tourism), sustainable and inclusive development (UNSDG).

## Keynote Speaker

### **TRADITIONAL FOOD TOWARDS SUSTAINABLE FOOD TOURISM (CASE IN INDONESIA)**

**Professor Dr. Widji Astuti, MM.,CPMA**

Tourism Diploma Program University Merdeka Malang-Indonesia

Traditional food is one of the tourist attractions that strengthen the resilience and competitiveness of tourism in Indonesia, because traditional food contains the unique values of local wisdom. Gastronomy tourism, culinary tourism or food tourism is a form of tourism that is based on the strength owned by the culinary aspects of a country, region, or area. Basically, Indonesia as a country with a large area, high biodiversity, various cultural traditions, has the greater opportunities and potential than those countries in developing the tourism. Food tourism consist 3 component: local wisdom, traditional food and sustainability of traditional food tourism. The sustainability of traditional food as a concept is not easy to understand, because it is complex, multidimensionally and multi-aspect. This is related to cultural values as trusted local wisdom, community behavior, civilization, availability of materials, agriculture, availability of equipment, economic, environment, and so on. A memorable experience for tourists when culinary (positioning), because cultural values (local wisdom) in processing, serving, the ingredients used are different from other foods (differentiation), become a driving force for the sustainability of tourism food competitiveness.

Keynote Speaker

**INDONESIA SUSTAINABLE TOURISM IN INDONESIAN GASTRONOMY**

**Chef Ragil Imam Wibowo**

Indonesia Chef Association (ICA)

Indonesia is a country endowed with diverse natural resources, tribes and ethnicities, cultures and traditions, as well as various other uniqueness that no other country has, especially in terms of culinary. Indonesian food is a portrait of the diversity of plants and animals, various way in processing and presentation, and absolutely richness in taste and culture. It is an advantage that many regions in Indonesia are also popular as tourist destination for both domestic and foreign tourists. Therefore gastronomy with all its aspects is a great opportunity for Indonesia to introduce and promote not only the type of dish and constituent materials, but also the variety of processes, meanings and values existed in it. What kind of Gastronomy: should have story behind of each food, should have unique location, should have some speciality and unique and interesting presentation. Food makes Exceptional because you get to taste what its actually supposed to taste like.

## **Marketing Food Tourism Towards Sustainable Culinary Tourism: A Case Study of 'Orem-Orem Food'**

**Widji Astuti<sup>1</sup>, Rulli Krisnanda<sup>2</sup>, Mardiana<sup>3</sup>**

<sup>123</sup>University Of Merdeka Malang

<sup>1</sup>*widji\_asttk@yahoo.com*

### ***Abstract***

This paper examines the marketing of traditional food in the relationship of traditional food identity with the sustainability of traditional food tourism. The data collected is in-depth interviews with 8 selected 'orem-orem Food' business owners. The focus of the research is Malang City, East Java-Indonesia because 'orem-orem food' is a typical food and becomes the identity of Malang city food. A correlation was found between food uniqueness and increased local food production and preservation of traditional heritage, processing skills and methods. This paper finds new tourism consumption in the traditional traditional food group as culinary tourism for business continuity.

**Keyword:** Food Tourism, Regional Identity, Malang City

### **Introduction**

Local and regional food holds great potential to contribute to sustainable competitiveness in a destination. An analysis of the literature and promotional material and tourism destinations, however, indicate that the contribution of food to sustainable tourism and the marketing of destinations has received very little attention globally. To support the food tourism destination marketing framework, two key tools were developed, namely TOURPAT (a tourism and culinary atlas linked to a geospatial database) and PAT (a product potential and attractiveness tool).

Food is considered a reflection of the culture of a country and its people. Food is 'an expression of people and their way of life' (Kaspar, 1986), which is reinforced by Boniface's (2003) view, which regards culture, both past and present, as an inevitable part of culinary tourism. Long (1998) emphasizes the fact that food or culinary tourism is an experience that utilizes all the senses making it the center of the tourism experience. Therefore, the ideal product to be offered as an attraction in a destination and has many possibilities to be used as

a marketing tool is food as a tourist destination, namely traditional food tourism or culinary tourism.

Malang Raya is popular among travelers because of its various tourist destinations. Malang city also has a unique culinary. One of them has existed since ancient times, namely 'orem orem'. 'Orem-orem' is a Javanese culinary dish from Malang City which is made from sliced fried tempe, chicken, and cooked with thick coconut milk. It is served with sliced diamonds topped with bean sprouts, tempeh and smothered in coconut milk vegetable gravy. In short, 'orem orem' is a simple home-cooked dish that uses liquid coconut milk topped with 'ketupat' or 'lontong'(rice cake).

Several authors have contemplated food as an expression of place and how it is used for marketing purposes (Cohen & Avieli, 2004; Hall & Sharples, 2003; Handszuh, 2000; Hjalager & Richards, 2002; Long, 2003; Richards, 2002). There are many examples of how the linkage between food/food and tourism and regional development has been practiced around the world, with either the development and promotion of specific products, courses, events, services or a combination of products and services (Boniface, 2003; Boyne et al, 2002; Corigliano , 2002; Hall et al, 2003a; Richards, 2002; Scarpato, 2002). Considering various aspects of traditional food tourism, the current focus of research is on how marketing traditional food tourism contributes to the sustainability of culinary tourism in tourist destinations.

## **Literature Review**

### **Food tourism and sustainable development**

Culinary tourism is a multifaceted area of research that stands out from outside the forefront academic research of geographical theory, cultural studies and sociological analysis. Recently underpinned by 'special interest tourism' (Douglas et al., 2001), its potential role as a regeneration instrument is attracting interest in government policy, destination marketing strategies and travel media coverage. Because each of these interests has its own interpretation of 'food tourism'. This study adopts a broad definition that fits the definition of food tourism (Hall and Sharples, 2003) as 'a visit to primary and secondary food producers, food festivals, restaurants, and specific locations ... it is the desire to experience a particular type of food or results from a particular area.

Although it is accepted that food is an integral element of the tourist experience (Hall and Sharples, 2003) and can act as a motivator for travel (Quan and Wang, 2004), conceptually it is still on the outside of tourism research. The academic literature has

concentrated on relying as an economic driver and marketing tool (Jones and Jenkins, 2002; Kneafsey and Ilbery, 2001; Okumus et al., 2007; Telfer and Wall, 2000) or as tourism partners (Charters and Ali-Knight, 2000 ; Hall et al., 2000).

The social and cultural approach reflects a general shift in tourism studies (Hjalager and Richards, 2002). In the interrelationships between food, place, and identity, the social and cultural impact of culinary tourism can be thoroughly explored, recognizing that 'gastronomy has been a significant source of identity formation in society (Richards, 2002). Despite culinary and media policies encouraging tourists to embrace local food, less academic attention has been paid to the ways in which tourists' engagement with local food contributes to the development of, and identity, and food-related components.

Various studies have explored the social and cultural significance of food to life in society (Mintz, 1996), and the ways it contributes to identity formation (Bell and Valentine, 1997; Caplan, 1997), as well as markers of local identity (Cook and Crang, 1996). The study of Cook and Crang (1996: 131) shows that food ingredients are 'placed cultural artifacts' in food and are often adopted as symbols of strong identity.

### **Culinary Tourism Marketing and Village Tourism.**

Culinary tourism can be regarded as a form of niche or alternative tourism and as a result of increasing competition and changing tourist desires in terms of obtaining a tourist experience, currently culinary specialties of tourist areas are included as a new or additional sector in the travel and tourism business (Poon, 1993; Ritchie, 2007). This situation provides an opportunity for traditional food in tourist destinations to become an important source in building a marketable image of the village/tourist destination area and additional experiences for tourists, strengthening the competitiveness and sustainability of tourist destinations (Quan and Wang, 2003). The food and tourism industries benefit from this interaction, as local and regional food products become an important means of selling tourism as an identity and culture of a destination and allow food producers to add value to traditional food products to create a tourism experience by paying attention to the sustainability of raw materials (Quan and Wang, 2003).

### **Methodology**

The literature review reveals that limited interdisciplinary research has been conducted on the interrelationships between food, identity, sustainability and tourism. Recent work on food tourism has recognized case studies to be effective research strategies,

providing an important link between theory and practice (Hjalager and Richards, 2002). It has also been suggested that 'case studies can identify relevant issues and various driving forces that are important for the development of tourism or gastronomy in a particular area' (Hjalager and Richards, 2002), and a recent culinary tourism case study. have proven successful in this endeavor (Jones and Jenkins, 2002; Kneafsey and Ilbery, 2001; Sharples, 2003).

To support this research, qualitative descriptive statistics are sourced from the owner of the 'orem orem' food business. Research shows that food-related tourism is mainly caused by people who have disposable income and specifically travel to certain places to eat (Hall and Sharples, 2003). Very little research has concentrated on restaurant owners, as they are only seen as acting as a conduit between local producers and visiting tourists. Communicating with both groups (selected business owners and tourists), and being aware of local conditions and problems, in total, 8 orem orem sellers in Malang City matched the sampling criteria and personally agreed to participate.

## **Result**

After exploring the data in the analytical, there are specific trends in traditional foods, discussed as follows. Culinary tourism as a means to increase tourist spending. The study found an increasing appreciation of local food by tourists, with a significant proportion willing to pay more for locally identifiable products. The interviewees insisted that there had been an 'explosion in eating food' (E:1,3,4,6,8) and a 'much wider and wider appreciation of food' (E:1,2,3,5,7 ). One of the owners of the 'orem orem' shop stated 'interest in local food and eating is something that has been going on for generations (E:1,2,3,4,5,6,7,8), and this is supported by Enteleca (2001) who found that 42% of tourists look for local specialties with a 'local identity'. Although some local products are considered 'very expensive' by tourists. Some interviewees felt that it was irrelevant, feeling that as a domestic tourist the price of 'orem-orem' was expensive. However, for some tourists who believe in and support the local heritage aspect, they don't mind paying more for something unique to the region. This agrees with Enteleca's (2001) findings that 67% of travelers are prepared to spend more on locally identifiable products.

Culinary tourism appears to be giving rise to a debate towards a 'new' form of tourism consumption on a large scale, far from being merely a proponent of tourism, in which tourists embrace a more specialized and more diverse tourism offering (Shaw and Williams, 2004), even to enjoy the culinary tourism with greater cost. Thus, the results of the study indicate

that there has been an increase in interest in local food among tourists in general, there has been a very significant increase in food-related activities among tourists, which illustrates the argument surrounding the development of culinary tour group tourists (Munt, 1994). Through the search for 'new' forms of tourism consumption that are more independent and more locally sensitive, tourists are showing a greater desire to spend on traditional food experiences that will increase the cultural capital of the destination region, rather than spending less on standard products. high, and cheaper with limited local sources. (Kivela and Crofts, 2006).

Finally, it is suggested that the label 'culinary tourism' includes all things related to traditional food tourism. Several models have been devised in an attempt to address this and categorize traditional food as 'culinary tourism' and food-related activities as tourist destinations (Cohen and Avieli, 2004; Enteleca, 2001; Hjalager, 2002; Mitchell and Hall, 2003). However, the correlation between the types of food tourism and maintaining the identity and culture of an area still requires the development of studies; This paper proposes additional components that can improve. In contrast to the previous typology which was based on a quantitative survey of tourists, it is recommended to offer an interesting dimension with qualitative data generated from the people who are closest to the observation and interaction with tourists, namely the owners of 'orem-orem' food businesses. The data shows that a tourist who enjoys traditional food as a culinary tour is someone who is knowledgeable, without small children, financially comfortable and interested in engaging in food-related activities and activities.

The results of interviews to build a framework that shows the real relationship between culinary tourists and the characteristics they feel. Those interviewed unanimously believed that 'traditional food tourism' is that tourists with particular contests tend to be more likely to engage in food-related activities and culinary knowledge, as opposed to tourists whose culinary tours show a very low level of interest in activities that are related to food and culinary knowledge. related to food.

## **Conclusion**

The marketing of traditional food as an identity or distinctiveness that strengthens regional tourism has found that the first thing that needs to be determined is which segment or group or class of tourists will be the target market. Furthermore, it is necessary to pay attention to the price per portion of 'orem-orem' food which is adjusted to the quality of processed food, arrangement, presentation and the needs of the targeted tourist group and in

the end increase the branch of 'orem-orem' shops typical of Malang with recipes and traditional processing methods.

Although statistical generalization is difficult to achieve through case study strategies (Yin, 1994), interesting relationships and issues have been observed and explored in more detail, especially in areas that actively promote identity or uniqueness or distinctiveness in association with traditional foods. A broader study incorporating several regional case studies would be invaluable in testing the findings of this study. This paper has offered a new perspective for the culinary tourism debate by focusing on the views and attitudes of restaurant owners, as the main producers of culinary tourism. It also recognizes the many ways in which food and identity are intertwined in a given location. Future research should also examine quantitative and in-depth approaches with tourists, providing an important bridge between consumers and producers of regional food tourism. Research has shown that food and food-related industries can be central to the formation of regional identities, strengthening the theoretical relationship between identity and food.

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## Application of Tri Hita Karana at The Monkey Forest Attraction, Ubud Gianyar

**I Gede Anom Sastrawan<sup>1</sup>, Ni Putu Anik Prabawati<sup>2</sup>**  
Faculty of Tourism<sup>1</sup>, Faculty of Social and Political Sciences<sup>2</sup>  
Udayana University  
anom\_sastrawan@unud.ac.id<sup>1</sup>, prabawati@unud.ac.id<sup>2</sup>

### *Abstract*

This study aims to determine the Application of the Tri Hita Karana Concept in The *Monkey Forest* Tourism Destination Power. The benefit of this research is to apply the Tri Hita Karana concept, get the opportunity to apply the tourism sciences that we learn in relation to the Tri Hita Karana Concept and to add insight into thinking in identifying and analyzing tourism problems. The concept of Tri Hita Karana must also be applied in the construction of an accommodation. The development in question is in the form of determining the layout of the space used, namely the layout of the holy place with a place of human activity, and the existence of nature around it. The concept of Tri Hita Karana has three parts, namely Parhyangan, Pawongan and Palemahan. The types of data used in this study are qualitative and quantitative data with two types of data sources used, namely primary data and secondary data. Data collection techniques used through observation and in-depth interviews to explore data related to the application related to Tri Hita Karana and responses to existing issues by interviewing via telephone. In addition, researchers also use data collection techniques through documentation. The informant determination technique in this study the researcher used a purposive procedure with 2 speakers, namely *the Monkey Forest* Tourism Attraction Manager and Bendesa Adat in Padang Tegal Village, Ubud District, Gianyar Regency. The application of the Tri Hita Karana Concept can create a harmonious relationship between Man, Nature, God. The advice that can be given in this study is that every development or development planning should apply the concept of Tri Hita Karana in order to create a harmonious relationship between God, Nature, and Man.

**Keyword:** Tourist Attractions, Tourist Attractions, Tri Hita Karana

### **Introduction**

#### **Background**

Tourism develops due to the human movement in search of something he does not yet know, exploring new territories, looking for changes in atmosphere, or for a new journey

(Robinson, 1976; Murpy, 2003). Currently, many accommodation accommodations are built in every tourist area. One of the tourism areas that are densely packed with accommodation is in the southern part of Badung regency such as Kuta, Jimbaran, Nusa Dua. However, the construction carried out is not in accordance with the established law.

Many violations occurred in the field, inappropriate arrangement of buildings, land function change was carried out which resulted in a traditional community system, namely Subak, being lost. To respond to this, investors, the government, and the public should think about the future impact in planning a development. The concept of Tri Hita Karana is very important to apply because Tri Hita Karana is a concept that connects three elements harmoniously, namely connecting the relationship between man and nature, man with man, and man with God. The three elements must synergize with each other in realizing a harmonious relationship between God, Nature, and Man.

Wanara Wana Tourism Attraction or better known as *Monkey Forest* is a very famous tourist destination in Ubud, especially in the Padang Tegal Traditional Village. *Monkey Forest* is a tourist destination area in the form of a very large forest in the middle of the city of Ubud, which makes this forest unique and visited by many tourists, namely the presence of monkeys who inhabit the forest. The application of the Tri Hita Karana Concept can create a harmonious relationship between Man, Nature, and God. Based on the background description of the problem above, the main problem in this study is How is the Application of the Tri Hita Karana Concept in *the Monkey Forest* Tourist Destination Area?

## Research Objectives

Based on the formulation of the problem, the purpose of this study is as follows to find out the Application of the Tri Hita Karana Concept in *the Monkey Forest* Tourist Destination Area. Academic Benefits of this research to apply the concept of Tri Hita Karana, get the opportunity to apply the tourism sciences that we learn in relation to the Tri Hita Karana Concept and to add insight into thinking in identifying and analyzing tourism problems.

The practical benefits in this study can be expected to be used as input and consideration for the *Monkey Forest* tourist attraction, in order to prioritize the application of the Tri Hita Karana concept in planning a tourism facilitator such as: Tourist Attractions, Hotels, Villas, Restaurants, Homestays. In addition, it is also to harmonize the relationship between God, Nature, and Man.

## Literature Review

The concept of Tri Hita Karana must also be applied in the construction of an accommodation. The development in question is in the form of determining the layout of the space used, namely the layout of the holy place with a place of human activity, and the existence of nature around it. The concept of Tri Hita Karana has three parts, namely Parhyangan, Pawongan and Palemahan. In 2000 an international seminar was held held by the Center for Bali Studies (Pusaka Bali) to study Tri Hita Karana by involving the community, figures, scientists and development observers and this activity managed to get more than 40 papers related to the concept, points of thought and implementation techniques of Tri Hita Karana.

The results of the meeting were the initial data bank used in supporting the determination of competition criteria, tourism certification from Bali with Tri Hita Karana values in the Tri Hita Karana Tourism Award and Accreditation (Dalem, 2007.) Previous research entitled Application of the Tri Hita Karana Concept in The Tourist Attraction of Lake Beratan by Lagut 2018 where the results of the study discussed the assessment of the environment of the lake Beratan tourist attraction area, Bedugul so that it could answer the indicators contained in *Tri Hita Karana Tourism Award and Accreditation 2014*

## Methodology

The location of this study is in Pakraman Padangtegal Village, with a land area of about 1.28 km, inhabited by about 3,034 people, many of whom make a living as farmers and artists. Padang Tegal Village is divided into four hamlets of banjar community or custom - Banjar Padangtegal Kaja, Banjar Padangtegal Mekarsari, Banjar Kelod Padangtegal and Banjar Padang Kencana. ([www.monkeyforestbud.com](http://www.monkeyforestbud.com)).

The types of data used in this study are qualitative and quantitative data of (Kusmayadi and Sugiarto, 2000.) with the data sources used there are two types, namely primary data and secondary data (Sugiyono, 2014.) The primary data of this study are existing conditions such as facilities and management applied, data on the application of Tri Hita Karana in *the tourist attraction of Monkey Forest* and secondary data obtained in this study is the profile of *Monkey Forest* Tourism Attractions such as the history of documentation related to *Monkey Forest* Tourist Attractions and data on the participation of Alas Kedaton Tourist Attractions in the THK Awards and Accreditation.

Data collection techniques used through observation and in-depth interviews to explore data related to the application related to Tri Hita Karana as well as responses to

existing issues by interviewing via telephone (online). In addition, researchers also use data collection techniques through documentation. The informant determination technique in this study researchers used a purposive procedure (Arikunto, 2006.) with 2 speakers, namely *the Monkey Forest* Tourism Attraction Manager and Bendesa Adat in Padang Tegal Village, Ubud District, Gianyar Regency.

The data analysis technique used in this study is qualitative data analysis according to Miles and Huberman (Sugiyono, 2012.) that is, describing a phenomenon, then relating it to another phenomenon through interplay to be described in a quality that is close to reality. The data analyzed is the Contribution of *Monkey Forest* Tourism Attractions in The Welfare of the Community (Local) in Padang Tegal Village, Ubud District, Gianyar Regency.

## Results and Discussion

Wanara Wana Tourism Attraction or better known as *Monkey Forest* is a very famous tourist destination in Ubud, especially in the Padang Tegal Traditional Village. *Monkey Forest* is a tourist destination area in the form of a very large forest in the middle of the city of Ubud, which makes this forest unique and visited by many tourists, namely the presence of monkeys who inhabit the forest. The application of the Tri Hita Karana Concept can create a harmonious relationship between Man, Nature, God.

This can be seen from the first, namely the Relationship between Humans and the Environment, the preservation of the forest where monkeys and other animals live, the second is the relationship between Humans and Humans with the preservation of the forest and the animals in it, the forest is built into a tourist attraction and recruits the surrounding community to be employed there. the third is the relationship between Man and God, that is, every 6 months the surrounding community gives offerings that are addressed to the animals that live there as a thank you. Monkey Forest Attraction has a Tri Hita Karana application system. To regulate the application of the Tri Hita Karana concept, the manager can be seen in figure 4.1 which is divided into 3, namely:



Figure 4.1  
Implementation of the Tri Hita  
Karana Concept

a. Prahyanan

Arranging in terms of religious ceremonies that are in the tourist attraction of the Monkey Forest seeing the Tourist Attraction of the Monkey Forest there is a temple that is very sacred to the surrounding community. all the necessities such as piodalan, daily mebantén, care of the sanctuary, and those related to prahyanan are all arranged by the Prahyanan section.

b. Palemahan

A person appointed to regulate all environmentally related activities in the Monkey Forest tourist attraction such as procurement of garbage cans, procurement of toilets, procurement of cleaners, procurement of an-organic and organic waste processing sites. Monkey forest has a variety of tree species scattered around the tourist attraction Monkey Forest besides that it is inhabited by 612 monkeys. for waste processing itself, the manager provides a waste house that is used to process organic and an-organic waste. Organic waste is recycled into fertilizer which will be used to treat all plants in the Monkey Forest tourist attraction.

c. Pawongan

Empowering the community as employees to manage the tourist attraction of Monkey Forest. Where in maintaining human relations with humans it is harmonious to implement an open recruitment system. *Monkey Forest* has a special system in recruiting staff and employees, (pak suartika manager of *Monkey Forest* Tourist Attractions) revealed, in the past before *Monkey Forest* developed its recruitment system using a lottery system where each banjar was required to recommend four people to work in *Monkey Forest*. But now the lottery system is no longer valid, but through tests and quotas, looking for quality employees so that the service at *the Monkey Forest* Tourist Attraction is done well and is required to master the English language. To find a good quality of human resources, it is necessary to hold tests and training before they go directly into the world of work. This system is very beneficial for all parties, from the side of *Monkey Forest* is profited because it gets a reliable quality of human resources, for the community it is profited because it is mainly those who have a high level of education, and are more motivated to be better. In addition, around the *Monkey Forest* Tourist Attraction there are shophouses provided by the *Monkey Forest*, the system here is almost the same as recruiting to become a staff at *the Monkey Forest*, but a rental fee is charged.

The system here is through a lottery that each banjar recommends four people, but every citizen who manages to get their lottery can only sell for the next five years and cannot be extended anymore and returned to the draw for residents who have not gotten the opportunity before (Gandra: 2013.) Equality really needs to be applied to avoid social jealousy between each other and minimize the occurrence of conflicts.

## Conclusion

Based on the discussion on the results and discussion, a conclusion can be drawn as follows: 1. Prahyangan: regulating in terms of religious ceremonies that exist in the tourist attractions of the Monkey Forest such as, piodalan, daily mebanten, the care of the holy place, and those related to the pra hyangan are all arranged aleh part of Prahyangan. 2. Palemahan: a person appointed to regulate all environmental-related activities in the Monkey Forest tourist attraction such as procurement of garbage cans, procurement of toilets, procurement of cleaners, procurement of an-organic and organic waste processing sites. 3. Pawongan: empowering the community as employees to manage the tourist attraction of the Monkey Forest. To maintain the relationship between man and man is harmonious.

The suggestions that can be given to the manager of the Monkey Forest Tourist Attraction: 1. Every time you will do construction or development planning, you should apply the Tri Hita Karana concept in order to create a harmonious relationship between God, Nature, and Man. 2. Prioritize environmental safety first, because with a good environment, life in the world will be saved from disasters.

### **Acknowledgement**

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## **The Influence of Intellectual Capital and Content Marketing on Hotel Occupancy in Gorontalo City**

**Sudarsono<sup>1</sup>, Amnatia R. Abdullah<sup>2</sup>**  
<sup>12</sup>*Bina Mandiri University of Gorontalo*  
*tia@ubmg.ac.id*

### ***Abstract***

The hospitality industry after the Covid-19 pandemic is getting better, this can be seen from the increasing room occupancy rate. 1) Partial influence of intellectual capital on hotel occupancy in Gorontalo City; 2) Partial influence of intellectual capital on hotel occupancy in Gorontalo City; and 3) simultaneous influence of intellectual capital and content marketing on hotel occupancy in Gorontalo City. This study uses a quantitative descriptive analysis method with multiple regression approach to the respondents as many as 80 people spread across Gorontalo City. The results showed that intellectual capital with indicators of human capital, customer capital and organizational capital partially had an influence contribution of 0.197 or 19.70% with a t-count value of 4.178 and sig of 0.000 while content marketing with indicators of sales/business, social engagement , SEO and user engagement partially have an effect of 0.43 or 43.20% with a t-count value of 7.428 and a significant of 0.000 but simultaneously, the two variables have an effect of 0.629 or 62.90% with a t-count of 65,229 with sig. of 0.000.

**Keyword:** intellectual capital, content marketing, hotel occupancy

### **Introduction**

#### **Background**

After two years of facing challenges due to the pandemic, Indonesia is now experiencing the highest increase in orders from international guests or foreign tourists since February 2020. his conclusion is drawn from data collected by SiteMinder, the world's leading open hotel trading platform (Mds, 2022). COVID-19 is having an undeniable impact striking almost every sector around the world, especially the hotel and tourism industries, as the hardest hit industrial sectors. (Kusuma Wijaya & Eny Mariani, 2021). The uncertainty that comes with the cessation of travel activities has a very hard impact on hotels, tour operators, airlines, and ends in millions

of employees stranded in the dark without knowing when international tourists will return. (Syafuruddin & Widahartana, 2021).

The international tourism market is a fundamental source of income, however, Indonesia is no exception. Travel restrictions imposed on the borders between countries have made many hotels in Indonesia only able to depend on the domestic travel market for the past two years. For hotels in destinations like Bali, this is a big challenge because the island is highly dependent on the international tourist market, especially to support the local tourism sector.

Based on SiteMinder's World Hotel Index, seen from the main indicators of hotel reservations and global guest arrival trends, it shows that in August, 47% of bookings came from international tourists leading to hotels in Indonesia, a trend that has been increasing since February 2022 when Tourist restrictions are relaxed. Compared to before the pandemic, the volume of bookings to Indonesian hotels based on data from SiteMinder is currently at 88% from 2019, up from a low of only 7% from 2019 levels in April 2020. Responding to data showing market recovery, Market Vice President SiteMinder for the Asia Pacific region, Bradley Haines, said, with a strong dependence on international travel, Indonesia's accommodation sector has certainly felt the impact of this limited global movement for more than most of the last few years. However, the pattern represented in this data represents a speed that can change over time. SiteMinder is the world's leading open hotel trading platform, ranked first among the technology pioneers for opening every hotel's access to online commerce. It is this central role that has earned SiteMinder the trust of tens of thousands of hotels in 150 countries, to sell, market, manage and grow their businesses. Indonesia is SiteMinder's second largest customer base in Asia with approximately 35% of their 34,000 global hotel customers based in the APAC region

### **Research Objectives**

The purpose of this study was to determine and analyze: 1) the partial effect of intellectual capital on hotel occupancy in Gorontalo City; 2) partial effect of content marketing on hotel occupancy in Gorontalo City; and 3) the simultaneous influence of intellectual capital and content marketing on hotel occupancy in Gorontalo City.

## **Literature Review**

### ***Intellectual Capital***

Intellectual Capital/ is an asset that does not have a form in the form of information resources and knowledge whose function is to increase competitive ability and can also improve company performance. If intellectual capital is managed properly it can create a competitive advantage for the company that will create value added that is useful for the company so that it can affect the company's performance and increase the company's market value. (Dewi et al., 2020). Some terms that are almost similar to intellectual capital, including intellectual property, intellectual assets, knowledge assets, all of which have the intention of being a shareholder or capital whose basis is on the existing knowledge of the company. (Abdullah, 2021).

The characteristics of Intellectual Capital are: 1) non-Rivalrous. this means that the resource can be used sustainably by all kinds of users at different locations and at the same time; 2) increasing Return, which means that it can generate incremental unit margin income increases from each investment carried out; and 3) not Additive, this means that the value created can be continuously increased without reducing the basic elements of the resource because this resource is codependent in value creation. (Budiman, 2021).

### ***Human Capital***

Is a combination *knowledge, skill, innovativeness*, as well as the ability of individuals within a company. Baroroh (2013:174) High human capital will be able to encourage a combination of knowledge, skills, innovation, and a person's ability to be able to carry out their duties so that they can create value. Intellectual capital can be increased by increasing the capacity of each worker, Akpinar (Talip & Akdemir, n.d.)

### ***Organizational Capital***

Organizational capital is an important resource (asset) at both the micro (enterprise) and macro (economy-wide) levels (Lev et al., 2016). Arguably, the most important and value-contributing asset that a company owns — assets that competitors cannot easily imitate, and therefore provide their owners with a sustainable competitive advantage. Organizational capital enable both tangible and intangible resources, such as machines, patents, brands, and human capital, to be productive. Thus, organizational capital is the main intangible asset of a business.

### ***Customer Capital***

Customer capital is an asset that can be seen from the company's reputation and customer loyalty. Customer capital defined as a resource related to consumers (Saragih, 2017). Customer capital, is a relationship that is built with consumers and other significant parts of structural capital. Customer capital is a harmonious relationship that the company has with its partners,

both from reliable and quality suppliers. Customer capital also arises from consumers who are loyal and satisfied with the services that have been provided which will keep them coming back to the company concerned.

### ***Content Marketing***

Content marketing is a marketing strategy approach focused on creating and distributing valuable, relevant, and consistent content (Yoga Prasetya et al., 2021).

Content marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and understandable target audience with the aim of driving profitable customer action. (Forrest, 2019).

Content marketing is the process of indirectly and directly promoting a business or brand through value-added text, video or audio content both online and offline. It can take the form of long-form (like blog, artikel, e-book, etc), short-form (like update Twitter, update Facebook, pictures, etc.), or form of conversation (for example, sharing content via Twitter or participating in active discussions via blog comments or via online forums) (Sudarsono, 2021).

Content marketing according to Handley et al (2010), is something that is created or shared by individuals or organizations to tell their story like a conversation. Content marketing doesn't sell all the time and isn't a tactic that pays off right away, but it should be a mindset that is embraced and encouraged.

Looking at the three definitions of content marketing according to experts, it can be concluded that content marketing is something that is created or shared in the form of long-form, short-form and also other conversations that have value and are relevant to attract customers and encourage customers to take action without selling directly. Continuously.

Content marketing created to produce quality, unique, significant, valuable, dynamic and more relevant content than its competitors. According to Gunelius (2011: 56), a content is said to be of general value if:

- 1) Can generate interest, engage, but also inform and educate customers
- 2) Express all the values that identify the company in terms of uniqueness, consistency, quality and relevance.
- 3) Be proactive, which can evolve over time.

Meanwhile, according to Aušra et al (2016), quality content marketing has seven elements, namely: relevance, informative, reliability, value, uniqueness, emotions, and intelligence.

### ***Hotel Occupancy***

Occupancy is a metric used to measure the room occupancy rate of a hotel. How to calculate it is easy, namely by dividing the rooms sold by the existing rooms multiplied by 100%. The unit is a percentage. Hotel room occupancy is a condition to what extent the number of rooms sold, when compared with the total number of rooms that can be sold. Understanding the occupancy ratio is a measure of the success of a hotel in selling its main product, namely rooms. Key performance indicators for the hotel industry are values or metrics that measure the performance of specific areas of a hotel's operations – or the property as a whole. They ensure clear visibility of the functionality and sustainability of your business in the hospitality landscape.

The hotel's key performance indicators make it possible to analyze and develop significant improvements that will help improve the company's performance. Some of the most important key performance indicators for hotels that play an important role in understanding and defining success in the hospitality industry.

Key performance indicators are measurable values that describe how the organization or company is performing in relation to the stated objectives, such as average room rates. Key performance indicators often show how targets are being achieved using data and calculations that guide owners and managers to how their business is performing.

Key performance indicators cover all aspects of the hotel industry, from financial management, operations, and all departments with measurable results, such as marketing or front-of-house. It is important to note that it is necessary to select key performance indicators relevant to the particular sector being addressed in order to find accurate data and metrics to improve performance.

Every industry should have a good track record of past performance and success. The hospitality sector is no exception, and it is key performance indicator data that is one of the greatest aids in analyzing and evaluating hotel performance. Tracking key performance indicator data enables hotel owners to make effective decisions based on past performance. Being able to compare past findings provides a clear view of the hotel's progress. In addition, hotel data analytics enables businesses to identify a number of factors that affect their performance.

Key performance indicators are not only insightful, but they are also great learning tools for hoteliers. You can find out your strengths and weaknesses and how you can use them to your property's advantage. Key performance indicators also help hoteliers see how far they have come, and challenge them to go further.

Now, it is clear that there is a real need to identify the most up-to-date key performance indicators and how they should be assessed in the hotel industry. Here are some key hotel

performance indicators, namely: Average Daily Rate (ADR), Revenue per available room (RevPAR), Average length of stay (ALOS), Online reviews, RevPAR Room Type Index (ReRTI) and Market penetration index (MPI).

## Methodology

This study uses research that focuses on quantitative descriptive research on hotels and inns in Gorontalo City. The population in this study were all stakeholders and shareholders of hotels and inns in Gorontalo City with a total sample of 80 respondents. The research focuses on three variables, namely the Intellectual Capital variable (X1), the Content Marketing variable (X2), and the Hotel Occupancy variable (Y). With Instrument 24 question items with a measurement scale used by Likert ranging from 1 to 5, which is applied varies according to each category of questions. Each question has five choices, namely (5) strongly agree, (4) agree, (3) no opinion, (2) disagree, (1) strongly disagree. In this study, researchers used data collection techniques with questionnaires and documentation

The measurement scale used by researchers in this study is using a Likert scale. The variables measured in this study were translated into indicators and then used as a starting point for compiling instrument items in the form of questions or statements answered by respondents. Each answer is associated with a form of statement or support attitude expressed in words. To analyze each answer from the respondent, a score ranging from 1 to 5 is applied which varies according to each category of questions

In testing the hypothesis, testing the direct effect of each independent variable on the dependent variable using multiple linear regression analysis, with a significance probability value of 0.05. If the significance value is less than the probability value, then  $H_0$  rejected. It means that there is a significant effect of each independent variable on the dependent variable.

## Results and Discussion

### *Classic assumption test*

The multicollinearity test results show that all independent variables have a tolerance value greater than 0.1 and a Variance Inflation Factor (VIF) value of less than 10, so it can be concluded that there is no multicollinearity problem in this research model.

Table 1. Multicollinearity test results

Variable	Tolerance	VIF	Information
Intellectual Capital	0,780	1,282	No Multicollinearity

Content Marketing	0,780	1,282	No Multicollinearity
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Source: Data Processing Results, 2022

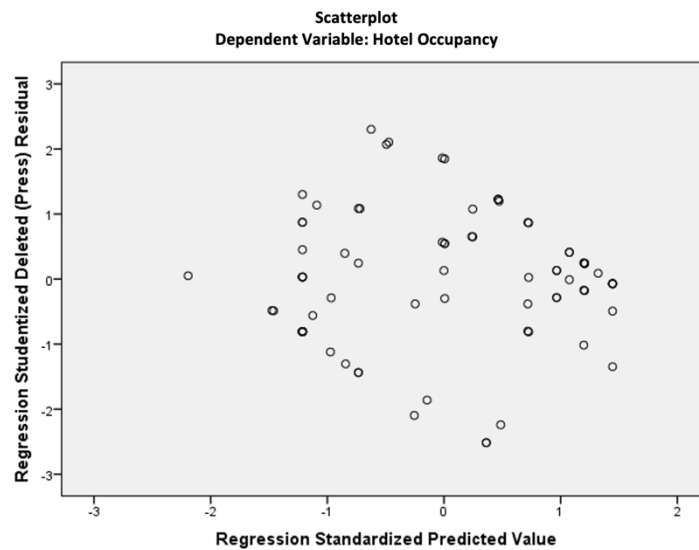


Figure 1. Heteroscedasticity test results

Heteroscedasticity test results show that the scatterplot image points spread with unclear patterns, above and below the number 0 on the Y axis, so that the regression model does not occur heteroscedasticity.

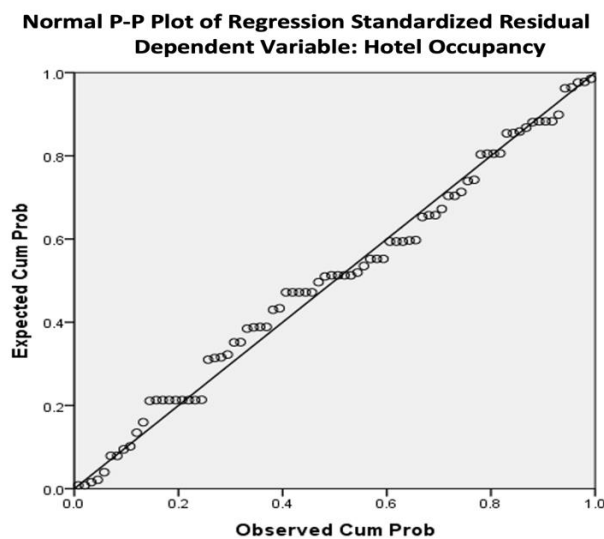


Figure 2. Normality Test Results

The normality test results show that data spread around the diagonal line and follows the direction of the diagonal line, then the data is normally distributed and the regression model has fulfilled the normality assumption.

Table 2. Results of Regression Analysis

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.934	3.262		2.738	.008
Intellectual Capital	.383	.092	.328	4.178	.000
Content Marketing	.744	.100	.584	7.428	.000

a. Dependent Variable: Hotel Occupancy

Source: Data Processing Results, 2022

The analysis of the regression equation model shows the constant value ( $\alpha$ ) = 8,934 which means that if there is no influence from intellectual capital and content marketing, then the Occupancy Hotel is constant, namely 8,934 unit. Koefisien regresi variable intellectual capital ( $\beta_1$ ) = 0,328 which means that every change in the intellectual capital variable is equal to 1 the unit will affect hotel occupancy in the city of Gorontalo equal to 0,328 unit. Koefisien regresi variable content marketing ( $\beta_2$ ) = 0,584 which means that every change in the content marketing variable of 1 unit will affect the Occupancy Hotel in Gorontalo City by 0.584 times.

Table 3. Coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 <sup>a</sup>	.629	.619	2.414

a. Predictors: (Constant), content marketing, intellectual capital

Source: Data Processing Results, 2022

The results of the analysis of the coefficient of determination indicated that the magnitude of the influence (the ability of the independent variable in explaining the dependent variable) using the R Square value, of 0.629. This value shows that 62.9% of Occupancy Hotel variables in

Gorontalo City can be explained by intellectual capital and content marketing, while the remaining 37.1% can be explained by other variables that are not examined in this study.

Table 4. Hypothesis test results

Research Hypothesis	Provision		Research result		Influence	information
	Score	Score	Sig <sub>hitung</sub>	T/F <sub>hitung</sub>		
	Sig	T/F				
H <sub>1</sub> . Intellectual Capital affects the Occupancy Hotel	< 0,05	> 1,656	0,000	4,178	0,198 19,80%	Accepted
H <sub>2</sub> . Content marketing affects the Occupancy Hotel	< 0,05	> 1,656	0,000	7,428	0,431 43,10%	Accepted
H <sub>3</sub> . Intellectual Capital and Content Marketing Simultaneously Against Occupancy Hotels	< 0,05	> 3,110	0,000	65,229	0,629 62,90%	Accepted

Source: Data Processing Results, 2022

The results of the one hypothesis test (H<sub>1</sub>) showed that the value of the SIG-count was 0.000 smaller than the significance level of 5% (0.05) and the value T-hitung 4,178 > T-tabel 1,656. Thus the H<sub>1</sub> hypothesis is accepted related to the positive and significant influence of Intellectual Capital (X<sub>1</sub>) against the Occupancy Hotel (Y). The magnitude of the influence of the intellectual capital variable is 0,198 or 19,80% which means that 19,80% which means that 19.80% of Occupancy (Y) hotels in Gorobtalto City can be explained by Intellectual Capital (X<sub>2</sub>).

The results of the two hypothesis testing (H<sub>2</sub>) showed that the Sig-count value was 0,000 smaller than the significance level of 5% (0,05) and the Value T-hitung 7,428 > T-tabel 1,656. Thus the H<sub>2</sub> hypothesis is accepted related to the positive and significant effects of content marketing (X<sub>2</sub>) affecting the Occupancy Hotel (Y). The magnitude of the influence of the content marketing variable is 0.431 or 43.10% which means that 43.10% of Occupancy (Y) hotels in Gorontalo City can be explained by Content Marketing (X<sub>2</sub>).

The results of the three hypothesis testing ( $H_3$ ) showed that the Sig-calculation value of this study was 0,000 smaller than the significance level of 5% (0,05) and the value  $F_{\text{hitung}} 65,229 > F_{\text{tabel}} 3,110$ , thus the  $H_3$  hypothesis which states that Intellectual Capital ( $X_1$ ) and Content Marketing ( $X_2$ ) jointly have a significant effect on Hotel Occupancy ( $Y$ ) in Gorontalo City, accepted. The results of the coefficient of determination simultaneously obtained a value of 0.629. This value shows that 62.90% of the Hotel Occupancy ( $Y$ ) variable in Gorontalo City can be explained by Intellectual Capital ( $X_1$ ) and Content Marketing ( $X_2$ ), while the remaining 31.10% can be explained by other variables not examined in this study.

### ***The Influence of Intellectual Capital on Hotel Occupancy***

This study hypothesizes that intellectual capital has a positive and significant effect on hotel occupancy. The results of this study indicate that hotel occupancy has a positive and significant effect on hotel occupancy in Gorontalo City as indicated by the value  $t_{\text{hitung}} = 4,178$  and the Sig-hitung value is 0,000. This means that if intellectual capital increases, it will be followed by an increase in hotel occupancy in Gorontalo City.

#### ***Human Capital,***

Human capital is defined as the knowledge, skills, experience, intuition and attitudes of the workforce. Intellectual capital can be increased by increasing the capacity of each worker.

Organizational Capital, the sum of all assets that enable an organization's creative capabilities

Customer Capital, which acts as a bridge in the operation of Intellectual Capital, and is the main condition and determinant in turning Intellectual Capital into market value and organizational business performance.

### ***The Effect of Content Marketing on Hotel Occupancy***

This study hypothesizes that content marketing has a positive and significant effect on hotel occupancy. The results of this study indicate that content marketing has a positive and significant effect on hotel occupancy in Gorontalo City as indicated by the  $t_{\text{hitung}} = 7,428$  and the Sig-hitung value of 0,000. This means that if content marketing increases, it will be followed by an increase in hotel occupancy in Gorontalo City.

Relevance, Content relevance is considered as usefulness of information to consumers.

Informative, Content can provide potential customers with information about the knowledge, skills and processes a company uses to create products and services. The content and linguistics used influence the consumer's decision-making process.

Reliability, Reliability is one of the key elements in creating high quality content. To ensure reliability, companies must carefully evaluate data processing procedures and use of appropriate techniques. Because, the information provided by the company must be reliable and adequate.

Value, content creation must be implemented through functional value and emotional value.

Uniqueness, Unique content can be used as a company positioning tool to be unique.

Emotions, companies must understand content more broadly and must place emotional and entertainment elements that excite customers. Emotional characters (positive or negative) are more attractive to customers than neutral content.

Intellegence, content has the ability to be human-to-human-readable and processed in machines or technology.

### ***The Influence of Intellectual Capital and Content Marketing on Hotel Occupancy***

This study hypothesizes that intellectual capital and content marketing simultaneously have a positive and significant effect on hotel occupancy. The results of this study indicate that intellectual capital and content marketing simultaneously have a positive and significant effect on hotel occupancy in Gorontalo City as indicated by the  $F\text{-hitung} = 65,229$  and the  $Sig\text{-hitung}$  value of 0,000. This means that if intellectual capital and content marketing increase, it will be followed by an increase in hotel occupancy in Gorontalo City.

#### ***Average daily rate (ADR)***

This is one of the top metrics to measure the average rate per occupied room. This means you can check the daily average income for all your occupied rooms. ADR always excludes empty rooms to prevent unrepresentative numbers.

The average daily rate (ADR) allows you to measure critical elements in your hotel's financial performance. ADR also plays an essential role in price forecasting and marketing. This allows management to plan and work with flexible pricing, depending on the season.

#### ***Revenue per available room (RevPAR)***

This measure analyses the average revenue for a given period (usually given as the daily average) based on your revenue across all bookings. To calculate this KPI, you must multiply the daily average rate by the occupancy rate. Another option is to divide the total revenue per night by the number of rooms available. RevPAR creates a price metric for how much revenue is generated per room. RevPAR high usually means reasonable occupancy rates as well as high ADRs.

### ***The average length of stay (ALOS)***

is a measure used to determine the length of stay of residents by dividing the total number of rooms occupied by the number of bookings? It is important to note that the space occupied is calculated based on the number of nights guests stay at the hotel. You can track daily, weekly, monthly, or yearly results for occupancy rates. This metric identifies the total number of rooms, vacancies and booked rooms. The final score shows your clients' average length of stay at your hotel. A higher score is usually a better indicator than a lower score, indicating higher overall spending. The advantage of ALOS is that you can use the data to make pricing decisions. For example, if you have a low ALOS, you can increase your room rate for short stays or offer better deals for more extended stays. Length of stay is a significant variable that affects hotel revenue.

### ***Occupancy rate***

You can divide the occupied rooms by the total number of rooms available and multiply by 100 to get the occupancy rate. These KPIs are important in evaluating your hotel's daily performance, giving you a constant data stream. If you notice a trend of low occupancy on certain days of the week, you can run promotions to encourage more bookings on those days or streamline your staff if not everyone is needed.

### ***Online reviews***

In an era where everyone can access the Internet and share their experiences about a hotel, it's essential to look at the reviews. The star rating left by the client can indicate how efficiently the hotel is operating and which areas of improvement could be made. In an era where everyone can access the Internet and share their experiences about a hotel, it's essential to look at the reviews. The star rating left by the client can indicate how efficiently the hotel is operating and which areas of improvement could be made. (Sukarno & Nirawati, 2016).

Hotel room occupancy is a percentage of the number of rooms occupied or rented to guests compared to the total number of rooms for rent, which can be calculated daily, monthly or yearly. The room occupancy rate can be determined by calculating the number of rooms sold divided by the total number of rooms multiplied by one hundred. Room occupancy rate states a condition to the extent to which the number of rooms can be sold. The main goal of every hotel is to sell room services by increasing the hotel's room occupancy percentage. The sale is marked using hotel room service users' correct room rental rates. The room occupancy rate cannot be increased because the occupancy turnover under normal circumstances only occurs overnight. This means that every 24 hours, a hotel room can only be occupied by the number of guests in question. If a room's revenue on a given night is not earned, that income is lost forever.

## Conclusion

Based on the results of research and discussions that have been carried out, it can be concluded that intellectual capital has a positive and significant effect on hotel occupancy, with a contribution of 19.70%. Thus, the hypothesis that intellectual capital has a positive and significant effect on hotel occupancy can be accepted. Content marketing positively and significantly affects hotel occupancy, with an influence contribution of 43.20%. Thus, the hypothesis that content marketing has a positive and significant effect on hotel occupancy can be accepted. Intellectual capital and content marketing simultaneously positively and significantly affect hotel occupancy, with an influence contribution of 62.90%. Thus, the hypothesis that intellectual capital and content marketing simultaneously have a positive and significant effect on hotel occupancy can be accepted.

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## **Disaster and Destination: Sustainable Tourism Governance in North Bandung Area**

**Shandra Rama Panji Wulung<sup>1</sup>, Nur Haniifah<sup>2</sup>, Maria Tri Octaviani Simbolon<sup>3</sup>,  
Cep Ubad Abdullah<sup>4</sup>**

*<sup>1234</sup>Universitas Pendidikan Indonesia*

*<sup>1</sup>wulung@upi.edu*

### ***Abstract***

Tourism contributes to sustainable development, but in its development, it is very vulnerable to disasters. In this study, disasters are categorized into natural and non-natural disasters. Collaboration between stakeholders is needed to reduce disaster risk as a form of sustainable tourism destination governance. This study aims to analyze sustainable tourism destination governance and their relation to disasters. This qualitative research was conducted in March-August 2022 in the North Bandung Area. Primary data was obtained through interviews and observations, while secondary data was obtained through policy documents, literature, and previous research. The data obtained were then carried out with content analysis, descriptive statistical analysis, and qualitative descriptive analysis. The results showed that the West Bandung Regency Tourism and Culture Office as a destination management organization in the North Bandung Area tended to have implemented sustainable tourism programs during the pandemic, especially in the promotion and crisis management subcategories.

**Keyword:** Disaster risk reduction, Destination governance, North Bandung Area

### **Introduction**

Tourism is making an increasingly large contribution to sustainable global economic development, but its development is highly vulnerable to a series of disasters [1]. Over the past two decades, disasters have affected tourism destinations and become one of the factors limiting the development of sustainable tourism [2], [3]. Events such as the terrorist attacks and Hurricane Katrina in the United States, SARS and MERS in Asian countries, to natural disasters that include tsunamis, earthquakes, and volcanic eruptions in the region traversed by the Pacific Ring of Fire have had a devastating impact on international tourism [4]–[6]. The Covid-19 pandemic has become the worst disaster for the tourism sector in the last two decades [7], [8]. Tourism is an economic activity that tends to be influenced by the image of a tourism destination, the negative image of a destination can affect the performance of the tourism

industry [9], [10]. As a result, a series of disasters that occur in tourism destinations are of particular concern to developing tourism destination governance [8].

It is important to develop appropriate governance strategies in the pre-and post-disaster phases [11]. Collaboration between stakeholders is very important for disaster management. Several previous studies have shown that governance in tourism destinations is the best way to cooperation in the event of a disaster and its recovery efforts [2], [12], [13]. The governance of tourism destinations is beneficial for the consolidation of disaster management activities and the implementation of post-disaster recovery programs [14], [15]. In addition, tourism destination governance plays a role in managing disaster risk reduction and making tourism destinations resilient to disasters [16]–[18]. Both natural and non-natural disasters require governance that is tailored to the type of disaster [19]. In Indonesia itself, tourism destination governance in disaster management plays a role in maintaining the sustainability of the tourism ecosystem, considering that Indonesia is very vulnerable to disasters, especially natural disasters [3], [20], [21].

The North Bandung area is a protected area and cultivation area that has a high potential to be developed as a tourism area [22]. In addition, the North Bandung area is also a geological natural disaster-prone area which includes volcanic disasters, earth movements, and earthquakes. These geological natural disasters are at the center of tourist activities [23], [24]. Nevertheless, the North Bandung area remains a national priority area through its designation as a National Tourism Development Area Tangkubanparahu and Lembang. The high tourist activity in the North Bandung area is accompanied by high risk and vulnerability of tourists to disasters. The increase in the number and activity of tourists is due to the attractiveness factor in tourism destinations that have a greater risk of disaster [19], [25]. In an effort to reduce disaster risk in the North Bandung Area, tourism destination governance plays an important role in ensuring what stakeholders must do when a disaster occurs.

Realizing the governance of sustainable tourism destinations has been pursued by the government with policies established through the Minister of Tourism Regulation Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. However, the impact of disasters on tourism destinations is getting more attention, especially since the Covid-19 pandemic. In this study, disasters are classified based on two categories, namely natural disasters and non-natural disasters. Among these disasters, earthquakes, volcanoes, and the COVID-19 pandemic are the three most representative types of disasters that have an impact on tourism in the North Bandung Area. In an effort to reduce disaster risk, the management of tourism destinations in dealing with disasters has the opportunity to minimize the level of

vulnerability of tourists, local communities, and tourism actors in the North Bandung Area. This study aims to analyze the management of sustainable tourism destinations in the North Bandung Area.

### **Methodology**

This qualitative research was conducted for six months starting from March-August 2022 and was carried out in the North Bandung Area. The research subject is the destination manager in the North Bandung area, namely the Department of Tourism and Culture of West Bandung Regency. Sources of research data in the form of primary data and secondary data refers to the research objectives which include the criteria for sustainable tourism destination governance and its relationship to disasters. Sources of data are measured through one of four categories of sustainable tourism destination governance, namely the management category. Furthermore, there are seven management subcategories which include Destination Management Organization, Seasonal Tourism Management, Access for All, Property Acquisition, Safety and Security, Crisis and emergency management, and Promotion [26]. Primary data was obtained through observation and semi-structured interviews with the Head of Tourism at the Department of Tourism and Culture of West Bandung Regency, while secondary data was obtained through desk study on policy documents, literature, and previous research.

Data analysis was carried out on data obtained through interviews with relevant agencies authorized in formulating tourism policies in the North Bandung Region. Content analysis was also conducted on secondary data related to policy documents, literature, and previous research. The data and information that have been obtained are then compared and tested against various existing concepts and theories and presented using qualitative analysis procedures, including 1) data analysis before being in the field, 2) data reduction, 3) data presentation, and 4) concluding.

### **Results and Discussion**

The management of sustainable tourism destinations is something that requires an effective and coordinated managerial organization according to a clear division of tasks. The existence of high season and low season presents a challenge for destination managers in creating all forms of activities that are supported by effective promotions. Furthermore, the condition of the North Bandung area, which is prone to geological natural disasters, requires crisis and emergency management as a form of disaster preparedness destination. Sustainable tourism destination management consists of seven subcategories, including destination management organizations, seasonal tourism management, access

for all, property acquisition, safety and security, crisis and emergency management, and promotion. Each subcategory will be explained as follows.

### ***1. Destination management organization***

The organization that is fully responsible for the implementation of tourism in the North Bandung Area is the Department of Tourism and Culture of West Bandung Regency. However, on a provincial and national scale, there are other organizations involved in tourism development in North Bandung Area, namely the West Java Provincial Tourism and Culture Office and the Ministry of Tourism. These organizations contribute to the grouping of tourism areas in North Bandung Area such as the Bandung Basin Provincial Tourism Destinations and National Tourism Development Area Tangkubanparahu and Lembang.

The Department of Tourism and Culture of West Bandung Regency has effective and coordinated management supported by funding and a clear division of tasks. The organizational structure of the Department of Tourism and Culture of West Bandung Regency is headed by the head of the service who is assisted by the secretary of service and four heads of fields, namely tourism, tourism marketing, creative economic development, and culture. There are also sub-sections of programming, finance, personnel, and general affairs to support efficient and effective coordination.

The existence of the organizational structure of the Department of Tourism and Culture of West Bandung Regency is responsible for the implementation of tourism in the North Bandung Area in coordinating the management of sustainable tourism. On the other hand, the realization of sustainable tourism in West Bandung Regency requires the participation of stakeholders. Stakeholder involvement can take the form of participation in the preparation of tourism development plans, program implementation, funding support, and other resources.

### ***2. Seasonal tourism management***

Tourism activities every year experience three different seasons, namely peak season, high season, and low season. Peak season is indicated by school holidays, religious holidays, and long weekends which usually occur from June to mid-September with August being the climax of the high season. While the high season usually occurs at the end and beginning of the year, which ranges from December 20 to January 10. However, there are certain times identified as a low season which usually occurs in January-April and from mid-September to mid-December.

The Destination Management Organization (DMO) at North Bandung Area, namely Department of Tourism and Culture of West Bandung Regency has a strategy to mitigate the low season by carrying out several marketing strategies through digital media regarding events, tour packages, and tourism

information to attract tourist visits to West Bandung Regency (Figure 1). Various activities and events carried out by the DMO are carried out through digital media, especially on the Youtube application (<https://www.youtube.com/channel/UCE1xHFFmD-nWpTRK6XFgFg>), Instagram (<https://www.instagram.com/disparbudbandungbarat/>), dan website (<https://visitkbb.bandungbaratkab.go.id/>). However, the number of tourism events and activities has not been packaged in the form of an event calendar, this is one thing that the DMO needs to pay attention to.



Source: Department of Tourism and Culture of West Bandung Regency (2022)

Figure 1 DMO's digital marketing strategy in mitigating the low season: competitions (a), tourism activities (b), tourist information (c), and events (d).

The existence of the Covid-19 pandemic from the beginning of 2020 to the beginning of 2022 has an impact on tourism activities. During this period, it is a low season because tourist visits are quite due to government regulations. To mitigate this, the DMO conducts various online activities, including webinars, virtual tours, and information on tourist attractions through digital media.

### 3. Accessibility for all

Accessibility for all means that a tourist attraction can be accessed by all tourists, including people with disabilities and people with special needs. The policy regarding accessibility in tourist attractions is contained in the Tourism Master Plan of West Bandung, namely the tourism destination development strategy which is implemented through the development of tourist attractions and the development of tourism infrastructure and facilities. In the development of tourist attractions, the indication of an access program for all is to build and develop tourism-supporting facilities and infrastructure. Meanwhile, the development of tourism infrastructure and facilities is manifested by indications of infrastructure development programs and the provision of tourism facilities which include 1) planning for the needs of tourism infrastructure and facilities following the direction of development of tourist objects and

attractions; and 2) build sustainable environmental infrastructure and facilities based on cross-sectoral coordination at the regional, provincial, and central levels.

#### ***4. Property acquisition***

Property acquisition means that there are policies or regulations that consider property acquisitions that are in line with customary rights and customary communities in respecting and protecting the rights to land and natural resources that are used and used traditionally; respect for traditional heritage; prohibition of forced transfers; compensation for losses and damages. Policy limitations regarding property acquisition in the North Bandung Area, generally in West Bandung Regency indicate the need for special regional regulations to protect local people's rights and indigenous peoples' respect and protect land rights and natural resources. The regulations regarding indigenous peoples related to property acquisition are contained in the West Bandung Regency Spatial Plan which mandates that the use of space for tourism activities is based on the basic rights of ownership, control, or granting of certain rights owned by the community in accordance with the provisions of laws and regulations, customary law, and habits of space in the local community.

#### ***5. Safety and security***

Safety and security indicate that the North Bandung area is directed to have a system of surveillance, prevention, reporting, and response to crime, safety, and health hazards. The existence of the Covid-19 pandemic has triggered policies that limit tourism activities in the North Bandung area, including the policy of Large-Scale Social Restrictions and the Enforcement of Restrictions on Community Activities. In order to support this policy, during the pandemic, the West Bandung Regency government formed a Covid-19 Task Force which aims to secure its territory, especially tourism areas, from carrying out tourism activities. Meanwhile, for geological natural disasters, the government and stakeholders design evacuation routes in the event of a volcanic disaster or an earthquake.

#### ***6. Crisis and emergency management***

Crisis and emergency management in destinations are beneficial not only for tourists but also for the local community. Crisis and emergency management consists of planning consisting of procedures and providing resources and training for the community and tourists. CHSE is a reference in implementing crisis and emergency management during the Covid-19 pandemic. The government through the Ministry of Tourism and Creative Economy has issued special

guidelines for the implementation of tourism, such as guidelines for tourist attractions, hotels, restaurants, to the implementation of MICE (Figure 2).

Adapting the CHSE guidelines as a reference for crisis and emergency management, the West Bandung Regency government through the Tourism and Culture Office has carried out socialization and CHSE certification for the tourism industry as one of the requirements for organizing tourism activities. CHSE certification provides security and safety for tourists with the existence of health protocol procedures carried out by employees in the tourism industry. At the West Java Province scale, there is a fast emergency response service with the opening of a Covid-19 hotline/call center to support management during the Covid-19 crisis and emergency pandemic. The Covid-19 hotline/call center is a service effort for tourists while carrying out tourist activities during the adaptation period for new habits.



Source: Ministry of Tourism and Creative Economy (2022)

Figure 2 Guidelines for implementing tourism through CHSE

## 7. Promotion

Promotion supports the realization of a sustainable tourism destination if it is managed properly, accurately, authentically, responsibly, and respects the local community and tourists. In the promotion subcategory, there are two indicators, namely messages in destination promotions and product and service explanations in promotions. The content or content of the message in promoting destinations in West Bandung Regency, especially in North Bandung Area describes the local community and tourists in an authentic and respectful manner. Due to the Covid-19 pandemic, messages tend to be distributed through digital media, namely the Instagram application, website, and Youtube. On Instagram, the DMO campaigned to comply with Health protocols while traveling to adapt new habits with the hashtag #pakaimasker. The Peduli Protect application as one of the conditions for travel is socialized through Instragram and vaccine tourism which is held in collaboration with the DMO and the tourism industry is one of the implementations of messages in responsible promotion. The efforts of the Department of Tourism and Culture of West Bandung Regency as a destination manager in providing

responsible messages related to the Covid-19 pandemic aim to provide education for tourists who make tourist visits during the adaptation of new habits as well as for local people when traveling in their area. This indicates that the DMO still respects the local community despite the presence of tourists in the area.



(a)



(b)



(c)

Source: Department of Tourism and Culture of West Bandung Regency

Figure 3 Messages in promotions containing the #pakaimasker campaign (a), the use of pedulilindungi application (b), and vaccine tourism (c)

## Conclusion

The Covid-19 pandemic and geological natural disasters in the North Bandung Region are a challenge for the Department of Tourism and Culture of West Bandung Regency in the implementation of tourism. Tourism management that has been carried out by the Department of Tourism and Culture of West Bandung Regency is able to support sustainable tourism destinations. The existence of a revision of the tourism master plan in West Bandung Regency indicates that tourism management in Bandung Regency is very adequate in the implementation of sustainable tourism.

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## Marketing Strategy Analysis and Tourism Development in Barito Kuala District

Syamsuddinnor<sup>1</sup>, Alfiannor<sup>2</sup>

*STIMI Banjarmasin*

syams.stimi@gmail.com<sup>1</sup>, alfiannor.net@gmail.com<sup>2</sup>

### *Abstract*

Tourism is a service industry that is used as one of the drivers of the world economy. Tourism is the fastest-growing industry in the world. In Indonesia, tourism is the third foreign exchange earner after oil and textiles. Barito Kuala Regency has potential that has not yet been optimized, namely tourism potential, and becomes one of the tourist destinations in Barito Kuala Regency, South Kalimantan Province, with beautiful natural charm. This study aims to describe the analysis of development strategies in the regional tourism sector and its obstacles in developing tourism in the area of Barito Kuala Regency. This research method is a descriptive study with a qualitative design. This study describes the tourism marketing strategy in Barito Kuala Regency. The number of existing tourism objects requires marketing strategies from all parties, namely the government, the private sector, and the contribution of the surrounding community. The results of the study found that Barito Kuala Regency has many advantages in the field of tourism with many tourist objects that can be visited such as nature tourism, historical tourism, religious tourism, and cultural tourism. The marketing strategy carried out includes excellence for the community's economy, cooperation between the government and the private sector, and carrying out annual festivals at tourist sites as promotional event. Barriers found in tourism marketing include limited supporting facilities and infrastructure and the lack of promotional events that can boost tourism in Barito Kuala Regency. Based on the results above, it can be concluded that the tourism marketing strategy in Barito Kuala Regency requires cooperation with all parties, both the government, the community, and the private sector to promote tourism in Barito Kuala Regency.

**Keywords :** Marketing Strategy, Tourism Development

### **Introduction**

Tourism is a service industry that is used as one of the drivers of the world economy. Tourism is the fastest-growing industry in the world. Therefore, many countries are competing to make their country an object that is rich in tourism attraction. Tourism is also a very complex sector because tourism is multidimensional, both physical, socio-cultural, economic, and

political. In addition, tourism activities are chain activities that will involve various sectors and related institutions. The development of the tourism sector in a country will attract other sectors to develop as well because its products are needed to support the tourism industry, such as agriculture, livestock, plantations, folk crafts, increasing job opportunities, and so on.

Regional development is one part of national development that cannot be separated from the principle of regional autonomy. To support the implementation of regional autonomy, broad, real and responsible authority is needed in each of these regions. As a follow-up to the implementation of regional autonomy with the issuance of Law Number 32 of 2004 concerning Regional Government, which is a policy that was born in the context of responding to and meeting the demands of reform and the spirit of renewal regarding democratization between central and regional relations as well as regional empowerment efforts. The country of Indonesia as we know it is one of the developing countries that have various kinds of tourism potential, both natural tourism and cultural tourism because Indonesia has various tribes, customs, and cultures and because of the geographical location of Indonesia as a tropical country that produces natural beauty and beauty. animals. Indonesia has a very wide area supported by various natural resources that have the potential to be processed and utilized. In addition, Indonesia is also rich in regional arts and culture, customs, and historical relics of the past and no less interesting is the beauty of its natural panorama which has enough potential to be developed properly. It turns out that tourism can be relied on to improve community welfare and national development (Yoeti, 2008). Many tourist objects in Indonesia are well known not only domestically and abroad. Therefore, tourism development in Indonesia is carried out by all regions in Indonesia, so the Ministry of Culture and Tourism at the national level is formed which is now the Ministry of Tourism and Creative Economy, and the Regional Culture and Tourism Office at the regional level. Tourism development has an important role in increasing employment, opening up business fields, absorbing labor, increasing regional income and foreign exchange earnings, as well as fostering the spirit of love for the homeland.

Barito Kuala Regency is an inseparable part of South Kalimantan Province, which occupies a strategic geographical position and holds considerable potential to support development efforts in the region. The main problem is about the conditions and potential of Barito Kuala Regency to become a superior and highly competitive area in South Kalimantan development. For that, we need a commitment and careful, coordinated, and synchronized planning in the Regional Planning System as part of National Development. In Barito Kuala Regency, several tourist attractions are often visited by tourists, including Kembang Island in the Middle of the River, Barito, Shocked Island, Bakut Island, Kuin Floating Market, Barito

Bridge, Rumpiang Bridge, Siring Marabahan, Religious Tourism of the Tomb of Datuk Syekh Abdussamad, Agropolitan Tarantang , and Kambat . River Agropolitan

One that is widely known to the public, namely the Kembang Island Natural Park Area, Kembang Island Nature Park (TWA) is an island with a mangrove ecosystem of 60 hectares located in the middle of the Barito river, Alalak District, Barito Kuala Regency, South Kalimantan Province. The existence of Pulau Kembang as a tourism destination is still unknown to many people, the existence of this area itself is only known by the local people of South Kalimantan. Even though this area has many unique tourism potentials such as mangrove forest tourism, and river tourism, as well as the presence of monkeys from various species that are tame and can be invited to interact which makes this area itself can be used as an alternative tourist destination for tourists who want vacations and tours that unique. However, these unique tourism potentials have not been exposed to the wider community, because there is still no form of promotion to introduce the existence of this island as a tourism destination so these potentials are missed and not known by people and have an impact on the few visitors who come to this area.

The Kembang Island Natural Park area is one of the must-visit tourist destinations when you are in South Kalimantan, the flower island has its uniqueness where on the flower island is inhabited by a group of wild monkeys who consider the island to be their home, not only as a tourist destination but also as a tourist destination. Flower Island is often visited by tourists for religion. On this flower island in the middle of the Barito River, if you want to go to this place, you must use a boat / klotok which can be rented and available, when you get there, tourists/visitors can enjoy the beauty of tourism and can relax if you want to eat or drink you can buy the available merchants there, but this area still lacks attention from the government and there is still a lack of available facilities and infrastructure, and there is still a lack of promotion for Pulau Kembang tourism, infrastructure for visitors and not a few people who do not know the location and tourism of Pulau Bunga. Based on the description of the background presented, a strategy in tourism marketing in Barito Kuala Regency is needed in attracting tourists both regionally, outside the region, or abroad to increase regional income and improve the economy in Barito Kuala Regency.

## **Literature Review**

### **1. Marketing strategy**

Marketing strategy has an important role in which there are segmenting, targeting, and positioning determine the success of a company in running its business in the field of

marketing. The following is the definition of marketing strategy according to experts, namely as follows:

- a. Marketing strategy is the marketing logic used by companies with the hope that business units can achieve company goals (Kotler, 2010: 76).
- b. Marketing strategy is a set of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level, references and allocations, especially as a response to the company in facing the ever-changing environment and competitive conditions (Assauri). , 2013)

Based on the definition according to the experts above, it can be concluded that a marketing strategy is a tool of the entire series of activities in the marketing mix, marketing strategy provides direction for companies to control all aspects to achieve the goals set by the company in meeting consumer wants and needs.

## **2. Tourism**

The definition of tourism according to A.J Burkat in Damanik (2006), tourism is the temporary and short-term movement of people to destinations outside the places where they usually live and work and also their activities during their stay at a destination. According to Mathieson & Wall in Pitana and Gyatri (2005), tourism is an activity of temporarily moving people to destinations outside their homes and places of work and carrying out activities while at the destination and also preparing facilities to meet their needs. According to the opinion expressed by Youti, (2008:103). Tourism comes from two words namely *Pari* and *Wisata*. *Part* can be interpreted as many, many times, round or complete. Meanwhile, tourism can be interpreted as a trip or traveling which in this case is synonymous with the word "travel" in English. On that basis, the word "tourism" can also be interpreted as a trip that is carried out many times or in circles from one place to another which in English is also called the term "Tour".

Meanwhile, based on Law No. 10 of 2009 concerning tourism, the state of nature, flora, and fauna as gifts from God Almighty, as well as historical, artistic, and cultural heritage owned by the Indonesian people are resources and capital for tourism development to increase prosperity. and the welfare of the people as embodied in Pancasila and the Preamble to the 1945 Constitution of the Republic of Indonesia. The definition of tourism has never been precise among experts. Tourism is a trip to entertain which is carried out outside the daily activities carried out to provide permanent or temporary benefits. But when viewed in terms of the context of tourism aims to entertain and also educate.

### 3. Tourism Marketing

Tourism marketing is an effort to identify the needs and desires of tourists and offer tourism products according to the wishes and needs of tourists. Tourism product is a complex product, which consists of three components, namely tourist transportation, tourist accommodation, and tourist attractions. Complete tourism products in the form of tourist transportation, tourist accommodation, and tourist attractions. The combination of the three components is usually carried out by a producer company whose business is to arrange tour packages. The agency is known as a tour operator or according to Indonesian law a general travel agency. Tour Operators are intermediary traders of products produced by producers of transportation, accommodation, and tourist attractions. Tour Operators contract several seats on an airplane or other means of transportation or rent a vehicle, book several rooms in certain hotels, visit several tourist attractions, and so on. These are all combined into various travel packages. Travel for a few days to place A, stay at hotel B, and visit tourist attractions C, D, E. This is a product of the tour operator. The product can be distributed by itself through the branch or delivered to a travel agent which is then delivered to the customer. The travel package is delivered in the form of a tourist image (Soekadijo, 2012).

Tourism products consist of three components (Soekadijo, 2012):

- a. Tourism transportation is essentially a service to move tourists from one place (place of departure) to their destination. Distributing transportation means presenting transportation in the form of buses, airplanes, trains, and so on. The conditions that must be met by transportation are convenience, time, and cost. The convenience of transportation facilities is seen in terms of facilities, services, and hospitality.
- b. Tourism Accommodation Accommodation can only be distributed in the form of images, either orally or in writing or the form of pictures, or in the form of a combination of images and writings. Anyone who needs accommodation services (hotels) can directly order from the manufacturer or through a travel agent.
- c. Tourist Places Tourist attractions are a place of recreation or a place to travel. Tourist objects can be in the form of natural attractions such as mountains, lakes, rivers, beaches, and seas or can be in the form of tourist objects such as museums, historical heritage sites, and others.

Tourist attractions are actually places for tourism marketing activities. Tourists are a cheap promotional channel, meaning satisfied tourists, especially if they are equipped with promotional tools such as pictures or tourism brochures, and return home with souvenirs, so they are expected to pass on information to their environment. Such promotion is

unquestionably honest. This is called internal promotion and is usually the most effective promotion (Soekadijo, 2012).

#### **4. Tourism Development Strategy**

According to Suryono (2004, p.80) strategy is principally related to the following issues: policy implementation, determination of objectives to be achieved, and determination of methods or methods of using the infrastructure. Strategy is always related to 3 things, namely goals, means, and means. Therefore, the strategy must also be supported by the ability to anticipate existing opportunities. In carrying out their functions and roles in regional tourism development, local governments must make various efforts in developing tourism facilities and infrastructure.

#### **5. Barito Kuala District**

Barito Kuala Regency is one of the district governments in the province of South Kalimantan, Indonesia. The district capital is located in Marabahan. This district has an area of 2,996.46 km<sup>2</sup> and a population of 318,044 people (the results of the 2020 Indonesian Population Census). Part of the Barito Kuala area is included in the candidate for the Banjar Bakula Metropolitan Area. Barito Kuala Regency borders the province of Central Kalimantan, precisely in Kapuas Regency, and is located on the edge of the sea. Barito Kuala Regency with the capital city Marabahan is located in the westernmost part of South Kalimantan Province with the following boundaries: North Hulu Sungai Utara Regency and Tapin Regency, south of Java Sea, east bordering Banjar Regency and Banjarmasin City, while west bordering with Kapuas Regency, Central Kalimantan Province. With an astronomical location at 2°29'50" - 3°30'18" South Latitude and 114°2.

### **Research Methods**

The type of research used in this study is the research method qualitative approach. Here intends to describe tourism areas in Barito Kuala Regency and its inhibiting factors in tourism in regions, seeks to improve tourism marketing strategies both in management and marketing. The use of more than one approach Data collection, licensing and interviews with the community as informants.

The focus of this research is as follows:

1. The strategies carried out by the Regional Culture and Tourism Office of Barito Kuala Regency in developing regional tourism, which include:
  - a. provision of tourism facilities and infrastructure;
  - b. development of regional tourism objects;

- c. increasing community participation;
  - d. increased participation of the private sector;
2. The factors that influence the development of regional tourism in Barito Kuala Regency, which include:
- a. supporting factors; and
  - b. obstacle factor

In this research, the research location is Barito Kuala Regency and the research site is the Regional Culture and Tourism Office of Barito Kuala Regency. Data was collected through interviews, observation, and documentation. Data analysis used a descriptive analysis model developed by Miles and Hubberman (2007, p.289) which suggested that there were three groups of analysis, namely: data reduction, data presentation, and conclusion drawing.

## **Results and Discussion**

The main marketing strategy is promotion. Promote also be one of the plans of the local government of Barito Kuala Regency and the City of Banjarmasin in developing Pulau Bunga tourism. Promotion is an activity to show products or services that will be offered to potential buyers, in this case, tourists are the target market. In the development of tourism promotion, it is very influential, namely to introduce tourist objects, where without effective promotion the tourist objects will not be known so the level of tourists visiting will be very low. Tourism promotion is one of the important keys to increasing the number of tourist visits to a tourist place. With the optimal promotion, the tourism potential that will be offered can be known to the wider community and can boost the development of the tourism sector in the region and must also be facilitated by adequate hygiene, good service, and transportation to get to the tourist place.

Marketing strategy in the efforts of the Barito Kuala district government through rearrangement of tourist objects. Provision of supporting facilities and other infrastructure, such as road widening, and accessibility of transportation modes to tourist attractions. Expanding the marketing area, such as placing banners/billboards containing information on tourist objects. The challenges of developing tourism in Barito Kuala district which are faced in addition to the geographical location as well as unsupportive finances are no less important is the readiness of human resources. Where HR is one of the determining factors also in the success of responding to the challenges of tourism development in Barito Kuala district. Below is one of the tours in the Barito Kuala district, namely Pulau Kembang.



Figure 1. Tourism Pulau Kembang

Sources: <https://www.celebes.co/borneo/pulau-kembang>

Terkait hal ini diperlukan pemasaran pada objek wisata tersebut dengan berbagai media to expand information on these attractions so as to expand information and be known by the public. The district government must also prepare qualified human resources both in an effort to answer the challenges of tourism development as well as in attracting investors and implementing tourism marketing, namely with various strategies that must be carried out. In the future, innovative breakthroughs are needed to answer the challenges of tourism development in Barito Kuala district.

Another obstacle lies in the lack of supporting facilities and infrastructure. These supporting facilities and infrastructure are in the form of facilities to visit tourist attractions easily because to go to these tourist attractions you have to go through the river so that it cannot be done on weekdays but can be available on weekends. Barriers were also found in the means of promotion, where so far the promotion was only in the form of billboards in the area near the place and the experiences of visitors who were transmitted to their friends. The local government should increase promotion facilities in the form of billboards or others both in the city center and other areas and establish cooperation with local governments to promote these tourist attractions. In this case, it is never too late to start and fix something toward progress and goodness. The challenge of tourism development in Barito Kuala district with all the existing potential should be captured as a business opportunity as well as a booster for Barito Kuala district's regional income. The key is only one, all relevant parties starting from the district government, relevant agencies, and all communities and investors must work hard and synergize

with each other, collaborate, and participate in realizing Barito Kuala district tourism to be more widely known to many people as there are potential tourist attractions in the area. On the other hand, the district government with the existing APBD funds must also continue to develop as much as possible the existing tourism and transportation facilities and infrastructure, to support the improvement and development of the world of tourism in the Barito Kuala area. Where the success of responding to the challenges of tourism development in Barito Kuala district is not only to increase local revenue but also to improve the welfare of all tourism business actors and the people of Barito Kuala district in general.

## **Conclusion**

Marketing strategies carried out to improve this tourism sector includes improving facilities and infrastructure and more broadly promoting existing tourism objects in Barito Regency. The obstacles and solutions found to improve the tourism sector in Barito Kuala Regency are related to human resources, facilities and infrastructure and the lack of promotion to introduce tourism in Bartio Regency. Kuala. The solution given is related to human resources, increasing the capacity of human resources in the tourism sector for its management, improving facilities and infrastructure, including adding facilities at tourist sites and conducting promotions.

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## **The Paper Review of Culinary Tourism Role in Sustainable Tourism (Case of Indonesia)**

**Aisyah Asri Nurrahma**  
Universitas Merdeka Malang  
aisyahasrinurrahma@gmail.com

### ***Abstract***

As one of the superiorities of Indonesian tourism, culinary tourism needs to develop more. The potential and people's awareness make culinary tourism benefit the economic, social culture, and environmental aspects. This study was designated to investigate culinary tourism in Indonesia and how it affected sustainable tourism development by using a literature review data analysis from many kinds of literature, books, journals, articles, government policies, and ministry regulations. The study chooses culinary tourism because of its potential but the government's lack of attention to the regulation. The result is that culinary tourism in Palembang and Bali affected the economy and social aspects by employment, increasing the welfare of people in the destination while preserving the culture and tradition in the side of cuisine. Meanwhile, culinary tourism in a tea plantation in Bandung benefits the economy, social culture, and also the environment by preserving the biodiversity of forestry and the river upstream. Culinary tourism can contribute to sustainable tourism development by benefitting the economy, social and environmental aspects. However, the implementation is still lacking because there is no precise regulation about culinary tourism in Indonesia.

**Keyword:** Culinary Tourism, Food Tourism, Sustainable Tourism.

### **Introduction**

Culinary tourism has become one of the new tourism models that's the potential to develop. When doing a tour, every tourist always needs food and cuisine in their destination. It can be motivated by looking for local foods in the destination area or just meeting the food needs. Hall (2011) on Food Tourism Around the World said that not all trips to restaurants become culinary tourism; otherwise, the journey motivated by trying some local food or the typical food of a place is culinary tourism. However, food in culinary tourism is not just a "product" but also the experience, such as when searching for authentic food, and the experience when the tourist enjoys food in the café or restaurant, or the experience of the preparation of the food itself. Culinary and food can distinguish each tourism destination and

become a different identity (Darsana, 2022). It's because each destination's natural resources and local wisdom must vary. In culinary and food, those differences can be the food ingredients, the spices, or even the local habit of eating the food and the making process. On the other side, tourists will feel that their trip is unfulfilling when they are not trying the local food. Food plays an essential role in every trip, whether the tourist likes the journey or not. Back in the day, culinary tourism was an amenity or complementary product of tourism, but nowadays, culinary tourism can be the main object of a tourist trip.

The existence of culinary tourism can support the development of sustainable tourism and the continuity of the destination, especially in rural areas. Culinary tourism can contribute to sociocultural and environmental aspects in the local communities (Park, 2022). The presence of tourists interested in traditional food in the tourism destination, primarily rural, will help upgrade the value and economy of that area. With the arrival of tourists staying in that area also spending their money, it will increase the area's economy, and the tourist also takes part in preserving the local culture and environment. It's in line with what Baltescu (2016) said that the diversity of food and beverages offered by the destination has become an excellent implication for the economy, culture, and sustainable development. Indonesia, a country with a variety of traditional cultures from Sabang to Merauke, has a very diverse culinary culture. Much authentic Indonesian food is known globally because of the traditional taste and can only be found in Indonesia, like Rendang, Sate, Nasi Goreng, and others. Besides that globally known food, there is still much traditional food in the rural area of Indonesia. It can be seen that what is offered by Indonesian culinary tourism is not only the food product but also so many aspects such as the experience, the culture, the environment, how to find and harvest the natural resources, and the cooking method. Domestic or international tourists always look for authentic traditional food when coming to a destination in Indonesia. It's like eating Gudeg when visiting Jogja, trying Pempek when coming to Palembang, or finding Papeda when taking a trip to Maluku. Based on the survey, 64% of international tourists are willing to spend their money on traditional food when coming to Indonesia (Hajarrahmah, 2017). It has become a strong potential for culinary tourism in Indonesia, with the authenticity and hard to find in other countries.

In 2020, Wishnutama, as the late Ministry of Tourism, said that the diversity of Indonesian cuisine should be developed as culinary tourism, but the management is still very lack (Kemenparekraf, 2020). Many factors cause the lack of control. One of them is the society that is not yet aware of its traditional food. It's because they rarely eat traditional food itself, on the other side, if they live in the city, it doesn't have many options for traditional

foods, so they are unaware of traditional food. Meanwhile, the people in the village or rural areas consume traditional food daily (Hajarrahmah, 2017). On the other side, no regulations and strategies explicitly manage culinary tourism in Indonesia.

Moreover, the government's support is still very deficient compared to other countries in Asia, such as Malaysia, Thailand, and Singapore, which have made their culinary tourism an intangible cultural asset they promote for their tourism (Hajarrahmah, 2017). From here, we can see that Indonesia has considerable potential in culinary tourism and how to manage it so it can be developed well and benefit all tourism aspects from the government to the host communities. Because actually, the acquiring of culinary tourism can increase local people's economy, preserve the culture and diversity of the culinary, and indirectly helps reduce carbon emission, which can contribute to sustainable tourism development (Putra, 2019). This article refers to the primary research objective, which is to know the development of culinary tourism in Indonesia and its role in sustainable tourism development.

### **Research Objectives**

The main objective of this study is to know the development of culinary tourism in Indonesia, the specific objectives are:

1. To find out about the development of culinary tourism in Indonesia,
2. To find out the culinary tourism that is already applied in Indonesia, and how it affect the economy, social and environment
3. To find out the role of culinary tourism in sustainable tourism development in Indonesia.

### **Literature Review**

#### **A. Culinary Tourism**

Food plays a vital role in tourism. It can be the supporting facilities on the destination and also destination's main object that motivates tourists to travel. In the study, three terms explain the connection between tourism and food. There are; food tourism, gastronomy tourism, and culinary tourism. The differences between these three are food tourism refers to the raw connection of food and the tourism destination and how tourists get the physical experience. Meanwhile, gastronomy tourism focuses on hospitality and how serving the food consumed by the tourist. Basically, gastronomy tourism is done by the above-average economy. Last, culinary tourism is frequently used, referring to the correlation between food and the tourism destination

culture from which the food came (Liberato, et, al., 2020). In this article, the term used is culinary tourism because focusing on the connection between food and social-culture-environment, which are related to each other in sustainable tourism. In culinary tourism, there are five forms of motivation for the culinary tourism trip itself. Hall (2003) has summarized it as this:

Level of Motivation	Type of Tourist
High Interest	Gastronomic/Cuisine Tourist: the main motives of travelling is visiting restaurant, market and the food-related place.
Moderate Interest	Culinary Tourist: choose culinary as a wider range of lifestyle activities, by visiting local market, restaurant and festival.
Low Interest	Rural/Urban Tourist: local market, festival and local restaurant as something different from their usual lifestyle.
Low/No Interest	When travelling need to eat something, so visiting the usual/familiar restaurant in the destination.

Table 1: Hall (2003)

UNTWO chose the term gastronomy tourism, even though have a different meaning from culinary, said that food in tourism has a chance to revitalize and diversify tourism constantly and promote the local economy, preserving the authenticity of local traditions and culture (UNWTO, 2017). In comparison, Le Cordon Bleu, as one of the best culinary and hospitality academy in the world, said that culinary tourism includes any tourism experience that tourist learns, appreciate, and consume food and beverages that reflect local cuisine, heritage, and culture of the place (Tan, 2022). It can be said that culinary tourism is a tour that intends to look for and try the traditional local cuisine that authentic from the destination and become the representation, to know the culture and behavior of the local communities.

In Indonesian Law Number 10, 2009, tourism food and beverages were introduced, the restaurants, café, catering services, bars, and others, including in the tourism business. There is no exact explanation about culinary tourism from the government or the ministry of tourism itself. Meanwhile, culinary tourism, or in Bahasa Indonesia called “*wisata kuliner*” have known and researched since 2000. And

in 2015-2019, the article about culinary tourism appear frequently, analyzing the potential of culinary tourism, culinary mapping, marketing mix, tourist preference, the role of culinary tourism in the development of tourism, and also promotion and information on culinary tourism in Indonesia (Sunaryo, 2019). It shows that there is so much potential for culinary tourism in Indonesia, and government support is still lacking in the development. Sandiaga Uno, as the Ministry of Tourism and Creative Economy, said that traditional and authentic food's role is still in the creative economy's scope, and he expected that food and cuisine could also participate in the tourism in the culinary tourism sector.

#### B. Culinary Tourism for Sustainable Tourism

As we may know, sustainable tourism is increasingly promoted; the 2030 Agenda of Sustainable Tourism by the United Nations pushed many aspects in the world to start sustainable strategies. One of the aspects is tourism. Sustainable tourism has become a concept and strategy considering its current and future three aspects, such as economic, social, and environmental impacts (UNEP&UNTWO, 2005). In tourism, using sustainable tourism can be an alternative to mass tourism. Ecotourism, green tourism, agritourism, natural tourism, and culinary tourism can support the concept of sustainable tourism. Culinary tourism, especially in rural or village areas, can be a space for tourists to have a memorable and genuine experience trying local food and beverages. At the same time, it can preserve the cultures and authenticity of the destinations. It is also a winning point for the development of the whole rural area's economy because it can enhance the value of the local farmers and the farm's products through its association with social, cultural, and culinary tourism opportunities (Testa, 2019). It also can create jobs and employment for the local people, increasing their income.

Choosing culinary tourism for sustainable tourism development has been done a lot by European countries, including Italy. The motivation for involving culinary tourism is because they want tourists to be bound with the cultural experience, which makes them feel "closer" to the tourism destination. The host communities are willing to develop culinary tourism in order to socialize with new people who are tourists. They are also aware of their culture and environment, so they want to preserve and introduce it to others. Besides, the tourist will contribute to reducing the effect of "food miles," which is the distance between the food being produced and consumed, which is believed will contribute to increasing carbon emissions from the journey

itself. Moreover, it is in line with the tourist's concern and desire to support local producers in enhancing their economies by buying local and organic products (Testa, 2019).

From Asia, Thailand's government has already chosen to develop sustainable food tourism, which has been one of the main attractions of Thailand's tourism since 2000. The farm-to-table concept is one of the strategies created by the government and DASTA (Designated Areas for Sustainable Tourism Administration). The purpose is to stabilize the economy from tourism to food production and distribution. Besides, there is a gastro diplomacy program that the government encourages for national branding and enhancing cultural competency awareness while encouraging people engagement through food (Rockower, 2012). This program brings many benefits for sustainable food tourism, such as opening jobs and business opportunities in tourism activity, such as farm visits, factory visits, culinary and cooking classes, food festivals, and others. And then for the social-culture aspect, this program can help preserve the traditional food culture and authenticity, the connectivity between the old to the new generation, and engagement with new people. Whereas for the environment, the program supports home-grown products, zero carbon emission of food production, and protects rare local resources (Muangasame, 2019).

From the concept that has been applied in many countries, Indonesia expected to adopt the concept and make culinary tourism one of the strategies for sustainable tourism development that will continue to carry until 2030, the target from the United Nations.

## **Methods**

This study's research methods are a literature review using data analysis from kinds of literature, books, journals, articles, government policies, and ministry regulations. The data collection is in the fields of culinary tourism, food tourism, gastronomy tourism, and also sustainable tourism. The data obtained are secondary data from second parties, with minimum Google Scholar certification. This method presents a picture of culinary tourism in Indonesia and how it has affected the sustainable tourism field.

## **Results and Discussion**

To know the answer to the research objectives, one must understand beforehand that tourism in Indonesia contributes 3.2% of the total GDP of Indonesia and places at rank 17 in

the world ranking in terms of tourism's direct contribution to GDP (Hajarrahmah, 2017). It is proof that tourism development needs to be conducted to sustain the contribution to the Indonesian economy. In the development, all tourism kinds and models need to be noticed, especially tourism models that are not yet developed, such as culinary tourism. In Indonesia, the food and cuisine are varied and have a substantial potential for tourism development. At the 3rd World Forum on Gastronomy Tourism in 2017, the head team of the Tourism Ministry's culinary and shopping team said that Indonesia has at least 5.000 varieties of traditional recipes and the development focusing on food, culture, and history (The Jakarta Post, 2017). The implementation intended to meet the tourist arrival target. In 2022, a "new normal" era and opening the arrival restriction after the pandemic, the development of culinary tourism have returned. The Indonesia Spice Up The World (ISUTW) is one example of introducing local food in Ngurah Rai Airport as one of the entrances for tourists. The Deputy for tourism products and activities of the tourism ministry said that the implementation highlights 5 Indonesian culinary delicacies, such as Sate, Rendang, Nasi Goreng, Soto, and Gado-Gado (Yusuf, 2022). This program focuses on the culinary product the local Indonesian food, but it is a big step toward developing culinary tourism after the pandemic. Maybe the next step is continuing the Wonderful Indonesia Culinary and Shopping Festival in 2016, that executing well and thoroughly around Indonesia. Remember that 65% of tourist motivation for coming to Indonesia was to experience the culture, which culinary is one of them (Kemenpar, 2016).

Chinese, European (Portuguese and Netherland), and the middle east culture influence Indonesian cuisine, besides its own traditional culture. This combination brings uniqueness to the culinary of tourism destinations. The culinary in tourism destinations is needed for tourists to feel comfortable and stay longer (Komaladewi, 2017). Application culinary tourism in Indonesia has been conducted by some of the destinations in Indonesia, one of them in Palembang, South Sumatra. Culinary tourism in South Sumatra holds 1.12% of the tourism potential. One of the authentic food is Pempek. It is a fish cake that's become a must-eat when visiting Palembang. Pempek is local wisdom and a traditional recipe from ancestors that almost everyone can make. It is proven that developing culinary tourism for Pempek contributes to preserving culture and tradition because it is a product that can be seen and tasted (Kartika, 2019). Besides, there are many legit Pempek restaurants in Palembang and many innovations, such as Pempek packaging for souvenirs. It is a business and employment opportunity for the Palembang people itself. From the environmental aspect, the main ingredient of Pempek can only be found in Palembang, which is Belida fish. However,

nowadays, many innovations use other fishes to preserve the Belida fish. From here, we can see that Pempek is one of the culinary tourism potentials that benefit the economy and culture of Palembang's people.

In Bandung, West Java, culinary tourism focuses on tea plantation activities in rural areas such as Rancabali, Pangalengan, and Pasirjambu (K.Sita, 2021). The three destination uses natural resources in the form of hills, tea fields, and river. These destinations help preserve biodiversity, the upstream river, the hills, and forestry. Besides, they contribute to reducing soil erosion and as one of the strategies for climate change response with greenery activities in these destinations. On the culinary side, there are some tea-picking activities such as preparation, processing, serving the tea, and trying a wide variety of traditional tea. The culinary activities tourism will benefit the economics of host communities with the opportunity for opening culinary stalls, specialty stores (tea and coffee), agriculture stores, accommodation, and transportation which utilize the local people for employment. Then, for the social culture, the living standard of the local communities will increase, in line with the advance of personal skill development. It brings good benefits to local people and the environment of the tea plantation.

The third destination which developing culinary tourism is Sanur, Bali. It is one of the famous tourism destinations that almost all tourists know. Bali has potential in culinary. In 2014-2019 Bali was chosen as a superior culinary destination along with Bandung and Yogyakarta. Is it because Bali has a variety of cuisine with many kinds of ingredients, such as fish, chicken, pig, and various "rujak". The taste of authentic Bali foods is divine and has become one way to preserve Bali's culture, origin, and uniqueness. One famous native restaurant is Warung Mak Beng, with fried fish and head-fish soup specialties. Other than that, there are many cooking classes in accommodations around Sanur because tourists intend to learn how to make authentic Bali food. Before the cooking class, tourists must buy the ingredients at the local market. This program benefits on the economic side because tourists will buy from the local people, and benefit on the social-culture side because tourists will learn the practice of seller and buyer in the local market. The ancestral cultural heritage in Balinese cooking will also be maintained and sustainable through this program (Antara, 2022).

From the three examples of culinary tourism around Indonesia, we can see that culinary tourism brings prosperity to the economy, culture, and environment. It is in line with the development of sustainable tourism supported by culinary tourism, which brings multidimensional effects (Putra, 2019). In this case, culinary tourism indirectly upgrades the

demand for natural resources to employ the local communities. Besides, culture, traditions, and heritage will be preserved through the development of culinary tourism. On the environmental side, culinary tourism, which consumes local food, will reduce the carbon footprint because there is no gap between food production and food consumption, reducing transportation pollution. Some culinary tourism in Indonesia also contributes to rising standards of nutrition for local people, poverty eradication, increasing welfare of the farmers, community business development, and others (Saleh, 2013).

Nevertheless, the government's attention to the regulation of culinary tourism is still very lacking. Without a clear rule, the stakeholders and business people will not refer to 1 source, so the utilization of culinary tourism for sustainable tourism will be less than optimal and adjust to their own concerns. As we may know from the example, there is some inequality in the environmental aspects that endangers culinary tourism. If the natural resources and environment, which is their main attraction, leave unattended, the sustainability of culinary tourism will also not be guaranteed. As the founder of the Indonesian Gastronomy Network, Vita Data realizes it too: culinary tourism still needs clear and comprehensive regulations to standardize without leaving the local wisdom, and also pay attention to waste management to contribute to the sustainability of environment (Rahma, 2021).

## **Conclusion**

Culinary tourism in Indonesia can be an alternative tourism form that contributes to sustainable tourism development. Many people have realized the potential of culinary tourism, but the implementation is still far from perfect. An example is a culinary tourism in Palembang, which benefit local people's economies and preserve the culture and tradition of cuisine. Meanwhile, culinary tourism in Sanur Bali allows local people to open restaurants and cooking classes for tourists to learn the tradition of Bali foods. Moreover, culinary tourism in a tea plantation in Bandung is one of the culinary tourism that almost meets all three aspects of sustainable tourism. Tourists are invited to experience all the processes of making tea and also take part in preserving the environment. On the social and economic side, the host communities are invited to contribute to employment, increasing their welfare and changing their insight because of new knowledge in meeting tourists. Unfortunately, the regulations and rules for culinary tourism in Indonesia are not enough. As we can see, there are many misses here and there, especially on the environment, which harms culinary tourism itself. From the three destinations, the recommendation has been found that the local government must communicate with all the related stakeholders to make a directed precise

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## **Inclusive Tourism as A Sustainable Development Concept for Super Premium Tourism Destinations Labuan Bajo**

Roseven Rudiyanto  
*eLBajo Commodus Polytechnic*  
*roseven@poltekelbajo.ac.id*

### ***Abstract***

Tourism is an adaptable industry. Currently, tourism is an industry that puts forward the values of sustainability. Labuan Bajo is a growing tourist destination today. The development of tourism in Labuan Bajo must be managed with sustainable values. One of the concepts of sustainable tourism development is inclusive tourism. Inclusive tourism focuses on the involvement of the host community in tourism development. The purpose of this study is to describe strategies that can be taken to implement inclusive tourism as a sustainable development concept for the super-premium tourist destination of Labuan Bajo. This study uses a qualitative approach. The research method used in this study is observation, where the development of Labuan Bajo tourism becomes the object of observation. Based on observations, it was found that there are three aspects to implementing inclusive tourism in Labuan Bajo: increasing community involvement in planning, increasing human resources and improving the quality of infrastructure and facilities. The concept of inclusive tourism can be applied as a strategic step to develop Labuan Bajo tourism. In other words, inclusive tourism is an appropriate concept for developing tourism in Labuan Bajo, oriented towards quality and sustainability.

**Keyword:** *Inclusive Tourism, Sustainable Development, Tourism Destination, Labuan Bajo.*

### **Introduction**

#### **Background**

Tourism is a dynamic sector. The dynamism of this sector is the concept of tourism itself. Tourism has a complex and flexible concept. Baptista et al. (2019) stated that tourism does not have a single concept due to the integration of inherent knowledge fields and the fact that no region or region is equivalent to the same type of tourism product. Moreover, Davidson (2012), in the book *Global Tourism* has the idea that tourism is not just an industry but is more significant than industry, so it needs a broad rational point of view to support the growth and development of tourism. This broad perspective means that tourism can adapt

quickly to world developments. Adaptation shows that tourism can understand and take advantage of the market and has the flexibility to adapt to changes (Cochrane, 2010). Another form of tourism adaptation is the development of the tourism concept. Initially, tourism had a conventional mass tourism concept. The concept of conventional mass tourism means that tourism is large groups of people doing tourist activities, so it requires many resources as well. The conventional concept of mass tourism involves many tourists in activities that harm the environment and society. According to Lansing & De Vries (2007), the threats resulting from the conventional mass tourism concept are the destruction of ecological systems and the loss of cultural heritage. In addition, Weaver (2008) points out that the conventional concept of mass tourism is not sustainable.

The negative impact caused by conventional mass tourism makes tourism adapt. There has been a change in the concept from the conventional mass tourism concept to the concept of sustainable tourism or sustainable tourism. Weaver & Buckley (2007) suggested that sustainable tourism can be considered most fundamentally as implementing the idea of Sustainable tourism for the tourism sector. UNWTO described the character of Sustainable tourism, namely 1) Optimizing the use of environmental resources, which is an essential element in tourism development, maintaining critical ecological processes, and helping to preserve natural heritage and biodiversity; 2) Respect the socio-cultural authenticity of the host communities, preserve the cultural heritage and traditional values built on them and their lives, and contribute to intercultural understanding and tolerance and 3) Ensure long-term viable economic operations, providing socio-cultural benefits. Equitably distributed economic benefits to all stakeholders, including decent and stable work, income-generating opportunities and social services for local communities, and contributing to poverty alleviation. In other words, the concept of sustainable tourism is the opposite of conventional mass tourism. The application of sustainable tourism is also important in global development. UNWTO (2015) explained that sustainable tourism must also play a significant role in realizing sustainable development or tourism goals and the agenda has been established as a sustainable development agenda for 2030.

One of the concepts of tourism development that have sustainability value in a destination is inclusive tourism. According to Scheyvens & Biddulph (2018), inclusive tourism is a tourism concept in which marginalized communities are involved in tourism development, such as planning and becoming responsible producers and consumers of tourism products. Furthermore, Rita & António (2020) argued that the concept of inclusive

tourism can counter the negative impacts of tourism development and effectively positively impact the tourism destination community.

Destination development with an inclusive tourism approach is a growing research theme for researchers in the tourism sector. Rita & António (2020) reviewed the performance of Destination Management Organizations in several European countries in promoting an inclusive tourism image; Cattaneo et al., (2019) examined the development of inclusive tourism in villages in China. Biddulph (2018) did research about social entrepreneurship with inclusive tourism in Cambodia. Butler & Rogerson (2016) examined the development of inclusive local tourism in South Africa.

One of the developing tourism destinations in Indonesia is Labuan Bajo. The status of Labuan Bajo as a super premium priority tourist destination in Indonesia drives tourism development. Labuan Bajo itself is the entrance for tourists to visit Komodo National Park as the main attraction. Komodo National Park is the only natural habitat for Komodo dragons. Moreover, UNESCO has designated Komodo National Park as a world natural heritage. This status makes Komodo National Park known as a global tourist attraction. In addition to natural wealth, as one of the areas in West Manggarai Regency, tourists can also enjoy the rich culture of Manggarai in Labuan Bajo.

Labuan Bajo is located in West Manggarai Regency, East Nusa Tenggara. The increase in the number of tourist visits to West Manggarai Regency can be seen as an indicator of the development of the tourism industry in Labuan Bajo. According to data from the Central Statistics Agency for East Nusa Tenggara (BPS) (Badan Pusat Statistik Nusa Tenggara Timur, 2022) in 2020, the number of tourist visits to West Manggarai Regency reached 79,948 people, and in 2021 the number of visits increased by 78.8% to 142,965 people. The rapid growth of tourism in Labuan Bajo must be managed by considering the values of sustainability.

### **Research Objectives**

This study aims to describe the strategy of implementing inclusive tourism as a concept for developing Labuan Bajo tourism as a premium tourist destination.

## **Literature Review**

### **Inclusive Tourism Concept**

The implementation of sustainable tourism is closely related to the Sustainable Development Goals (SDGs) values. Rasoolimanesh et al., (2020) stated that the SDGs are functional designs to promote and develop sustainable tourism. The application of the concept of sustainable tourism contributes directly or indirectly to achieving the 17 SDGs, such as inclusive and sustainable economic growth, sustainable consumption and production, and sustainable use of marine resources. In their study, Sica et al., (2021) argued that an inclusive and participatory approach can realize the concept of sustainable tourism. It was further explained that the inclusive and participatory approach is the concept of inclusive tourism.

The meaning of inclusive tourism is growing. This development is seen in the type of activity. Initially, inclusive tourism focused on tourism consumption activities, where tourism should be enjoyed by everyone or “Tourism for All”. Münch & Ulrich (2011), defined inclusive tourism as a tourism concept that offers recreational activities for all individuals regardless of physical conditions, such as physical limitations, age, and other conditions that can interfere with implementing tourism activities. Based on this understanding, inclusive tourism only focuses on tourism's demand or consumption side. The concept of tourism is changing, and paying attention to the production side. According to Scheyvens & Biddulph (2018), inclusive tourism is a concept of tourism change that underscores the involvement of marginalized communities in the production and consumption process of tourism, as well as the ethical distribution of tourism benefits. Expanding the participation of marginalized host communities in developing tourist destinations is at the core of the concept of inclusive tourism. Moreover, for the sustainability of the tourism industry in an area, community participation is a must (Gursoy et al., 2010).

The concept of inclusive tourism also focuses on three aspects of sustainable tourism: the economy, where the economic benefits of tourism development should be well distributed to marginalized communities; community involvement in tourism development planning; and ethical production and consumption activities that focus on environmental sustainability. Bakker et al., (2020) defined aspects of sustainable tourism into the concept of inclusive tourism by identifying three pillars of tourism-based inclusive growth, namely:

- 1) Growth of tourism opportunities. Pilar focuses on creating the benefits of tourism development for the community in a destination. Bakker, (2019) explained that this

pillar aims to increase the volume and value of employment and entrepreneurship opportunities in the tourism industry;

- 2) Equal access to tourism opportunities. This pillar focuses on equity in accessing the benefits of tourism development. Baker (2019) explained that this pillar allows policymakers to produce unique programs, so communities have equal opportunities to access tourism benefits, and
- 3) Equality of results to tourism opportunities. Pilar focuses on fair tourism outcomes for the community. Baker (2019) explains that this pillar ensures that there are no differences in tourism outcomes, such as differences in wages, and health services, based on religion, gender, and individual characteristics.

Inclusive tourism has a wedge with other sustainable tourism concepts, such as accessible, pro-poor, social, community-based, and responsible tourism (Scheyvens and Biddulph, 2017).

### **Methodology**

This study used a qualitative approach. According to Sidiq & Choiri (2019) qualitative research aims to describe phenomena or answer questions with systematic scientific procedures. The researcher is a crucial instrument in research that uses a qualitative approach (Sugiyono, 2017). This study focuses on strategic steps for tourism development in Labuan Bajo with inclusive tourism. In addition, the data collection process in this study used non-participatory observation and documentation techniques. Non-participatory observation techniques can be used in tourism studies by way of researchers observing processes/phenomena without participating and studying them from the outside (Cheia, 2010). The development of tourism in Labuan Bajo is a phenomenon observed in this study.

### **Results and Discussion**

*Inclusive tourism* is a sustainable tourism concept focusing on community involvement in tourism development. The development of the Labuan Bajo tourism destination is a concept of quality and sustainable tourism development, which is defined by taking into account the present and future environmental, social, cultural, life, and economic impacts on local communities and tourism (Kementerian Pariwisata dan Ekonomi Kreatif, 2021). This concept follows the concept of inclusive tourism. Strategies that can be carried out in

implementing inclusive tourism in Labuan Bajo are focused on three aspects, namely 1) community involvement, 2) human resources, and 3) infrastructure and facilities.

### **Community Involvement**

In the aspect of community involvement, inclusive tourism can be applied by realizing an increase in the role of the community in making tourism development decisions. Community involvement in tourism development can be practiced by inviting marginalized communities to focus group discussions. Scheyvens & Biddulph (2018) explained that one of the practices in implementing inclusive tourism is the expansion of community involvement in decision-making. Moreover, community involvement in tourism planning aims to maximize the acceptance of development benefits that can improve the community's quality of life (Shani & Pizam, 2012). In addition, Bamberger (1988) stated that community participation can help ensure a more equitable distribution of benefits and access to services and benefits for politically and economically vulnerable groups of society. In other words, community involvement in tourism planning can increase the inclusiveness of the tourism industry so that all levels of society feel the benefits of tourism.

### **Human Resources**

#### **1. Training and Assistance Program**

Training and assistance programs for marginalized communities can be carried out to implement inclusive tourism in Labuan Bajo to improve human resources. Training and mentoring programs can be a solution to increase equal access to tourism opportunities. Moreover, human resource quality is one factor that prevents people from participating in tourism development. According to Bello, Lovelock, and Carr (2016), a lack of capacity in tourism is a problem that affects local communities' participation in community planning. With the existence of training programs and assistance for marginalized communities, the community can have the opportunity to improve the capabilities as producers of tourism products. In other words, marginalized people have the opportunity to improve their abilities and the economy.

Training and mentoring can start from the process of making, packaging, and marketing, to financial management of the souvenir business or regional specialties. One of the typical food that has the potential to be used as a souvenir from Labuan Bajo is *Songkol*. *Songkol* is a food made from cassava flour (Hiani, Maryani, and Hidayat, 2022). *Songkol*

itself has a high value of local wisdom for the Manggarai community. *Songkol* is a provision for the Manggarai people when they travel far. In other words, this value can be used as food and souvenirs for tourists who want to travel far when returning from Labuan Bajo to their place of origin. The advantage of this food that doesn't go stale fast. Excellent and attractive packaging is needed

so that *Songkol* can become a typical souvenir of Labuan Bajo.

## **2. Skill Certification**

Certification of local community expertise can be a strategy for implementing inclusive tourism in human resources. According to Mistriani, Maria, and Damayanti (2020) certification provide certificates for businesses and tourism workers to support improving the quality of tourism products, services, and management. Amir (2015) added that competency certification in the tourism sector is an official recognition of individuals for their knowledge, attitudes, and skills as an indicator of the quality of human resources to work in the tourism industry. In other words, certification acknowledges the tourism industry's product quality and service capability. The local community expertise certification strategy describes the pillars of inclusive tourism, namely equality of community access to tourism opportunities.

## **3. Role of Women and Disable Group**

Another step that can be taken in implementing inclusive tourism is to increase the role of women and disabled groups in the tourism industry in Labuan Bajo. The tourism industry has a broad scope so that women and people with disabilities can have a more direct role in developing tourism in Labuan Bajo. Women not only act as souvenir makers or traders but can also act as tour guides or dive guides. In addition, disabled groups can also contribute directly to the tourism industry, such as technicians in hotels, cafes, and other possible services. The presence of local regulations that ensure the involvement of women and disabled groups in tourism in Labuan Bajo can be a strong indicator of the application of the value of inclusiveness in the tourism sector.

## **4. Tourism Education in School**

Formulating subjects based on tourism awareness and Manggarai culture at primary educational institutions can be the first step to improving human resources in Labuan Bajo in the tourism sector through formal education. With local content subjects based on tourism awareness and love for the environment, the values of *Sapta Pesona*, such as safe, orderly, clean, cool, beautiful, friendly, and memorable, can be instilled in a young age. Strategies can

increase awareness of tourism to generations. In addition, by teaching the Manggarai cultural base, the Manggarai culture will be maintained.

### **Infrastructure and Facilities**

Inclusive tourism can be implemented optimally by improving the quality of infrastructure. Infrastructure can be seen as a stimulator of the development of a tourist destination. In addition, the availability of adequate infrastructure can affect tourist satisfaction with tourist destinations. According to Truong et al., (2018), infrastructure and facilities have an essential role in the tourism industry to attract tourists and ensure the quality of the tourist experience. Improving the quality of infrastructure and facilities is essential for efforts to support Labuan Bajo as a super-premium tourist destination. Infrastructure can be communication network facilities, health facilities, hygienic facilities, and road facilities. Communication networks can make it easier for tourists to find out tourist destinations scattered in West Manggarai Regency, including Labuan Bajo. In addition, communication networks can facilitate digital accessibility for the tourism market to Labuan Bajo as a tourist destination.

Health facilities also have an essential role for tourist destinations in Labuan Bajo and its surroundings, considering that the types of tourism activities in West Manggarai Regency are primarily outdoor. The availability of health facilities on land and in the islands can complement the image of Labuan Bajo as a premium tourist destination. Road infrastructure can be the pulse of human movement. In other words, improving road infrastructure quality makes tourist's movement more accessible. Road infrastructure must also be followed by a proper lighting system so that tourists are safe and comfortable when moving from one destination to another, including visiting tourist villages, so that the benefits of tourism can be distributed throughout West Manggarai Regency. This condition is to the objectives of the inclusive tourism concept, which produces a tourism map with wider (Scheyvens & Biddulph, 2018).

### **Conclusion**

As a premium tourist destination, Labuan Bajo not only aims to get maximum profit but also has to look at it from a sustainability point of view that can provide broad benefits for the community and environmental conservation. UNWTO (2005) explained that the goal of sustainable tourism is minimizing the negative impacts of tourism on society and the

environment; and maximizing tourism's positive and creative contribution to local economies, the conservation of natural and cultural heritage, and the quality of life of hosts and visitors. The implementation of inclusive tourism in Labuan Bajo can also be interpreted as a step to realize the concept of tourism following Law No. 10 of 2009 concerning tourism, where the community is one component in a tourist destination, and tourism is an activity where there is an interaction between tourists and the community (Tentang Kepariwisata, 2009). Rudy & Mayasari (2019) added that the principle of organizing tourism based on Law No. 10 concerning tourism is the benefit for the welfare of the people by upholding the values of justice, equality, and proportionality. The concept of inclusive tourism can be applied as a strategic step to develop Labuan Bajo tourism. In other words, inclusive tourism is an appropriate concept for developing tourism in Labuan Bajo, oriented towards quality and sustainability.

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## **An Consumer Perspective Investigation: Customer Orientation of Service Employee in Star Hotel West Java-Indonesia**

**Endang Dwi Amperawati<sup>1</sup>, Widji Astuti<sup>2</sup>, Boge Triatmanto<sup>3</sup>**

<sup>123</sup>Universitas Primagraha, Serang, Banten

<sup>1</sup>*dr.eda@primagraha.ac.id,*

### ***Abstract***

This study aims to investigate customer service orientation (COSE) in star hotels from a consumer perspective. 189 respondents filled out the questions given. Descriptive analysis using SPSS software. The results of the study show that the indicators of technical skills, social skills, motivation and decision making authority are the building blocks of COSE. The most appreciated by consumers is the service of hotel employees on social skills, especially because employees are able to explain hotel facilities and are able to understand the needs of hotel guests.

**Keyword:** COSE, HOTELS, STAR

### **Introduction**

#### **Background**

Indonesia is one of the leading tourism destinations in ASEAN, so that tourists can stay longer, lodging services are needed. Hotels as lodging services are very important to offer a comfortable stay. The hotel managers create a good image through the services provided. Bandung, is one of the provincial cities in Indonesia known as Paris Van Java, so that Bandung is one of the tourist destinations.

In service products, the value of the product will be fulfilled if the management is committed to the services provided. Committed management will continue to empower the company's human resources, because in service products, human resources play a key role, spearheading the success of products and companies. The success of service delivery on hotel service products is determined by customer-oriented employee service/COSE (Customer Orientation of Service Employee). COSE is defined as the management of employees for the

provision of services in satisfying customers (Packianathan and Madella, 2006). Previous researchers, including Brown et al. (2002); Hennig-Thurau and Thorsten (2003); Liang et al. (2010) and Prayogo et al. (2016) have led that COSE is a description of the services that employees provide to customers.

Thus, no matter how good the management support, especially in staff empowerment, if the service staff does not have the will and passion to provide the services expected by the CUSTOMER, it will result in poor service and impact on the hotel's image. This study aims to analyze COSE in five-star hotels in Bandung-West Java-Indonesia.

### **Research Objectives**

Investigating COSE in star hotels at West Java, Indonesia (consumer perspective)

### **Literature Review**

#### **Customer Orientation of Service Employees (COSE).**

COSE is an individual-level construct that is believed to be central to a service organization's ability to be market-oriented (Tom, 2002). Customer-oriented companies carry out activities aimed at providing solutions to customer problems. Customer-oriented companies are willing to learn from customers and adjust company behavior in response to customer needs. Brown et al. (2002) define COSE as an individual's tendency or tendency to meet customer needs in the context of the workplace, and conceptualize it as two dimensions, namely: the needs dimension which includes employee beliefs that employees can fulfill customer desires, and the enjoyment dimension which represents the extent to which employees enjoy the interaction. with customers.

The views of Hennig-Thurau and Thorsten (2004) have differences in dimensions, defining COSE as employee behavior in person-to-person interactions and suggesting that the conceptualization of COSE has three dimensions, namely service providers, service providers, and customers. The approach is based on the requirements that must be met by employees when performing services to satisfy needs during the interaction process between employees and customers. Hennig-Thurau and Thorsten's approach is based on employee motivation to meet customer needs, employee ability to meet customer needs, and employee freedom or authority (as perceived by employees themselves) to make decisions relevant to meeting customer needs

and wants. COSE indicators according to Hennig-Thurau and Thorsten (2004) include Employee's social skills (employee's social skills), Employee's technical skills (employee's technical skills), The motivation dimension (motivational dimension), and The authority dimension (authority dimension).

Employee technical skills are motor or technical knowledge and abilities that must be possessed by employees during the process of interacting with customers. Technical ability is very important for meeting the needs as a must-have characteristic of the service process, which requires employees to respond as soon as possible to customers. Social skills are focused on the ability of employees to respond to customer perspectives during interactions (Flavell et al. 1968; Mead, 1934). This perspective is further explained consisting of visually, namely where employees understand the customer's perspective, cognitively, namely where employees understand what customers think, and emotionally, namely employees understand what customers feel. An employee's technical and social skills can be both high (or low), but employees with high levels of social skills do not necessarily have the knowledge necessary to perform customer-oriented performance.

The dimension of employee motivation to serve customers consists of three elements, namely positive valence, customer-oriented employee behavior and the consequences associated with this behavior on employees; Employee's Self Perception, the employee's perception of himself to be able to perform customer-oriented performance and expectations, his hopes in achieving organizational goals by acting in customer-oriented behavior (eg happy customers).

Motivation is very important for the transformation of employees in improving technical and social skills in customer-oriented behavior. The dimension of authority, in the employee's perspective, is closely related to the level of authority felt by service employees to make decisions on issues related to customer interests or engagements and needs. Decision-making authority is needed to transfer the ability and attention of employees to treat customers in a competent and friendly manner in actual behavior in critical situations with employees paying attention to customer needs and interests. Various studies on COSE have been developed:

Table 1. Relevant Research

Name, Year	Objectives	Result
Brown <i>et al.</i> (2002).	Knowing the orientation of service workers to customers and individual characteristics	1. Individual characteristics make up COSE 2. Individual characteristics: Introvert, openness, and Conscientiousness do not form COSE 3. Instability forms COSE
Liang <i>et al.</i> (2010)	Analyzing the role of CS in service performance	Service performance is illustrated by the orientation of staff on service
Helm (2011).	Analyzing the role of training, empowerment and rewards in generating performance	customer-oriented staff, training and empowerment improves performance, while rewards do not
Prayogo <i>et al.</i> (2016).	Analyzing COSE in satisfying customers	Customer-oriented service employee will result in satisfactory service performance

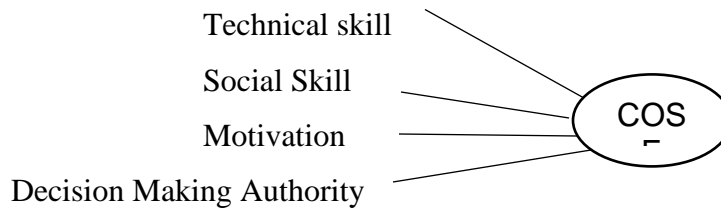


Figure 1. research Framework

## Methodology

Respondents as a sample in the study were hotel guests who were staying, totaling 189 people. Data Collecting used a questionnaire with the following instruments:

Tabel 2. Variable Instrument

Indicator	Statement	Skor
Technical skill	1. employees help solve problems using room facilities 2. employees are able to work on guest requests 3. employees handle guest complaints quickly 4. the receptionist completes guest administration	Skala Likert

	thoroughly	
	5. the bellboy is deft in working on guest requests	
Social Skill	6. employees explain hotel facilities	Skala Likert
	7. employees understand the needs of hotel guests	
	8. employees communicate the services provided	
Motivation	9. Employees are dedicated in serving hotel guests	Skala Likert
	10. Employees meet hotel guest service needs	
	11. Employees ensure that hotel guest service needs are met	
Decision Making	12. Employees can decide how to handle guests in an emergency	Skala Likert
Authority	13. Employees have the authority to deal with problems faced by guests	
	14. Employees have the flexibility to find ways to solve guest problems	

Descriptive analysis using SPSS software, to generate the frequency value and the mean value of each questionnaire item, indicator and variable.

## Results and Discussion

Validity and reliability tests were carried out first. The test results show :

**Table 3. Validity and reliability Test**

Variable	Indicator	r	critical	Probability	description	Alpha
		account				Cronbach Description
COSE	<i>Technical skill</i>	0,603	0,148	0,000	Valid	
		0,687	0,148	0,000	Valid	
		0,776	0,148	0,000	Valid	
		0,724	0,148	0,000	Valid	
		0,505	0,148	0,000	Valid	
	<i>Social skill</i>	0,641	0,148	0,000	Valid	

		0,148	0,000	Valid	0,898
	0,717				Reliable
	0,637	0,148	0,000	Valid	
<i>Motivation</i>	0,676	0,148	0,000	Valid	
<i>Skill</i>	0,726	0,148	0,000	Valid	
	0,681	0,148	0,000	Valid	
<i>Decision</i>	0,595	0,148	0,000	Valid	
<i>making</i>	0,684	0,148	0,000	Valid	
<i>authority</i>	0,551	0,148	0,000	Valid	

Source: Primary data

The statement items tested, all have a coefficient value of  $r$  arithmetic greater than  $r$  critical and a probability value less than  $= 5\%$ , meaning that the questionnaire statement used is valid. The results of the reliability test show that Cronbach's alpha is greater than 0.6 so that it meets the reliability.

The results of the tabulation of COSE respondents' answer scores are presented in the following table:

**Tabel 4**  
**Discription COSE (X<sub>2</sub>)**

Item											Mean
	Very agree		agree		Netral		Not agree		Very not agree		
	F	%	F	%	F	%	F	%	F	%	
1. employees help solve problems using room facilities	58	30,7	94	49,7	35	18,5	1	0,5	1	0,5	4,10
2. employees are able to work on guest requests	46	24,3	99	52,4	42	22,2	1	0,5	1	0,5	3,99
3. employees handle guest complaints	59	31,2	88	46,6	40	21,2	1	0,5	1	0,5	4,07

quickly												
4. the receptionist												
completes guest	54	28,6	94	49,7	40	21,2	1	0,5	0	0,0	4,06	
administration												
thoroughly												
5. the bellboy is deft in												
working on guest	70	37,0	86	45,5	32	16,9	1	0,5	0	0,0	4,19	
requests												
<i>Technical skill</i>											4,08	
6. employees explain	85	45,0	78	41,3	25	13,2	1	0,5	0	0,0	4,31	
hotel facilities												
7. employees												
understand the needs	68	36,0	79	41,8	41	21,7	1	0,5	0	0,0	4,13	
of hotel guests												
8. employees												
communicate the	83	43,9	80	42,3	26	13,8	0	0,0	0	0,0	4,30	
services provided												
<i>Social skill</i>											4,25	
9. Employees are												
dedicated in serving	71	37,6	84	44,4	32	16,9	2	1,1	0	0,0	4,19	
hotel guests												
10. Employees meet												
hotel guest service	62	32,8	87	46,0	37	19,6	3	1,6	0	0,0	4,10	
needs												
11. Employees ensure												
that hotel guest	57	30,2	105	55,6	25	13,2	2	1,1	0	0,0	4,15	
service needs are met												
<i>Motivation Skill</i>											4,14	
12. Employees can	58	30,7	91	48,1	38	20,1	2	1,1	0	0,0	4,08	
decide how to handle												

guests in an emergency												
13. Employees have the authority to deal with problems faced by guests	54	28,6	77	40,7	49	25,9	9	4,8	0	0,0	3,93	
14. Employees have the flexibility to find ways to solve guest problems	59	31,2	80	42,3	44	23,3	5	2,6	1	0,5	4,01	
<i>Decision making authority</i>											4,01	
COSE											4,12	

Source: Primary data

Based on table 4, show that respondents agreed (mean = 4,12) that indicators of technical skills, social skills, motivation and decision making authority are the building blocks of COSE. Successively, the appreciation from the highest mean to the lowest customer orientation on hotel employee service is social skill (mean = 4,25), motivation skill (mean = 4,145), technical skill (mean = 4,08), and decision making authority (mean = 4,01).

The most appreciated by consumers is the service of hotel employees on social skills (highest mean= 4,25), especially because employees are able to explain hotel facilities (mean = 4,31) and are able to understand the needs of hotel guests (mean = 4,30).

## Conclusion

COSE is formed from technical skills, social skills, motivation skills, and decision making authority. The results of this study are in accordance with the indicators described by Hennig-Thurau and Torsten (2003) who take an approach based on employee motivation to meet customer needs and measure COSE with technical skills, social skills, motivation skills, and decision making authority. This study found that the most contributing to forming COSE were social skills, which was reflected in the ability of employees to explain star hotel facilities.

This happens because of the level of competition to get customers among star hotels, so it takes employees who have the ability to explain hotel profiles, especially hotel facilities as a

differentiator from other star hotels. When guests come to stay at the hotel, employees provide an explanation of what facilities the hotel has, such as room size, accessible facilities such as meeting rooms, sports arenas, restaurants, music and spas, with this information making it easier for guests to determine what activities can be done at the hotel. Service marketing activities are determined by company, employee and customer relationships that aim to retain customers. The company's relationship with customers is expressed as an external marketing activity. The object of the research is described as the facilities promised by the company to hotel guests, for example, the most appreciated is the guarantee of vehicle parking. Internal marketing activities are the company's relationship with employees carried out by the company by developing hotel staff skills so that employees are always oriented to hotel guest services. While interactive marketing activities are shown by hotel staff by explaining the availability of facilities that can be used by hotel guests while staying overnight or staying.

This research conducted before the Covid-19 pandemic. Considering the impact of the Covid-19 pandemic crisis is very powerful, especially for hotels. Recommended for future researchers to consider new indicators related to the post-covid-19 pandemic crisis where people's behavior has changed about health, so it is necessary to study the development of statement items on management support regarding the health of hotel staff, hotel health protocols, hotel staff concern with health when serving guests hotels, and completeness of products and services with health behavior and the potential for increase in hotel room rates.

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## **The Impact of Tourism Activities on Vegetation Dryness Index (Tvid): A Case Study of Batu City**

**Fardiah Qonita Umami Naila<sup>1</sup>, Rois Dinan<sup>2</sup>**

*Institut Teknologi Bandung*

<sup>1</sup>*Fardiahqonita123@gmail.com*

### ***Abstract***

The purpose of this study was to identify the effect of tourism activities on the level of drought in Batu City. To be able to achieve the research objectives, the Temperature Vegetation Dryness Index (TVDI) method was used by utilizing Landsat 8 satellite imagery in 2018 and 2020, where 2018 was the highest number of tourism visits in the last five years in Batu City and in 2020 there was a significant decline in tourism visits due to the COVID-19 pandemic. Based on the findings obtained in the study, an increase in tourism activity has a positive effect on the level of drought in Batu City. These findings indicate that there is a dangerous threat to the dimensions of sustainable development, especially those affected by the tourism sector.

**Keywords:** Sustainable Tourism, TVDI, Water use

### **Introduction**

The tourism sector is a strategic sector that contributes to improving the prosperity of the country (Aksoz & Bac, 2012). However, since the development of the tourism sector, in the 1980s the orientation to the tourism sector began to shift from only a tool to increase economic growth to sustainable development, this was in response to the desire to minimize the negative impacts caused by massive tourism activities (Jamal et al. ., 2013)

The environmental consequences of tourism activities are the highest, namely on resource utilization and pollution (Destek & Aydın, 2022). An increase in economic activity has a direct impact on population growth in tourist sites over several periods, thereby increasing concerns about the availability of water resources (Aall & Koens, 2019; Suero et al., 2012). In the current era of environmental issues, adequate water planning and management is very important as a basis for evaluating water resources in fulfilling scenarios of increasing tourism visits in the future (Avni et al., 2015). In this case, accurate estimation of tourism activities on the availability

of water resources is an important component in determining strategies for developing an efficient system in facing climate challenges and increasing tourism potential (Avni et al., 2015). In this important research framework, water consumption in the tourism sector can be linked to food production activities, tourism accommodation, garden maintenance, swimming pools, and other activities related to the availability of water resources (Garcia et al., 2020). It should be understood that Batu City as part of the upper Brantas River has a very large role in meeting water needs in the city and surrounding districts so the issue of drought needs serious attention.

In this study, researchers used the Temperature Vegetation Dryness Index (TVDI) method by utilizing Landsat 8 satellite imagery with the aim of comparing studies of drought levels that occurred in Batu City in 2018 and 2020. Both years were chosen because they had a significant number of tourist visits. , 2018 was the highest number of tourists in Batu City, which was 6,100,800 people and in 2020 there was a significant decline in tourist visits to 1,983,353 people due to the covid-19 pandemic.

The paper structure includes the following sections: introduction, followed by research method, including data collection, data analysis, and findings. The paper ends with a discussion of the findings and conclusions, including a comparative analysis of the results.

## **Methodology**

### **A. Location of Research**

The purpose of this study is to identify the effect of tourism activities on the level of drought in Batu City. Batu City is a city in East Java Province, Indonesia which was formed in 2001 as a fraction of Malang Regency. Before becoming an independent city in 2001, Batu City was part of the Sub-Unit for Development Area 1 (SSWP 1) of North Malang. Batu City is located 15 km west of Malang City and is on the Malang-Kediri and Malang-Jombang routes. Batu City, Malang Regency, and Malang City become one unit of the region known as Malang Raya. The area of Batu City as a whole is about 199.09 Km<sup>2</sup> and is divided into 3 districts. Batu City is located at an average altitude of 897 m above sea level. Judging from the height of the area, most of the areas in Batu City are located in hilly/slope areas.

## B. Data Collection

The data used in this study is secondary data with the data source of the Central Bureau of Statistics of Batu City and Landsat images of 2018 and 2020 Batu City in shapefile (shp) format, the source of the map is the United States Geological Survey (USGS)

## C. Analysis Methods

### 1) Temperature Vegetation Dryness Index (TVDI)

TVDI is one index of dryness based on the sensitivity spectrum of visible light (visible) and near-infrared to vegetation behavior and stress conditions vegetation related to lack of water. On generally NDVI . vegetation index (Normalized Vegetation Index) will increase as it decreases surface temperature (LST). This matter related to the ability of vegetation to regulate the temperature through latent heat transfer is heat transfer through evapotranspiration. Absorbed radiation and the amount of water available on a land surface is two the main element that regulates temperature surface. At the time water availability is minimally good on land that is vegetated or not, then the temperature surface will increase.

$$NDVI = \frac{(\rho_{BOANIR} - \rho_{BOARED})}{(\rho_{BOANIR} + \rho_{BOARED})},$$

$$LST =$$

$$TVDI = \frac{(LST - LST_{min})}{(LST_{max} - LST_{min})},$$

#### Keterangan:

LSTmin : Minimum Surface Temperature

LSTmax : Maximum Surface Temperature

LST : The observed surface temperature at a Pixels

**Table 1** Dry Rate Based On TVDI :

Dryness Index	TVDI
Extremely Wet	$0 < TVDI \leq 0.2$
Wet	$0.2 < TVDI \leq 0.4$
Moderate	$0.4 < TVDI \leq 0.6$
Dry	$0.6 < TVDI \leq 0.8$
Extreme Dry	$0.7 < TVDI \leq 1.0$

Source: (Sandholt et al., 2002)

## Results and Discussion

### 1) Potensi Pasar Pariwisata Kota Batu

The tourism market potential is currently increasing, this is seen in terms of tourists who like to travel to various tourist areas, including Batu City. The characteristics of the tourist market are determined based on the area of origin of the tourists. The characteristics of the tourist market need to be known in order to recognize the needs and wants of consumers so that they are able to attract consumer interest in determining the decision-making process. The characteristics of the tourist market, one of which can be determined based on nationality, in this study it is known that Batu City experienced an increase in the 2016-2019 period and experienced a decrease in the number of tourists in 2020 due to the Covid-19 pandemic.

**Table 2** Number Of Tourist Visits

	2016	2017	2018	2019	2020	2021
Domestic Tourist	2.913.017	3.856.529	5.633.611	6.035.724	1.982.736	3.029.708
Foreign Tourist	3.392	6.183	467.189	11.736	617	0
<b>Total</b>	<b>2.916.409</b>	<b>3.862.712</b>	<b>6.100.800</b>	<b>6.047.460</b>	<b>1.983.353</b>	<b>3.029.708</b>

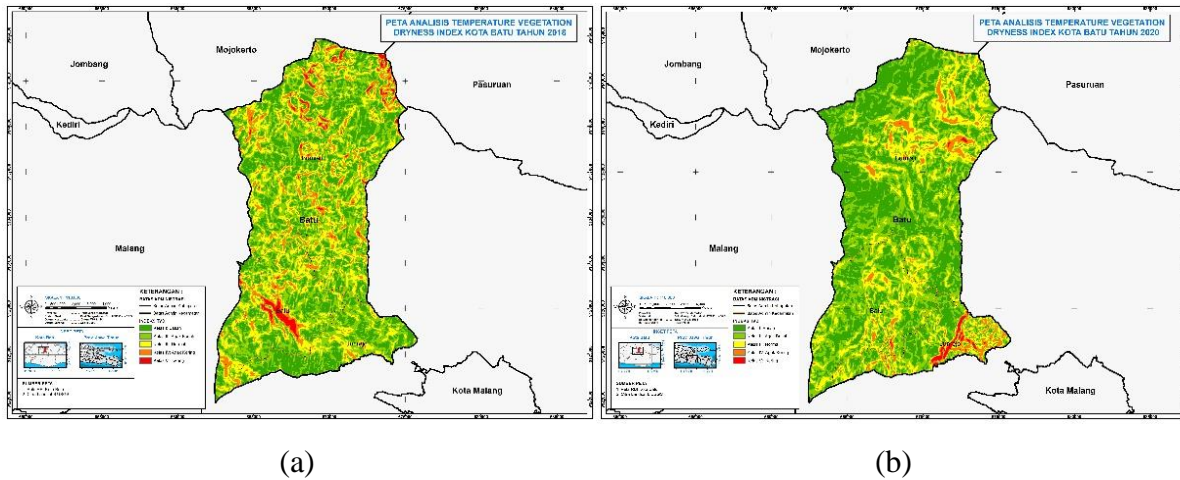
Sumber: Government tourism office of Batu City, 2022

Tourists visiting Batu City are dominated by domestic tourists, based on tourist arrival data in 2016-2021 it is known that the highest tourist arrivals were in 2018 with a total of 6,100,800 tourists, and relatively stable in 2019 with the number of tourists visits as many as 6,047,460 tourists and decreased significantly to 1,983,353 due to the covid-19 pandemic but increased again in 2021 to 3,029,708. This data shows that Batu City has the potential for increased tourist visits, so it is necessary to pay more attention to the environmental impacts that will be caused.

### 2) Drought Index Calculation

Based on the results of the TVDI analysis in Batu City in 2018 and 2020, the TVDI obtained in Batu City is then overlaid using land use data as can be seen in Figure 1 Map Analysis of Temperature Vegetation Dryness Index. The results of the extraction of TVDI values on various types of vegetation can be seen in Table 3 Temperature Vegetation Dryness Index Analysis of Batu City, 2018 and Table 4 Temperature Vegetation Dryness Index Analysis of Batu City, 2020, there is a change in the level of drought in Batu City. During the 2018 period, the results of the analysis showed TVDI results with the Extreme Dry classification of 332.64 Ha, which was

higher than in 2020, which was 123.12 Ha, where Batu District as the center of tourism in Batu City was the most significant difference.



**Figure 1** Map Analysis Temperature Vegetation Dryness Index  
Batu City in (a) 2018, (b) 2020

*Sources: Researcher Analysis Results, 2022*

**Table 3** Temperature Vegetation Dryness Index Analysis of Batu City, 2018

District	Drought Rate (Ha)				
	Extremely Wet	Wet	Moderate	Dry	Extreme Dry
Batu	1249.83	1641.10	1151.71	430.52	155.29
Bumiaji	3403.84	4461.20	2934.21	1169.85	177.35
Junrejo	1096.48	1034.41	457.80	52.67	-
<b>Total</b>	<b>5750.15</b>	<b>7136.71</b>	<b>4543.71</b>	<b>1653.04</b>	<b>332.64</b>

*Sources: Researcher Analysis Results, 2022*

**Table 4** Temperature Vegetation Dryness Index Analysis of Batu City, 2020

District	Tingkat Kekeringan (Ha)				
	Extreme Wet	Wet	Moderate	Dry	Extreme Dry
Batu	1567.31	1996.11	934.51	125.45	4.66
Bumiaji	5192.96	4393.21	2070.98	479.02	11.00
Junrejo	728.61	875.35	596.47	333.44	107.46
<b>Total</b>	<b>7488.88</b>	<b>7264.67</b>	<b>3601.97</b>	<b>937.90</b>	<b>123.12</b>

*Sources: Researcher Analysis Results, 2022*

## Conclusion

The research presented in this paper analyzed tourism-related temperature vegetation dryness index analysis of Batu City and compared in 2018 and 2020. There are key findings that emerge, Batu City had a different number of tourist visits in 2018 and 2020, and this has a significant impact on the level of drought in Batu City due to the use of water in the tourism sector.

Excessive use of water by tourists needs to be a concern so that it does not cause problems with limited access to water by the community. In the future, it is recommended that the tourism sector not only focus on operations and efficiency but also need to integrate the impacts caused by increasing tourism activities with water management and governance schemes taking into account the geographical conditions of the region.

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## **Tourism Marketing Strategy in Jayawijaya Regency, Wamena**

**Arled Yigibalom**

University of Merdeka Malang

Arledjigbal12@gmail.com

### **Abstract**

As a developing country, Indonesia itself is still active in developing all existing aspects or fields. Of course, in the implementation of the state requires large enough funds to develop all existing sectors. In this paper, we discuss how the natural resources of tourism destinations in an area are. the method used is marketing g places. In this discussion, we will discuss first, from the side of Tourism and Tourism Marketing and the Strategy for Developing a Regional Tourism Destination. each region needs to develop its natural resources the best possible. one that has not been utilized is the tourism sector, although in formulating and implementing policies, tourism problems are often formulated, but in implementation there are obstacles so that this article discusses tourism development strategies that exist in Papua, Jayawijaya Wamena Regency.

**Keywords:** *Tours, Marketing Tours, Tourism Development Strategies*

### **Introduction**

With the development of the tourism industry, marketing and management of tourist destinations are becoming increasingly competitive on a global scale (Buhalis, 2000; Balakrishnan, 2008; Tasci, 2011; UNWTO, 2012, 2013). Therefore, there is a need to deepen our understanding of destination management in terms of how tourist destinations are constructed and advertised (Blain, Levy, & Ritchie, 2005). Marketing of tourist destinations is often considered a competitive and complex issue (Wang, 2011). This is especially the case when the tourism industry becomes increasingly competitive and destination marketing organizations compete to increase their share of the tourism market by developing various destination marketing strategies (Hosany, Ekinci, & Uysal, 2007). To understand this complexity, destination management and marketing require a comprehensive approach (Wang, 2011). Therefore, various tourism destinations such as national, regional, state and city have established destination management and destination marketing organizations to promote, manage and market these destinations to tourism target markets (Pike, 2008).

In several years (before the monetary crisis) the volume of tourist flows visiting Indonesia increased, but with the national disaster in the form of a monetary crisis, the flow of tourists since 1998 has tended to decline, but since the success of the general election and the general assembly of the People's Consultative Assembly, the situation has gradually improved. although not yet stable. However, this also causes problems, namely the uneven flow of tourists and is only concentrated in several major tourist destinations (DTW), especially Bali.

This symptom needs to be overcome by directing tourists to other potential tourist destinations. Tourist destinations that are estimated to have tourism potential are expected to be immediately developed and able to generate profits. This is a golden opportunity that can be exploited immediately. However, taking advantage of opportunities without careful planning can lead to disaster .

The tourism sector is one of the strategic sectors in driving the Indonesian economy and is part of the global economy. The ongoing 3T revolution, transportation, telecommunications, tourism, shows that tourism activities have become one of the forces capable of accelerating world unification in economic integration and human movement across regions and even across countries (Rusman, 2004).

The tourism potential of Papua Province is almost complete in Indonesia. Its pristine nature, distinctive and unique culture, is the main attraction. Tourist destinations in Papua Province have contributed 25% of the total national tourist visits per year. The potential of the tourism business in Tanah Papua Province is very large because it has a unique and cultural authenticity (Petriella, 2018). Papua has strong capital to develop its tourism as long as Papua can organize, manage and promote the uniqueness and characteristics of natural resources in its territory.

The problem now is how to formulate a strategy so that the community can enjoy the results of the development. Of course, it is very ironic if something happens that cultural products develop rapidly, while the welfare of members of the community who support it have never increased. Whatever the form of cultural tourism development, keep in mind that the community is not for tourism, but on the contrary must be based on the principle of tourism for the community. This principle places the interests of the community above the needs of the community. Because the community is the subject of tourism, tourism development policies and plans must be directed in such a way that every member of the community fosters a sense of belonging to the tourism assets around them.

Jayawijaya Regency is in a strategic position compared to several other districts in the central highlands. This strategic position makes Jayawijaya a gateway and has the potential to become a center of economic growth. The Wamena people have several ethnic groups, the most dominant being the Dani, Lani and Yali tribes. Wamena Regency has an area of 249.31 km<sup>2</sup> with a population in 2020 of around 41,844 people, and a population density of 167.84 people/km<sup>2</sup>.

Jayawijaya Regency generally has a hilly and mountainous topography which is the Jayawijaya Mountains area, while a fairly wide plain is found in the Baliem Valley area which is a mountainous plain, where Wamena City is located. The topography in Jayawijaya Regency is quite varied, ranging from flat, sloping, wavy to mountainous with land slopes ranging from 0% to 45%. Most of Jayawijaya Regency has a slope of > 45% (Figure 3.3). 6 The Baliem Valley is surrounded by the Jayawijaya Mountains which is famous for its eternal snow peaks, including: Trikora Peak (4,750 m), Mandala Peak (4,700 m) and Yamin Peak (4,595 m). This mountain is very attractive to tourists and Natural Science researchers because its peak is always covered with snow even though it is in the tropics. Steep mountain slopes and narrow and steep river valleys characterize these mountains.

As a special training in this discussion, related to several natural attractions in Wamena including Lake Habema, Mummy Wim Motok Mabel, Aikima White Sand, Wamena Blue Lake, ethnic and natural dance groups develop management strategies.

## **Literature Review**

### **1. Tourism**

Tourism is a series of travel activities carried out by individuals or families or groups from their place of origin to various other places with the aim of making tourist visits and not to work or earn income at the destination.

In this study, the scope of the problem to be studied is the tourism area of Jayawijaya Regency, Papua Province which includes, tourist objects in Wamena including Habema Lake, Mummy Wim Motok Mabel, Aikima White Sand, Wamena Blue Lake.

It is an effort to design tourism area products and services to be unique and different from competitors' products and services (Hermawan, 2005). Efforts to design this uniqueness and difference can be based on content (what is offered), context (how to offer it) and infrastructure. Wamena tourism areas that will be offered and different from other tourism areas include: blue

lake or blue river, maima district, Putagina salt water source, habema lake, Kurulu district nature tourism, Suroba tourism village nature tourism, ethnic dance groups and traditional inns.

These are some of the terms in the state law of the Republic of Indonesia

Considering: whereas in order to implement the provisions of Article 9 paragraph (1) Law Number 10 of 2009 concerning Tourism needs to stipulate a Government Regulation concerning the National Tourism Development Master Plan 2010 - 2025;

In this Government Regulation what is meant by:

1. Tourism is all activities related to tourism and are multidimensional and multidisciplinary in nature that arise as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Governments, and entrepreneurs.
2. Development is a process of change for the better which includes planning, implementation and control efforts, in the context of creating added value as desired.
3. National Tourism Development Master Plan, hereinafter referred to as RIPPARNAS, is a national tourism development planning document for a period of 15 (fifteen) years from 2010 to 2025.
4. Tourism Destination Area, hereinafter referred to as Tourism Destination, is a geographical area located within one or more administrative areas in which there are Tourist Attractions, Public Facilities, Tourism Facilities, accessibility, and communities that are interrelated and complement the realization of Tourism.
5. National Tourism Destinations, hereinafter referred to as DPN, are Tourism Destinations on a national scale.
6. National Tourism Strategic Area, hereinafter abbreviated as KSPN, is an area that has the main function of tourism or has the potential for the development of national tourism which has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity. life, and defense and security.
7. Regional Development of DPN is the result of Regional Development of Tourism which is realized in the form of DPN and KSPN.
8. Tourist Attraction is anything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are the target or purpose of tourist visits.

9. Tourism Accessibility is all types of transportation facilities and infrastructure that support the movement of tourists from the area of origin of tourists to Tourism Destinations as well as movement within the Tourism Destination area in relation to the motivation of tourist visits.
10. Public Infrastructure is the basic physical equipment of an environment whose procurement allows an environment to operate and function properly.
11. Public Facilities are basic physical service facilities of an environment that are intended for the general public in carrying out daily life activities.
12. Tourism Facilities are all types of facilities that are specifically intended to support the creation of convenience, comfort, and safety of tourists in making visits to Tourism Destinations.
13. Community Empowerment is an effort to increase awareness, capacity, access, and the role of the community, both individually and in groups, in advancing the quality of life, independence, and welfare through tourism activities.
14. Tourism Marketing is a series of processes to create, communicate, deliver tourism products and manage relationships with tourists to develop Tourism and all its stakeholders.
15. Tourism Industry is a collection of Tourism Businesses that are interrelated in order to produce goods and/or services to fulfill the needs of tourists in the implementation of tourism.
16. Tourism Institution is a unitary element and its network which is developed in an organized manner, including the Government, Regional Government, private sector and society, human resources, regulations and operational mechanisms, which are continuously in order to produce changes towards the achievement of goals in the field of Tourism.
17. Tourism Organization is an institution both within the Government and private sector which is related to the implementation of Tourism activities.
18. Tourism Human Resources, hereinafter abbreviated as Tourism Human Resources, are workers whose work is directly and indirectly related to Tourism activities.
19. Tourism business is a business that provides goods and/or services for fulfilling tourist needs and organizing tourism.
20. Certification is the process of granting certificates to tourism businesses and workers to support the improvement of the quality of tourism products, services and tourism management.
21. Central Government, hereinafter referred to as the Government, is the President of the Republic of Indonesia who holds the power of government of the Republic of Indonesia as referred to in the 1945 Constitution of the Republic of Indonesia.

22. Minister is the minister who organizes government affairs in the field of Tourism.

23. Regional Government is the Governor, Regent or Mayor, and regional apparatus as elements of regional administration.

The Main Duties and Functions of the Service as stated in article 3 of the Regent's Regulation number 59 of 2016 concerning the Duties and Functions of the Jayawijaya Regency Culture and Tourism Office:

1) The service as referred to in article 3 has the task of assisting the Regent in carrying out cultural and tourism affairs which are the regional authority and the assistance tasks given to Jayawijaya Regency;

2) In carrying out the duties as referred to in Article 4, the Service shall carry out the following functions:

(a) Formulation of policies in the field of culture and tourism; (b) implementation of policies in the field of culture and tourism; (c) implementation of evaluation and reporting in the field of culture and tourism; (d) Implementation of service administration in accordance with the scope of its duties; and (e) the implementation of other functions assigned by the Regent in relation to his duties and functions.

The Department of Culture and Tourism in carrying out the vision, mission of tourism development certainly cannot be separated from the Field of Tasks for the Organizational Elements of the Culture and Tourism Office as stated in Article 6 of the Regent's Regulation number 59 of 2016 concerning the Field of Tasks of Organizational Elements that:

(1) The Head of the Service has the main task of leading, coordinating and controlling the carry out local government affairs in the field of culture and tourism.

(2) In carrying out the main tasks as referred to in paragraph (1),

(3) The Head of the Culture and Tourism Office carries out the following functions:

a. Determination of policies, coordination of policy implementation as well as monitoring, analysis, evaluation and reporting in the field of culture;

b. Determination of policies, coordination of policy implementation as well as monitoring, analysis, evaluation and reporting in the field of tourism;

- c. Determination of policies, coordination of policy implementation as well as monitoring, analysis, evaluation and reporting in the fields of administration, equipment/assets, finance and personnel
- d. The implementation of other functions given by the Regent is related to its duties and functions.

## **2. Marketing Tours**

Marketing comes from the word market, which is a mechanism or place where buyers and sellers meet to sell and buy goods and services needed in people's lives. Marketing is often referred to as marketing. Tjiptono (2008) states that marketing plays an important role in developing organizational strategy. Some definitions of marketing given by various experts are as follows:

a Kotler (2015) provides a limitation, namely "marketing must be understood not in the old sense of selling, talking and selling, but in a new sense. If marketers understand consumer needs, such as developing products and services that offer superior customer value and cost-effective prices, distributing and promoting them, these products are simply sold.

b Umar (2002) states that marketing includes all systems related to business that aim to design, evaluate, promote and distribute goods or services that satisfy the actual and potential needs of buyers.

c Kotler and Keller (2016) define marketing as a set of activities, institutions, and processes that create, communicate, deliver and exchange value propositions for customers, clients, partners and society at large.

d Ali (2013) refers to marketing as the process of identifying, creating and communicating value and maintaining satisfying customer relationships to maximize company profits.

e Swanton (2012) defines marketing as a comprehensive business system that aims to design, evaluate, promote and distribute goods and services that satisfy the desires of current and potential consumers.

So it can be formulated that marketing is related to the processes carried out by an organization or company with the aim of creating

value for customers and build strong relationships with customers so that the goal is achieved, namely goods and services that satisfy customers or buyers. Sistaningrum (2002) states that the marketing objectives include 4 (four) things, namely introducing oneself, persuading, modifying, and shaping behavior and reminding people about the product and the company concerned.

Damanik and Weber (2006) argue that tourism marketing continues to emphasize who the market segment really is and how it behaves. Therefore, tourism marketing must adapt its products and services to the needs, wants and expectations of tourists. Therefore, tourism marketers must always be creative and innovative in marketing tourism products and services so that tourists are interested in tourism visits and length of stay in tourism destinations.

The objectives of tourism marketing according to Yoet (1996) are as follows:

- a to attract tourists to visit a tourist destination at various levels, both local, regional and national, with the aim that more tourists come, tourists stay longer and tourists spend their money.
- b To attract tourists who will use all the services of tour group companies in tourist areas with the aim of obtaining profits for each company, because profit is always the driver of marketing activities.

### **3. Tourism Development Strategy**

Development is a process, method, act of making something better, advanced, perfect and useful (Alwi Hasan et al, 2005:269). Development is a process/activity to promote something that is considered necessary to be arranged in such a way by rejuvenating or maintaining what has been developed to become more attractive and developing. Tourism development is an effort to improve or complete the facilities and services needed by tourists to feel comfortable while in tourist attractions.

The World Tourism Organization, (1955a) agrees that tourism has become a very important socio-economic phenomenon in the development of life and global relations between nations in the world. Tourism is essential for life because it is directly related to its impact on economic development, socio-culture, and education both nationally and internationally. From the spatial side, tourism activities are in direct contact with space and time because essentially it is the movement of people from one place to another.

According to Cooper (1993), tourism is a series of travel activities carried out by individuals or families or groups from their place of origin to various other places with the aim of making tourist visits and not to work or earn income at the destination. The visit is temporary (1 day, 1 week, 1 month) and in due time will return to the original place of residence. So there are two

important elements, namely: the journey itself and temporary stay at the destination with various tourist activities.

Tourism contains elements, namely travel activities, carried out voluntarily, are temporary, and the trip is wholly or partly aimed at enjoying tourist objects and attractions. Tourism development aims to provide benefits, both for tourists and for the local community. The development of tourism in an area will bring benefits to tourists and the local community. For the local community, the benefits are economic, social and cultural. However, if in its development it is not prepared and managed very well, it can also cause various problems that are detrimental to tourists or the community.

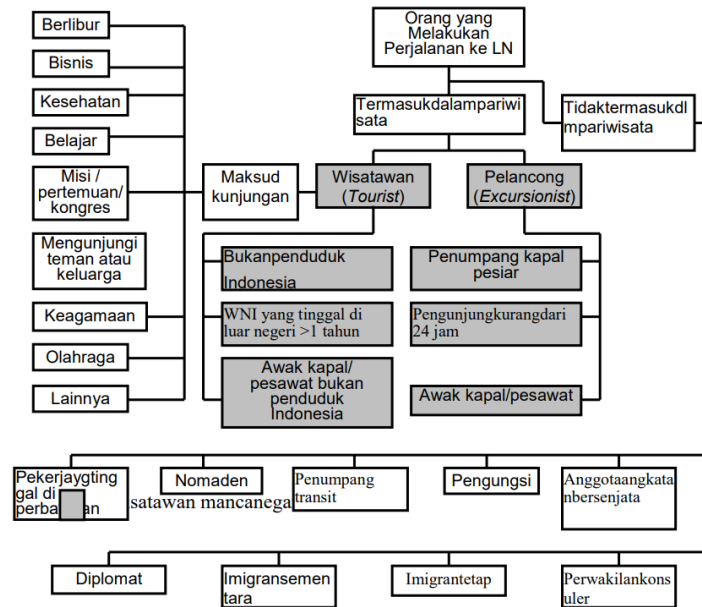
Therefore, it is necessary to thoroughly study all supporting facilities and resources so that tourism can develop properly and sustainably and be beneficial for tourists and the community.

According to Undnag-Undnag No, tourism development cannot be separated from sustainable development. 9 of 1990 concerning tourism, point 5 states that the development of destination areas and tourist attractions is carried out by finding, controlling, and creating new destinations as tourist destinations and attractions, then point 6 developing destination areas and tourist attractions. consider:

1. The ability to encourage the development of economic and socio-cultural life that continues to grow.
2. Religious values, customs and views and values prevailing in society.
3. Cultural and environmental sustainability.

#### Sustainability of tourism itself

According to the recommendations of the World Tourism Organization (1995a) and the International Union Travel Organization (IUOTO), the definition of a foreign tourist is every person who visits a country outside his own country. a place for one or more needs, but not for work or service in the places visited.



Sumber : Heriawan (2004 )

Basically, tourists are divided into two groups, namely:

1. Tourists, namely visitors who stay in the destination country for at least 24 hours, but not more than one year, for the purpose of: (1) vacationing, recreation, and sports, (2) business, visiting friends and family, (3) missions, attending meetings, conferences, and (4) visits for health, study, and religious reasons.
2. Travelers (Excursionist), namely visitors who stay in the destination country for more or less than 24 hours, including cruise passenger who visit a country by cruise ship for tourist purposes, and usually stay overnight on the ship concerned.

According to Rusman (2004), the four main components according to the Schmoll model that are believed to influence tourist decisions are:

1. Driving Factors, namely the forces that encourage someone to travel (willingness to travel): advertisements and promotions, travel books/booklets, advice and stories from past tourists, and travel agent recommendations.
2. Individual and Social Factors, namely the conditions and characteristics inherent in the tourists themselves: social and economic status, personal behavior, social influences, attitudes, and environmental values.

3. External variables, namely a description of the conditions and situations of travel and tourist destinations: beliefs about the safety and capabilities of tour operators, images of tourist destinations and their services, previous travel experience, affordability of tourist objects, and limited costs and time.

4. Characteristics of Services at Destinations, namely the condition, situation, and image of the destination country/region and tourist attraction: the relationship of costs and benefits obtained, attractions and objects offered, travel range, quality and quantity of travel information, and packages trips offered.



#### 4. Attractions in Wamena

The development of tourism areas in Jayawijaya Regency according to the Department of Culture and Tourism is included in the category of tourism destination development, where the pattern of development can be grouped, including, (1) natural tourism areas consisting of; Kurulu District Nature Tourism, Suroba Village Nature Tourism, Ethnic Dance Groups and Traditional Lodging.

##### 1. Blue Lake



The first tourist spot in Wamena is Blue Lake. Blue Lake is about 12 minutes from downtown Wamena. Although the blue lake is not too wide, but its uniqueness is that it has turquoise-green water.

Lake or Telaga Biru Wamena can be accessed by foot which is quite tiring but its natural beauty will pay for every effort spent. The gradation of turquoise blue-

green color is strongly influenced by marine life and shady trees around it.

In addition to its natural beauty, this blue lake has historical value for the people of the Dani tribe of Papua who believe that there are myths originating from their ancestors related to this lake.

##### 2. Aikima White Sand, Tourist attractions in Wamena

Still located in the Baliem Valley area, a tourist attraction in Wamena that is quite unique, namely the white sand in Aikima Village. Located only 15 minutes from Wamena City, this white sand area is very easy to reach.



The existence of White Sand in the Baliem valley area is due to the fact that this area used to have a large lake called Lake Wio. There are also shrubs that adorn the rocks, making the White Sand even more beautiful .

### **3. Mummy Wim Motok Mabel, Tourist attractions in Wamena**

The tourist spot in Wamena that is no less interesting for you to visit next is the Kerulu

District. This district is also still located in the Baliem Valley area. The most unique thing in this district is the presence of six traditionally preserved mummies.

The name of the most famous mummy is the mummy of Wim Motok Mabel which is more than 280 years old. To see this mummy you are required to pay a certain amount of money determined by the surrounding community.

### **4. Lake Habema, Tourist attractions in Wamena**

Lake Habema is one of the most famous tourist attractions in Wamena. The beauty of the natural panorama is perfectly offered by Lake Habema which is located at an altitude of about 3,225 meters above sea level.

For tourists who want to get the best moments in this area, they can start their journey in the morning and can capture the beauty of the panorama from the peak of Trikora which is located in the southern part of Lake Habema.

According to Hermawan (2005), currently the regions must begin to shift their approach to regional economic management and development, from a bureaucratic approach to a strategic entrepreneurial approach.



The bureaucratic approach is a narrow-minded regional management approach, because it is always oriented to standard bureaucratic procedures and rules that cause regions to lose sensitivity to the needs of their constituents. The strategic entrepreneurial approach is pragmatic because it is always result-oriented and sensitive to every

opportunity, always focuses on the needs and expectations of its constituents and which is no less important to be responsive to any changes that occur in the macro environment. This approach requires three important elements in regional planning, namely, long-term regional vision and goals, efforts to build entrepreneurship in all regional human resources and the formulation of a solid regional strategy.

With these three things, the allocation of regional resources will be effective and directed so that regional advantages can be built. On a broader scale (global-cosmopolitan orientation) local governments must strive to build capabilities, innovation, operational capabilities, and global-scale networks as bridges for them to be able to participate and take maximum advantage of the formation of the global economy.

In Jayawijaya Regency the Development of Wamena Tourism Strategy It is necessary to carry out several important analyzes as follows:

- a. **Analysis of Technological Change**, When studying technological change, tourism marketers must look at different aspects of technological change. First, it must periodically assess the progress and speed of technological development, such as the development of telecommunications technology such as cellular telephones and the internet. Second, he must be able to identify various opportunities and possibilities of using the technology in tourist areas. Third, let's look at the various possibilities that arise from the use of these technologies, such as simpler and cheaper means of transportation, especially air traffic, the use of technology and mechanisms in various commercial areas.
- b. **Analysis of Political and Regulatory Changes** In reviewing technological changes, marketers of tourism areas must examine various political changes. First, marketers of tourism areas, must review the characteristics and behavior of the prevailing political system. Second, marketers of tourism areas should review the state's political institutional arrangements. The three regional tourism marketers must examine the influence of global political developments.
- c. **Analysis of Socio-Cultural Change** , Each region has a community that lives by the principles and beliefs that they adhere to according to the roots of their traditions and religion. The values contained in these traditions and religions will be reflected in each of their adherents in daily life according to the level of belief and interpretation of the values they believe in.
- d. **Economic Change Analysis**, Analyzing the economic environment, tourism area entrepreneurs must study and monitor various aspects of macroeconomic changes. First of all, it

concerns the economic system and structure adopted by the state and its consequences. This is in line with the depletion of available resources, a shift in the economic paradigm of experimental natural resource areas, a change in orientation in which these natural resources are transformed into final products with the highest value/price. Second, it concerns the development of macro-political economic conditions. Changing the orientation of the price system from controlled to market-oriented. Changing the characteristics of an agrarian society from food-based to market-oriented and ecologically sustainable technology-based. Third, it concerns the interaction of various phenomena and domestic economic activities. Fourth, the state financial system (financial system), where tourism area entrepreneurs must look at the interaction of the state financial system and different development trends. This is indicated by the intense competition between regions to attract investment both from within the country and from outside. Fifth, it concerns the regional and international dimensions of the national and local economy.

e . **Market Change Analysis**, why should tourism marketers conduct market surveys? Because. First, this information can be used to develop marketing strategies for tourism areas, such as positioning, differentiation, branding strategies, product development, service strategies, etc. Second, tourism area entrepreneurs, especially government representatives, understand the characteristics of certain industries and market developments, and can design policies that encourage industrial development. In addition, it must also look at the internal conditions of the region in terms of the resources and competencies they have. Among the various internal factors of the area, it must be grouped into the strengths and weaknesses of the regional tourism area. Of course, these strengths and weaknesses are defined relative to competitors. When the threats and opportunities arising from the external environment and the strengths and weaknesses arising from the internal factors are mapped, we get a picture of our position. Based on this position, we can formulate a general strategy that will be applied to win the competition. And finally, the strategic location triangle (SPT) must be formulated in the development and development of a market location strategy in the Jayawijaya Wamena tourist area .

## Conclusion

Jayawijaya Wamena Regency In the field of tourism , it is a strategic place so that it becomes like a place Tourist destinations are visited by local and global tourists because it is based on looking at the geographical conditions that strongly support the tourism sector , namely in high

altitude areas and tourist objects that are very attractive to local and international tourists such as Lake Habema , white sand etc.

So it is hoped that the local government can be developed more optimally, especially in the field of tourism so that it can become a tourist destination that is truly centered in the mountainous area of Papua. The impact is that the community around the tourism area has their own work to sell natural products and their creativity, and it cannot be separated from the commitment of the Regional Government through the Tourism Office.

The current government needs to pay attention to and handle a good tourism sector, namely :

- 1 . natural tourism development strategy
- 2 . cultural tourism development strategy
- 3 . special interest tourism development strategy

Jayawijaya Regency is a strategic geographical location with potential, beautiful nature, local community support, conducive and stable security and will become the center of development and economy of the Papuan mountains.

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## The Effect of Aesthetic Experiential Qualities and Service Quality on Tourist Satisfaction

Lutwina Christy Ferrinda<sup>1</sup>, Bambang Supriadi<sup>2</sup>

*University of Merdeka Malang*

<sup>2</sup>*bambang@unmer.ac.id*

### *Abstract*

This research aims to describe Aesthetic Experiential Qualities, Service Quality, and Tourist Satisfaction. To find out whether Aesthetic Experiential Qualities have a positive and significant effect on the satisfaction of Lembah Indah tourists. To find out whether Service Quality has a positive and significant effect on the satisfaction of Lembah Indah tourists. The population used in this study were tourists who had visited the Lembah Indah tourist destination located in Gendogo, Balesari Village, Ngajum District, Malang Regency; the number of samples was 95 respondents, with slovin calculations. The result of this research is that simultaneously Aesthetic Experiential Qualities and Service Quality have a positive and significant influence on the satisfaction of Lembah Indah Malang tourists. This means that if the Aesthetic Experiential Qualities are good and the Service Quality is good, it will increase tourist satisfaction. Tourist satisfaction will be formed if the Aesthetic Experiential Qualities are good and the Service Quality obtained by tourists exceeds what is expected. Partially, the Aesthetic Experiential Qualities variable has a positive and significant influence on the satisfaction of Lembah Indah Malang tourists. The contribution of this research is helpful for the manager of the Lembah Indah Malang tourist destination to improve Aesthetic Experiential Qualities because, based on the results of this study, Aesthetic Experiential Qualities have a positive and significant effect on tourist satisfaction. Improving Aesthetic Experiential Qualities can be done by paying attention to the quality of the aesthetic experience.

**Keyword:** Aesthetic Experiential, Service Quality, Tourist Satisfaction

## **Introduction**

### **Background**

Satisfaction is the final result received from a process if something by expectations has been accepted by someone (Ueltschy et al., 2007). Tourists can feel satisfaction after they use the services or products offered by tourist destinations; then, tourists will give their responses to the product or service, whether it is to their expectations and desires. Satisfaction is one of the essential factors that tourists want when purchasing a product or service.

Lovelock and Wright (2007:96) state that satisfaction is an emotional reaction a short time given by customers to the performance of certain services. To cause a good reaction, a tourist destination manager must provide services and experiences that satisfy tourists. To attract tourist satisfaction, managers must be able to provide appropriate tourist destinations, experience quality, and service quality to create tourist satisfaction. In conditions of increasingly fierce competition, the main thing that a tourist destination must consider is the quality of the tourist destination, as well as its influence on tourist satisfaction so that it can continue to run, and dominate tourist destinations. The quality of the experience is one of the determinants of tourist satisfaction. Because through the quality of experience provided by a tourist destination, it can increase the interest of tourists to visit again.

Tourists will also feel satisfied if the service received is by their expectations, so the quality of service at a tourist destination must be considered. Service quality is the level of excellence expected and the management of that level of excellence is used to fulfil customer desires (Tjiptono, 2004, p. 59). Services whose actual performance is the same as tourist expectations will automatically meet tourist satisfaction; the higher the quality of service, the more tourist satisfaction will increase. Service quality is all efforts and actions that aim to meet the needs and desires of tourists to match their expectations so that satisfaction arises. The results of research conducted by Dirgantara (2013), which examined the relationship between service quality and visitor satisfaction, showed that service quality had a positive and significant influence on visitors and resulted in increased visitor satisfaction. This shows that service quality is one of the critical factors in determining tourist satisfaction.

Malang Regency is part of Greater Malang. Malang Raya itself is a unitary area of Malang City, Batu City, and Malang Regency. Tourist visits to Malang Regency make Malang Regency one area that seeks to develop the regional economy through the tourism sector. With a

variety of tourism potential, Malang Regency is one of the destinations that tourists are interested in. According to the Malang Regency Central Statistics Agency (2020), the number of foreign and domestic tourist arrivals to Malang Regency from 2010 to 2019 increased yearly.

**Table 1. Number of International and Domestic Tourists Coming to Malang Regency in 2010-2019**

Year	Foreign Tourist	Domestic Tourist	Amount
2010	4 187	1 938 066	1 942 253
2011	9 983	2 101 822	2 111 805
2012	29 504	2 014 105	2 043 609
2013	33 226	2 517 248	2 550 474
2014	80 792	3 170 575	3 251 367
2015	99 873	3 554 609	3 654 482
2016	129 663	5 719 881	5 849 544
2017	108 485	6 395 875	6 504 360
2018	100 234	7 072 124	7 172 358
2019	70 184	7 979 645	8 049 829

**Source: Malang Regency Central Statistics Agency, 2020**

### **Research Objectives**

Based on the problems described Experiential Qualities, Service Quality, and Tourist Satisfaction. To find out whether Aesthetic Experiential Qualities have a positive and significant effect on the satisfaction of Lembah Indah tourists. To find out whether Service Quality has a positive and significant effect on the satisfaction of Lembah Indah tourists. This research is expected to provide benefits consisting of theoretical benefits and practical benefits. Theoretical Benefits, for readers, this research is expected to develop and expand the knowledge of tourism in general and especially in tourist destinations by reviewing the role of aesthetic experiential qualities and service quality and their influence on tourist satisfaction. For other researchers, this research can provide knowledge and insight and reference material for further research. Practical Benefits for Lembah Indah Malang, the results of this study can add input in increasing tourist satisfaction through the implementation of aesthetic experiential and can be used as input for the management of Lembah Indah Malang in determining policies in the preparation of quality and

service strategies oriented to visitor satisfaction. This research can provide knowledge, insight, and reference material for further research.

## **Literature Review**

### **Aesthetic Experiential Qualities**

Quality of experience or Quality of Experiential is a measure to measure how well a system is used to meet consumer expectations. When implementing the customer experience with a product or service goes well, positive feedback will be obtained. In the last few decades, Breiby & Slåtten (2018) said that aesthetic quality has attracted much attention in marketing research, mainly focusing on product and service experience aspects. Aesthetics is the inherent beauty of an object. Aesthetic values are subjective to each individual. A tourist destination must have an aesthetic quality to provide a unique attraction. Therefore,

*Aesthetic Experiential Qualities* is the aesthetic quality and symbolic value of products and services to create experiences to increase customer satisfaction and loyalty. According to Breiby & Slåtten (2018), Aesthetic Experiential Qualities are experiences with dimensions of aesthetic characteristics that affect tourist satisfaction and contribute to tourist loyalty to a destination. Husna and Novita (2020) explained that Aesthetic Experiential Qualities are the perception and appreciation of the beauty that tourists have felt through their five senses. A tourist destination must be associated with its attractiveness with the main components of tourists, beauty, and the experience provided.

### **Service Quality**

According to Gronroos (1984), Service Quality is the result of the process by which consumers compare their expectations with the services they believe they have received. Service Quality is a manifestation of consumer attitudes that describe the results of a comparison between service expectations and their perceptions of actual performance. Service quality is the fulfilment of consumer needs and desires and the suitability of its delivery to meet consumer expectations (Tjiptono, 2011). The dynamic conditions of products, services, processes, people, and the environment are important factors in service quality to meet or even exceed consumer expectations. So it can be said that every product or service aspect can meet needs and provide satisfaction.

## **Tourist Satisfaction**

Kotler and Keller (2002:52) explain that satisfaction is the level of a person's feelings after comparing the performance or perceived results to their expectations. A level of satisfaction is a differentiator between perceived results and expectations. A traveller will experience one of three levels of satisfaction. First, tourists will feel dissatisfied if the performance is worse than expected. Second, tourists will feel satisfied if the actual performance matches expectations. Finally, tourists will feel delighted if the actual performance exceeds expectations.

Tourist satisfaction is a psychological description and pleasant emotions experienced by tourists after receiving a product or service that can lead to a sense of satisfaction and what is expected by expectations (Fitriani, 2020, p. 1). Tourist satisfaction measures the overall opinion of tourists on each quality of tourist destination. The measurement of tourist satisfaction will be the basis for consideration of the quality of tourist destinations, for example, the treatment received by tourists or the services provided to be felt by tourists. The concept of satisfaction is still blurry because the achievement of tourist satisfaction can be from various things, and factors can be simple or complex. Tourist satisfaction is the key to success in tourist destinations with long-term competitiveness. The framework will explain theoretically the relationship between the variables to be studied.

## **Methodology**

### **1. Population, Sample and Sampling Technique**

The population is the entire subject of the study (Suharsimi, 2006, p. 130). The population used in this study are tourists who have visited the Lembah Indah tourist destination, which is located in Gendogo, Balesari Village, Ngajum District, Malang Regency. The sample calculation is carried out using the Slovin formula, which is shown as follows:

Information:

n: sample size

N: population size

e: allowance for inaccuracy or degree of tolerance

Based on Malang Regency Tourism Visit Data 2020 (pre & post Covid-19 closure) obtained from the Malang Regency Tourism and Culture Office, it was recorded that tourist

arrivals in Lembah Indah in November 2020 reached a total of 2,250 tourists. So this study requires a sample of 95 respondents, with sample calculations showing:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{2250}{1 + 2250.(10\%)^2}$$

$$n = \frac{2250}{1 + 2250.0,01}$$

$$n = \frac{2250}{1 + 23,5}$$

$$n = \frac{2250}{1 + 23,5}$$

$$n = 95$$

## Results and Discussion

### 1. Respondent Description

Respondents who became the sample in this study were 95 respondents can be seen in the following table:

**Table 2.**  
**Respondent's Gender**

No	Gender	Amount	Percentage (%)
1	Man	36	37.9%
2	Woman	59	62.1%
	<b>Total</b>	<b>95</b>	<b>100%</b>

Source: Primary data processed by researchers, 2021

Based on table 2. above, it can be explained that the number of male respondents in this study was 36 (37.9%), and female respondents 59 (62.1%).

**Table 3.**  
**Respondent Age**

No	Age	Amount	Percentage (%)
1	15 - 20	15	15.8%
2	20 - 25	51	53.7%
3	25 -30	12	12.6%
4	>35	17	17.9%
	<b>Total</b>	<b>95</b>	<b>100%</b>

**Source: Primary data processed by researchers, 2021**

Based on table 3. above, it shows that the number of respondents aged 15-20 years is 15 respondents (15.8%), 20-25 years 51 respondents (53.7%), and aged 25-30 years is 12. respondents (12.6%), age >35 years were 17 respondents (17.9%).

**Table 4.**  
**Respondent's Job**

No	Work	Amount	Percentage (%)
1	Student/student	41	43.2%
2	Private employees	30	31.6%
3	Civil Servants (PNS)	4	4.2%
4	Other	20	21%
	<b>Total</b>	<b>95</b>	<b>100%</b>

**Source: Primary data processed by researchers, 2021**

Table 4. shows that the type of work of most respondents is college students, with a total of 41 respondents (43.2%), followed by private employees as many as 30 respondents (31.6%), then other jobs, as many as 20 respondents. (21%) Moreover, the minor type of work is civil servants (PNS), with only four respondents (4.2%).

## **2. Variable Description**

The questionnaires that have been distributed and have been returned by 95 respondents can be seen in some descriptions of respondents' answers in the distribution of observations as follows:

**a. Description of Aesthetic Experiential Qualities (X1)**

It is known that the distribution of respondents' answers about Lembah Indah, which provides fascinating views and breathtaking panoramas, obtained answers as many as 8 (8.4%) respondents stated neutral, 30 (31.6%) respondents agreed, and 57 (60%) respondents stated strongly agree. This shows that most respondents strongly agree that Lembah Indah provides a fascinating view and a breathtaking panorama.

The distribution of respondents' answers regarding the scenery in Lembah Indah can be used as a photo spot. 3 (3.2%) respondents stated neutral, 29 (30.5%) respondents agreed, and 63 (66.3%) strongly agreed. This shows that most respondents strongly agree that Lembah Indah has a view that can be used as a photo spot.

The distribution of respondents' answers regarding the area of Lembah Indah, which is kept clean, was obtained as many as 13 (13.7%) respondents stated neutral, 45 (47.4%) respondents agreed, and 37 (38.9%) respondents strongly agreed. Most respondents agree that the Lembah Indah area is kept clean.

The distribution of respondents' answers regarding the facilities available in Lembah Indah is kept clean. 17 (17.9%) respondents stated neutral, 48 (50.5%) respondents agreed, and 30 (31.6%) respondents strongly agreed. This shows that most respondents agree that the facilities available in Lembah Indah are kept clean.

The distribution of respondents' answers regarding travelling to Lembah Indah can provide peace of mind. 11 (11.6%) respondents stated neutral, 34 (35.8%) agreed, and 50 (52.6%) respondents strongly agreed. This shows that most respondents strongly agree that travelling to Lembah Indah can provide peace of mind.

The distribution of respondents' answers regarding travelling to Lembah Indah can release fatigue and relax the mind. 9 (9.5%) respondents stated neutral, 34 (35.8%) respondents agreed and 52 (54.7%) respondents strongly agreed. . This shows that most respondents strongly agree that travelling to Lembah Indah can release fatigue and relax the mind.

The distribution of respondents' answers regarding buildings and interiors in Lembah Indah is unique and very interesting. 16 (16.8%) respondents stated neutral, 46 (48.4%) respondents agreed, and 33 (34.7%) respondents stated strongly agree. This shows that most respondents agree that the buildings and interiors in Lembah Indah are unique and very interesting.

The distribution of respondents' answers regarding buildings and interiors in Lembah Indah can be used as a photo spot. 4 (4.2%) respondents stated neutral, 46 (48.4%) respondents agreed, and 45 (47.4%) strongly agree. This shows that most respondents agree that the buildings and interiors in Lembah Indah can be used as photo spots.

The distribution of respondents' answers regarding the authenticity of nature in the Lembah Indah area is still maintained. 7 (7.4%) respondents stated neutral, 34 (35.8%) respondents agreed, and 54 (56.8%) respondents strongly agreed. Most respondents strongly agree that the Lembah Indah area is preserved in its natural authenticity.

The distribution of respondents' answers regarding nature in the Valley Indah area is still beautiful. 6 (6.3%) respondents stated neutral, 28 (29.5%) respondents agreed, and 61 (64.2%) respondents strongly agreed. This shows that most respondents strongly agree that the nature in the Lembah Indah area is still beautiful.

#### **b. Description of Service Quality (X2)**

It is known that the distribution of respondents' answers about the buildings and interiors in Lembah Indah is attractive and unique. By what is offered, it is obtained that 12 (12.6%) respondents stated neutral, 51 (53.7%) respondents agreed, and 32 (33.7%) respondents stated strongly agree. This shows that some respondents agree that the buildings and interiors in Lembah Indah are attractive, unique, and by what is offered.

The distribution of respondents' answers regarding cleanliness and comfort in Lembah Indah can be relied upon. 17 (17.9%) respondents stated neutral, 45 (47.4%) respondents agreed, and 33 (34.7%) respondents strongly agreed. This shows that some respondents agree that cleanliness and comfort in Lembah Indah can be relied on.

The distribution of respondents' answers regarding the facilities and infrastructure found in Lembah Indah is complete. 3 (3.25%) respondents stated they disagreed, 26 (27.4%) respondents stated neutral, 46 (48.4%) respondents stated agree, and 20 (21.1%) respondents stated strongly agree. This shows that most respondents agree that the facilities and infrastructure in Lembah Indah are complete.

The distribution of respondents' answers regarding the officers in Lembah Indah who look clean, neat, and attractive obtained answers as many as 27 (28.4%) respondents stated neutral, 42 (44.2%) respondents agreed, and 26 (27.4%) respondents stated strongly agree. This shows that most respondents agree that the officers in Lembah Indah are clean, neat, and attractive.

The distribution of respondents' answers regarding the services provided by Lembah Indah is by what is offered. 23 (24.2%) respondents stated neutral, 47 (49.5%) respondents agreed, and 25 (26.3%) respondents stated very agree. This shows that most respondents agree that the services provided by Lembah Indah are what is offered.

The distribution of respondents' answers regarding the response of Lembah Indah officers to handling complaints was perfect. 1 (1%) respondents stated strongly disagree, 22 (23.2%) respondents stated neutral, 48 (50.5%) respondents agreed, 24 (25.3%) of respondents stated strongly agree. This shows that most respondents agree that the response of Lembah Indah officers to handling complaints is excellent.

The distribution of respondents' answers regarding Lembah Indah officers can explain all the information needed by tourists; 15 (15.8%) respondents stated neutral, 56 (58.9%) respondents agreed, and 24 (25.3%) respondents stated strongly agree. Most respondents agree that Lembah Indah officers can explain all the information tourists need.

The distribution of respondents' answers regarding Lembah Indah officers was fast and responsive when providing services, 1 (1%) respondents stated they disagreed, 16 (16.8%) respondents stated neutral, 57 (60.0%) respondents agreed, and 21 (22.1%) of respondents stated strongly agree. Most respondents agree that Lembah Indah officers are fast and responsive when providing services.

The distribution of respondents' answers regarding Lembah Indah officers ready to provide assistance obtained answers as many as 17 (17.9%) respondents stated neutral, 56 (58.9%) respondents agreed, and 22 (23.2%) respondents stated strongly agree. Most respondents agree that Lembah Indah officers are ready to assist.

The distribution of respondents' answers regarding Lembah Indah officers was very friendly and polite. 13 (13.7%) respondents stated neutral, 55 (57.9%) respondents agreed, and 27 (28.4%) respondents strongly agreed. This shows that most respondents agree that Lembah Indah officers are very friendly and polite.

The distribution of respondents' answers regarding security guarantees in Lembah Indah is in line with the expectations. 25 (26.3%) respondents stated neutral, 43 (45.3%) respondents agreed, and 27 (28.4%) respondents strongly agreed. This shows that most respondents agree that the security guarantee in Lembah Indah is in line with expectations.

The distribution of respondents' answers regarding Lembah Indah officers can understand of the needs of tourists obtained answers as many as 26 (27.4%) respondents stated neutral, 47 (49.5%) respondents agreed, and 22 (23.2%) respondents stated strongly agree. This shows that most respondents agree that Lembah Indah officers can understand the needs of tourists.

The distribution of respondents' answers regarding Lembah Indah officers can communicate well-obtained answers as many as 12 (12.6%) respondents stated neutral, 53 (55.8%) respondents agreed, and 30 (31.6%) respondents stated strongly agree. This shows that most respondents agree that Lembah Indah officers can communicate well.

It is known that the distribution of respondents' answers about the services provided by Lembah Indah, as promised, obtained answers as many as 10 (10.5%) respondents stated neutral, 51 (53.7%) respondents agreed, 34 (35.8%) respondents stated very agree. This shows that most respondents agree that the services provided by Lembah Indah are as promised.

The distribution of respondents' answers regarding satisfaction with the services and products provided by Lembah Indah obtained answers as many as 13 (13.7%), 48 (50.5%) respondents agreed, and 34 (35.8%) respondents stated strongly agree. This shows that most respondents agree that they are satisfied with the services and products provided by Lembah Indah.

The distribution of respondents' answers regarding during the trip, I did not have any complaints obtained answers as many as 2 (2.1%) respondents stated disagree, 20 (21.1%) respondents stated neutral, 36 (37.9%) respondents agreed, and 37 (38.9%) of respondents stated strongly agree. This shows that most respondents strongly agree that they have no complaints during the trip.

The distribution of respondents' answers regarding I want to return to travel to Lembah Indah obtained answers as much as 2 (2%) respondents stated they disagree, 16 (16.8%) respondents stated neutral, 34 (35.8%) respondents agreed, and 43 (45.3%) respondents stated strongly agree. This shows that most of the respondents strongly agree that they want to return to visit Lembah Indah.

The distribution of respondents' answers regarding I am willing to recommend Lembah Indah to others obtained answers as many as 9 (9.5%) respondents stated neutral, 45 (47.4%) respondents agreed, and 41 (43.2%) respondents strongly agreed. This shows that most respondents agree to be willing to recommend Lembah Indah to others.

The distribution of respondents' answers regarding I am willing to invite other people to visit Lembah Indah obtained answers as many as 15 (15.8%) respondents stated neutral, 37 (38.9%) respondents agreed, and 43 (45.3%) respondents stated very agree. This shows that most respondents strongly agree to be willing to invite other people to visit Lembah Indah.

The distribution of respondents' answers regarding I am willing to spread positive news about Lembah Indah obtained answers as much as 1 (1%) respondents stated disagree, 10 (10.5%) respondents stated neutral, 43 (45.3%) respondents agreed, and 41 (43.2%) of respondents stated strongly agree. This shows that most respondents agree to be willing to spread positive news about Lembah Indah.

### 3. Multiple Linear Regression Analysis

Multiple regression analysis was used to determine the magnitude of the influence of the variables can be seen in the table below:

**Table 5.**  
**Multiple Linear Regression Analysis Results**

Variable	Regression Coefficient		count	Sig
	B	$\beta$		
Constant	-1,968		-0.885	0.378
<i>Aesthetic Qualities(X1)</i>	0.308	0.346	4,587	0.000
<i>Service Quality(X2)</i>	0.344	0.573	7,603	0.000

**Source: Primary data processed by researchers, 2021**

The results of the multiple linear regression calculation can be seen in the following formulation:

$$Y = + b_1X_1 + b_2X_2$$

$$Y = -1.968 + 0.308X_1 + 0.344X_2$$

Based on the results of these equations, it can be explained as follows:

The constant = -1.968 indicates that if there are no aesthetic experiential qualities (X1) and service quality (X2), tourist satisfaction decreases by 1.968. The regression coefficient for aesthetic experiential qualities (X1) is 0.308 and is positive, this shows that aesthetic experiential qualities have a direct relationship with tourist satisfaction. This means that for every unit increase in aesthetic experiential qualities, the tourist satisfaction variable will increase by 0.308, assuming that the other independent variables from the regression model are fixed.

#### 4. Hypothesis testing

##### a. T Uji test

The T-test is used to test the significance of the constants of each independent variable, namely aesthetic experiential qualities (X1) and service quality (X2) partially affect the dependent variable, namely tourist satisfaction (Y). The following are the results of the T-test in this study:

**Table 6.**  
**T . Test Results**

Variable	count	t table	Sig	Information
<i>Aesthetic Experiential Qualities(X1)</i>	4,587	1,989	0.000	Significant
<i>Service Quality(X2)</i>	7,603	1,989	0.000	Significant

Source: Primary data processed by researchers, 2021

##### b. R Squared Coefficient of Determination Test

The coefficient of determination r squared is used to measure the contribution of the independent variables, namely Aesthetic Experiential Qualities (X1) and Service Quality (X2), to the dependent variable, namely Tourist Satisfaction (Y).

**Table 7.**  
**The result of the Coefficient of Determination R Squared**

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	0.847a	0.717	0.711	2,146

Source: Primary data processed by researchers, 2021

Based on table 7 above, it can be seen that the value of the multiple correlation coefficient (R) is 0.847. This means that it shows that the Aesthetic Experiential Qualities (X1) and Service Quality (X2) variables simultaneously affect the Tourist Satisfaction variable (Y) of 84.7%.

#### 5. Discussion of Research Results

This study's results are partially supported by research by Husna and Novita (2020). Namely, Aesthetic Experiential Qualities positively and significantly affect tourist satisfaction.

The fact that destinations improve the quality of Aesthetic Experiential Qualities will lead to tourist satisfaction.

*Service Quality* will affect whether or not tourists are satisfied; if Lembah Indah does not provide good service quality or is by the expectations of tourists, then tourists will not feel satisfied. On the other hand, if the service quality in Lembah Indah matches the expectations of tourists, tourists will feel satisfied and happy to spread positive news about Lembah Indah to others. Judging from the average results per Service Quality indicator on the questionnaire, the most significant contribution to increasing tourist satisfaction is the suitability of the physical form of Lembah Indah, which is attractive, unique, and by what is offered.

Based on the results of the multiple correlation coefficient values (R) of 0.847, it means that the Aesthetic Experiential Qualities (X1) and Service Quality (X2) variables simultaneously affect the Tourist Satisfaction variable (Y) of 84.7%. So it can be concluded that this relationship is included in the strong category. At the same time, the value of the coefficient of determination (adjusted R square) is 0.711. This means that the Aesthetic Experiential Qualities (X1) and Service Quality (X2) variables can contribute 71.1% to the Tourist Satisfaction variable (Y). At the same time, the rest ( $100\% - 71.1\% = 28.9\%$ ) is influenced by other variables not examined in this study.

The results showed that Aesthetic Experiential Qualities significantly affected tourist satisfaction in Lembah Indah Malang. This also means that the higher the aesthetic quality of the product and service experience aspect, the higher the satisfaction value of tourists who travel to Lembah Indah Malang. Aesthetic Experiential Qualities, in this case, are described as the beauty of a tourist destination and the overall aesthetic quality and value that describes a product or service to provide an impressive experience to create satisfaction. So that the implementation of the results of research on Aesthetic Experiential Qualities in this study showed that Aesthetic Experiential Qualities are components of tourist destinations that have aesthetic characteristics that must be able to influence the perception and appreciation of tourists for the quality of positive aesthetic experiences obtained and also affect the satisfaction of tourists, therefore, creating positive Aesthetic Experiential Qualities in the Lembah Indah Malang tourist destination is essential because the aesthetic quality will provide a unique attraction for tourists, making it easier for tourists who travel to Lembah Indah Malang to find characteristics, form a sense of satisfaction, and increase interest. To visit the Beautiful Valley of Malang.

The results showed that Service Quality significantly affected tourist satisfaction in Lembah Indah Malang. This also means that the higher the quality of service related to the expectations and needs of tourists, the higher the satisfaction value of tourists who travel to Lembah Indah Malang. Service Quality is also a variable that has a more dominant influence on tourist satisfaction. This means that the fulfilment of the needs and desires of tourists and the suitability of delivery by Lembah Indah Malang has met the expectations of tourists. The implementation of the results of research on service quality in this study is that the existence of various service qualities in terms of excellence, quality, and suitability of quality has a direct impact on tourist satisfaction through facilities in tourist destinations,

Tourist satisfaction is an evaluation by tourists formed as a result of tourists who have compared the performance results with their expectations. If it fails to meet the needs and expectations of tourists, it is assumed to be dissatisfied with the services a tourist destination provides. Implementation of the research results that discusses tourist satisfaction in this study is to create a sense of satisfaction in tourists who travel to Lembah Indah Malang, which is a complex factor in a tourist destination. This is because tourist satisfaction is the key to success for tourist destinations with long-term competitiveness.

## **Conclusion**

Conclusions can be drawn, including Simultaneously Aesthetic Experiential Qualities and Service Quality have a positive and significant influence on tourist satisfaction in Lembah Indah Malang. This means that if the Aesthetic Experiential Qualities are good and the Service Quality is good, it will increase tourist satisfaction. Tourist satisfaction will be formed if the Aesthetic Experiential Qualities are good and the Service Quality obtained by tourists exceeds what is expected. Partially, the Aesthetic Experiential Qualities variable has a positive and significant influence on the satisfaction of Lembah Indah Malang tourists. This means that Aesthetic Experiential Qualities with indicators of scenery, cleanliness, tranquillity, art/architecture, and good authenticity will result in increased tourist satisfaction. Tourist satisfaction will be formed if the Aesthetic Experiential Qualities received by tourists are the same or more than expected. Partially, the Service Quality variable has a positive and significant influence on the satisfaction of Lembah Indah Malang tourists. This means that if Service Quality with indicators of physical evidence, reliability, responsiveness, assurance, and empathy is good, it will increase tourist

satisfaction. Tourist satisfaction will be formed if the Service Quality obtained by tourists is the same or exceeds what is expected. Service Quality is a variable that contributes more significantly to the satisfaction level of tourists from Lembah Indah Malang compared to Aesthetic Experiential Qualities.

The suggestions that can be given are for the Lembah Indah Malang tourist destination is expected to improve Aesthetic Experiential Qualities because based on the results of this study Aesthetic Experiential Qualities positively and significantly affect tourist satisfaction. Improving Aesthetic Experiential Qualities can be done by paying attention to the quality of the aesthetic experience (such as cleanliness, scenery, harmony, art/architecture, and authenticity), then must also improve Service Quality because based on the results of this research, Service Quality is positive and significant. Influence on tourist satisfaction (such as: increasing the ability of Lembah Indah Malang officers to serve visitors.

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## Implementation of Green Human Resource Management in Jatiluwih Tourism Destination Area

Ni Gusti Nyoman Suci Murni<sup>1</sup>, I Nyoman Winia<sup>2</sup>, I Wayan Pugra<sup>3</sup>, I Made Darma Oka<sup>4</sup>

<sup>1234</sup>Politeknik Negeri Bali

<sup>1</sup>*gustinysucimurni@pnb.ac.id*

### *Abstract*

Jatiluwih tourism destination area is one of the World Cultural Heritage Areas of Catur Angga Batukaru which is included in the Balinese Cultural Landscape set by UNESCO in 2012. This tourist village needs to be supported by green human resource management as a sustainable destination management. This study aims to examine the implementation of green human resource management (GHRM) in management of tourist villages and to design a suitable model for GHRM to support sustainable tourism. This study uses a qualitative descriptive analysis also supported by quantitative data. Data were collected through observation, in-depth interviews, documentation, focus group discussions, and distributing questionnaires to all sub-village (*sub-village*) communities. Informants were selected from community leaders, namely the village head (*perbekel*), head of destination management, the head of the *LPM* and representatives from 9 divisions of the Jatiluwih destination management. The research discussion was analysed using Miles & Huberman analysis, namely data reduction, data display, verification and conclusion. The results showed that the implementation of GHRM in Jatiluwih destination in accordance with the results of observations, interviews, and questionnaires stated that it had been implemented well. However, for the sustainability of future management in accordance with the results of the focus group discussions that have been carried out with community leaders and managers, it is necessary to design a suitable GHRM model for the Jatiluwih tourist village and it can also be used as a model in the management of similar tourist villages in other areas.

**Keywords:** green human resource management, tourist village, sustainable tourism

### **Introduction**

Human resources are important assets and act as the main driving factor in the implementation of all agency activities, so they must be managed properly through Human Resource Management

(HRM). Handoko [1] states that human resource management is the recruitment, selection, development, maintenance, and use of human resources to achieve both individual and organizational goals. According to Dessler [2] human resource management is the process of acquiring, training, appraising, and compensating employees and for managing labor relations, health and safety, and matters relating to justice. This is not much different from the opinion of [3] who argues that green human resource management can improve environmental performance (EP).

### **Background**

Sustainable Development Goals (SDGs) adopted by Indonesia consists of 17 goals also focused on human and environment, so that all countries hope can attain human welfare and environment sustainability. In the midst of the issue of increasing environmental damage due to the production process, GHRM is needed to minimize these conditions. Human resource management (HRM) aims to utilize, develop, research existing human resources (HR) and natural resources so that they can be managed effectively and efficiently. Therefore, human resource management (HRM) as the foundation of company progress can motivate companies to increase employee commitment to the environment, in order to encourage environmental performance [4]

According to Renwick et al [5] the study of human resource management (HRM), is an environmentally friendly resource management process or green human resource management (GHRM) that plays a role in human management practices. An organization must develop environmentally friendly capabilities, motivate employees through the provision of environmentally friendly rewards and provide employees with opportunities to improve performance which has an impact on increasing productivity, increasing company profits, quality, organizational performance, as well as in efforts to reduce waste.

Arulrajah mentions that job performance evaluation can be influenced by the application of green human resource management which has brought great benefits to the company's image and more effective work productivity.

GHRM practices are also implemented in order to support the idea of going green because the company is aware that it takes pro-environmental behavior at the individual level or green behavior from all employees in order to achieve sustainable company performance [7], [8].

Jatiluwih tourism destination area which is one of the World Cultural Heritage Areas (Catur Angga Batukaru) which is included in the Balinese Cultural Landscape set by UNESCO in 2012 [9]. This tourist village needs to be supported by green human resource management as a sustainable destination manager or green human resources management, which has just had a management body and already has its own office. The management of this tourist village still looks managed in a conventional way, but has implemented a green aspect.

Based on the relationship between GHRM and competitive advantage, the researcher intends to focus on the importance of identifying the implementation of GHRM in Jatiluwih tourism village to continue to be able to support sustainable tourism. In addition, by looking at the implementation of GHRM, it is necessary to design a GHRM model that is in accordance with the conditions of the Jatiluwih tourist village which is a World Cultural Heritage.

### **Research Objectives**

The scope of this program is the application of GHRM in tourist villages so that the general description of the company and the scope of research objects are related to competitive advantage in tourist villages. Based on the explanation of the background above, the formulation of the problem in this study is as follows.

- a. To identify the implementation of green human resource management (GHRM) to increase the competitive advantage of the Jatiluwih tourist village
- b. To design a green human resource management (GHRM) model to support sustainable tourism the Jatiluwih tourist village.

### **Literature Review**

#### **Green Human Resource Management**

GHRM integrates environmentally friendly HR initiatives and practices for sustainable use of resources that results in more efficiency, reduces the amount of waste, and increases caring attitudes at work [10]. [11] Rawashdeh defines GHRM as the implementation of HR management policies and practices for the sustainable use of resources in business organizations and promoting environmental sustainability. According to [6] Arulrajah, et.al, GHRM is defined as the process of making employees more “green” by using “green” human resource policies and practices. This is for the benefit of individuals, society, and the environment. The HR

management function acts as a driver of sustainability by implying GHRM policies and practices with the aim of improving environmental performance [12]. Today, the GHRM concept promotes greater awareness among companies, private/public sector, seeking to implement the role of GHRM activities in strengthening and encouraging environmental performance. The GHRM commitment will help reduce environmental degradation activities and protect the environment for our present and future generations [4]. To promote effective GHRM, an organization can use Green recruitment and selection (GRS), Green training (GTR), and Green compensation (GCO) practices. In this study, these three factors represent overall GHRM.

### *Competitive Advantage*

Porter [13] states that competitive advantage is the ability obtained through the characteristics and resources of a company to have higher performance than other companies in the same industry or market. Competitive advantage stems from a firm's ability to leverage its internal strengths to respond to external environmental opportunities while avoiding external threats and internal weaknesses. Competitive advantage is a dynamic process, not just seen as the end result. This is because competitive advantage stems from the many different activities a company undertakes in designing, producing, marketing, delivering and supporting its products. Hana [14]; [15] Goral states that in today's highly competitive environment, the goal of every organization is to beat the competition and win new customers. Individuals who are holders of knowledge to generate innovation for the company. Thanks to their personal creativity, knowledge, skills and abilities, it is possible to generate new innovative ideas that will help companies achieve a competitive advantage.

The ability to innovate the company that is able to create the latest products and services, so that the company's products are in demand by the market. This means that the company's competitiveness is rooted in the company's ability to continue to be developed by internal resources which include support from company leaders, financial strength, internal motivation to develop strengths, and innovations that are continuously created and have competitiveness in the market. In addition, Porter [13] stated that a competitive advantage exists if there is a match between the distinguishing competencies of a company and the critical factors for success in the industry that cause the company to have far better performance than its competitors. There are two basic ways to achieve competitive advantage. First, this advantage can be achieved when a

company adopts a low-cost strategy that enables it to offer products at lower prices than its competitors. Second, with a product differentiation strategy, so that customers perceive that they get unique benefits that are suitable for an adequate price (premium price).

From some of the definitions above, it can be concluded that competitive advantage is a condition owned by a company which exceeds its competitors. In determining the competitive advantage of a company today, it must still pay attention in terms of environmental protection where the preservation of natural resources for use by future generations is determined as an important issue that is the focus of policy makers and managers within the company ([16]. Human resources are the main focus in environmental management according to green practices

## Methodology

This study uses a qualitative descriptive analysis also supported by quantitative data. Data were collected through observation, in-depth interviews, documentation, focus group discussions, and distributing questionnaires to all sub-village communities (sub-village). Informants were selected from community leaders, namely the village head (*perbekel*), the chairman and deputy manager, the head of the LPM and representatives from 9 divisions of the Jatiluwih destination management. The research discussion was analysed using qualitative data analysis of Miles et al [17], namely data reduction, data display, and verification and conclusion drawing. The results showed that the implementation of GHRM in Jatiluwih destination in accordance with the results of observations, interviews, and questionnaires stated that it had been implemented well. However, for the sustainability of future management in accordance with the results of the focus group discussions that have been carried out with community leaders and managers, it is necessary to design a suitable GHRM model for the Jatiluwih tourism village in the hope that it can also be used as a model in the management of similar tourist villages in other areas.

## Results and Discussion

### Implementation of Green Human Resource management in Jatiluwih Destination Tourism Area

Based on the results of observations, interviews, and questionnaires, of the eight questions given, more than 80% (Table 1) said they strongly agree and agree, only for question no. 6 about relations and recommendations about human resources, 35% said they did disagree. In total, the

implementation of GHRM in Jatiluwih can be said to be green or in accordance with the theory used. The description about the result can be explained as follows:

#### 1. Commitment

The management of the Jatiluwih destination already has a management body and has divisions for a proportional division of staff. In accordance with the results of interviews and focus discussion, it can be found that the manager is highly committed to the cultural heritage that has been accepted as a gift that should be preserved in accordance with ancestral traditions that have been passed down from generation to generation. In addition, the village government and the manager have committed to safeguard Jatiluwih destination as a part of world cultural heritage as well as a tourism destination, which can give blessings to the village community.

#### 2. Recruitment of members

Recruitment of members in Jatiluwih destination, selected based on competence and minimum high school education, recruited evenly from all sub-village in Jatiluwih village.

#### 3. Training/Staff development

Management staff training and development is carried out by receiving training from several universities that hold community service at Jatiluwih village. There are those that are regularly held every year, for example, the procurement of events/festivals which are held every year as well as providing training to the community in handling the event. Other trainings are still irregular or in accordance with the interests of universities or institutions that provide services such as digital marketing training, housekeeping, accommodation management, Front office service training, and others.

#### 4. Award/compensation

Compensation is the provision of remuneration in the form of money or goods to employees as a reward given to the company. The principle of compensation is fair and appropriate according to achievements and responsibilities. The award given to management members is still limited to awards in the form of service marks for management members who work diligently and care about the environment.

#### 5. Relationships and recommendations

The relationship referred to here is a recommendation given to employees employed in the management of Jatiluwih destination, in order to realize justice and equity in employee recruitment. The head of the management together with the village administrators participate in

determining which employees will be placed in each division, so that they can accommodate the interests of all sub-village/environmental groups and in accordance with the competence of the work to be filled.

Table 1. Distribution of Respondent GHRM Jatiluwih

RESPONSES OF GREEN HUMAN RESOURCE MANAGEMENT					
QUESTIONS	PERSENTAGE (%)				
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	TOTAL
1	45	35	10	10	100
2	35	45	15	5	100
3	45	40	10	5	100
4	40	45	10	5	100
5	25	55	15	5	100
6	25	30	10	35	100
	PERSENTAGE (%)				
	YES	NO	TOTAL		
7	100	0	100		
8	100	0	100		

Source : Data Processed 2022

### Model Green Human Resource Management for Jatiluwih Destination Tourism Area

GHRM model is expected to be a reference for green human resources management which has a competitive advantage, in the end it is expected that all human resources have an environment friendly or green behavior performance. This model was verified though focus group discussion (Figure 2) with head of village, Jatiluwih destination manager, and the representative of 9 divisions management (General and Staff, Planning, Finance, Tickets and Parking, Security, Cleanliness and Gardening, Sustainable and Culture, Promotion and Marketing, Other Business). From that discussion was approved this GHRM model, which is adopted from existing implementation (simple traditional GHRM) to be more green one based on some theories and best practice in some other area.



Figure 2. Focus Group Discussion at Jatiluwih

Source: Research Document 2022

The draft model is designed first, sourced from several previous studies, then adapted to the characteristics of tourist destinations and current human resource management. From the results of the discussion, it was approved that the designed model had temporarily adopted green elements and can be implemented in the tourist village of Jatiluwih. This model can remind all management leaders to be used as a guide in every step of recruitment, training, awarding, and other things that are fostering the environment behavior. So that the existence of GHRM of this destination will have a competitive advantage against other villages that develop similar products. The model can be seen in Figure 2 below.

## GREEN HUMAN RESOURCES MANAGEMENT MODEL OF JATILUWIH TOURISM VILLAGE

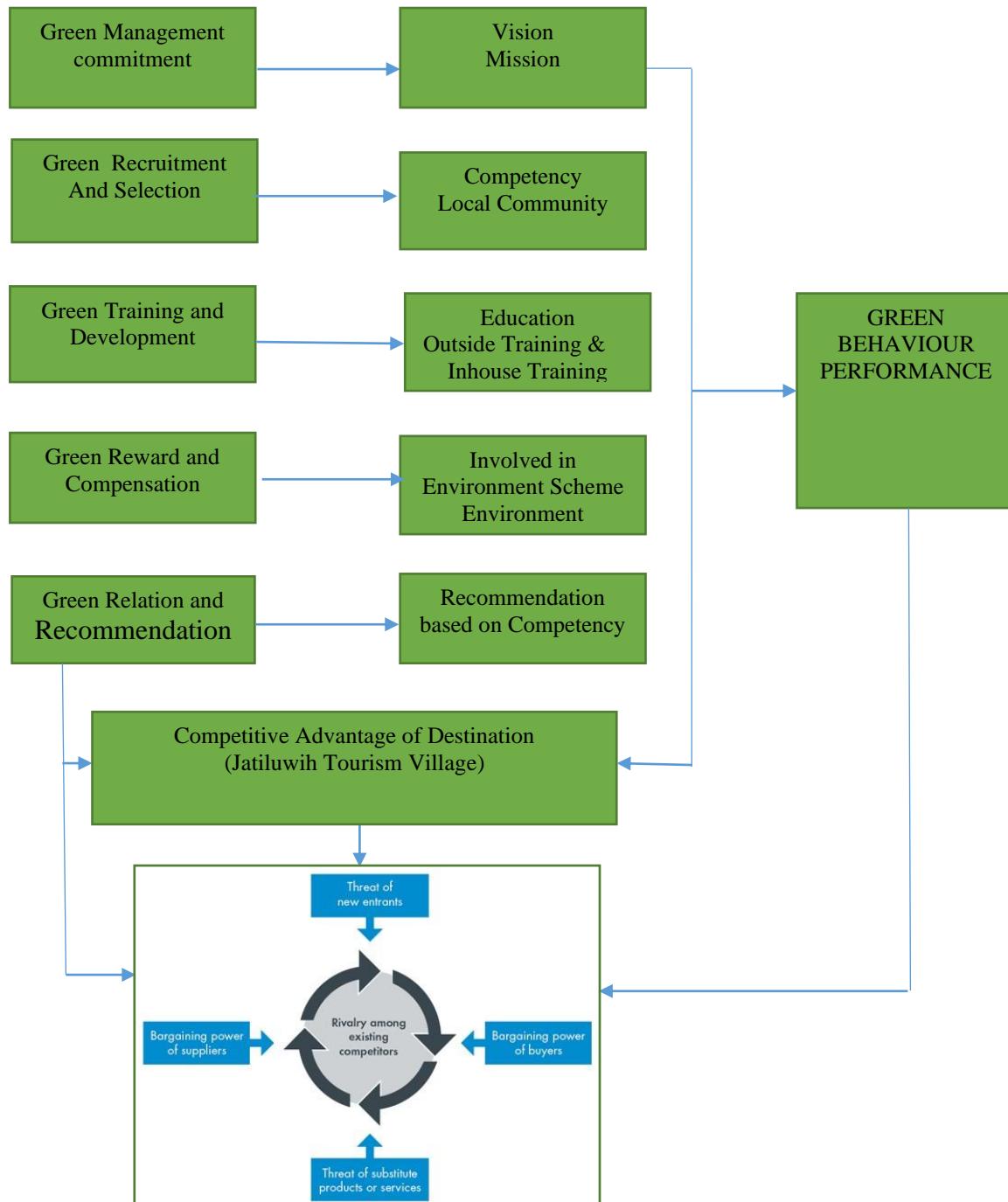


Figure 2. Model of GHRM of Jatiluwih Tourism Destination Area

Source : Data Processed, 2022

### 1. Green Management Commitment

Commitment is the main thing in managing an organization, including Jatiluwih destination . Top management commitment and intellectual capital of an organization have a direct impact on green human resource management and environmental performance, broadly that support for environmental issues from the top management team leads to positive perceptions of green practices among employees, which in turn results in performance environmentally sustainable [18]. An environmentally conscious top management team can effectively coordinate environmental management activities across departments. In line with the statement, Latan et al [19] confirms that the top management team with concern for environmental problems is considered an intangible asset in the context of sustainable environmental improvement. When senior management recognizes the potential benefits of environmental initiatives, they will commit to participating in measures that will ultimately improve environmental performance. From several opinions regarding the above commitments, human resource management in Jatiluwih destination needs to start from top management, namely from the head of the manager who is supported by the village head and the person in charge of the Tabanan Regency Tourism Office.

### 2. Green Recruitment and Selection

Staff recruitment and selection is an important stage in the management of Jatiluwih Tourism Village, qualifications that are considered and become the basis for selection are expertise, experience, age, gender, education and training, physical condition, talent, temperament and character. In the selection of employees who are placed in Jatiluwih destination which is a world cultural heritage tourism village, employees who have a friendly attitude towards the environment are needed, this is in line with what Wehrmeyer [20] stated, that recruitment can support effective environmental management by ensuring that newcomers are familiar with the culture. organizational environment and able to maintain environmental values. The value of cultural heritage in the form of preserved rice fields, mountains has been known for generations by the village community, but they do not understand how to preserve holistically. Therefore, during the selection interview, during placement and during orientation, it is necessary to emphasize repeatedly the importance of maintaining the environment because the employees or staff who will manage this destination will determine sustainability with the principle of not changing nature so that the environment can be well maintained.

### 3. Green Training and Development

Green training and development emphasizes on green training and practices that will be carried out while managing this destination. Therefore it is necessary to conduct and schedule training and staff development towards knowledge, green-based competencies. Management activities require increasing employee awareness and knowledge of business processes and materials. Therefore, environmental knowledge, is the key to addressing environmental problems ([5]. Furthermore, training and development of staff will be able to educate them, especially related to energy conservation, waste reduction, increasing environmental awareness, as well as being able to involve staff in solving environmental problems. Training and staff development need to be scheduled regularly by making a budget from the income obtained from the ticket levy to enter Jatiluwih. In addition, it is necessary to regularly budget from the local government budget in this case from Tabanan Regency because this destination has become the responsibility of the regional government.

### 4. Green Reward and Compensation

Reward and Compensation is the compensation provided by the company to employees because of the work performance shown while working at Jatiluwih. Awards should be given to employees who care about the environment, such as being sensitive to the problem of plastic waste, taking the initiative to help visitors to behave green, inviting the community to regularly clean the village, providing information to village youth about the importance of protecting the environment, as well as other green programs. The award can be in the form of money or goods, or other incentives such as bonus traveling or comparative studies to attractions that support the environment, or even getting free training to other places while traveling. In addition, the award can be in the form of career advancement to a higher level if the type of business management of the Jatiluwih destination is more developed and the number of visits increases.

### 5. Green Relation and Recommendation

Green relations and recommendations referred to in this model are not only relations and recommendations given by policy holders at Jatiluwih, but also relations between employees as teamwork in realizing sustainable environmental management. Recommendations for employees who work as managers at this destination need to be considered fairly and equitably, because Jatiluwih is supported by several neighborhoods/sub-villages in accordance with the divisions or sections that have been set in this management. Employees or management members who are

hired are also selected based on competencies that are in accordance with the education and experience of each employee.

## Conclusion

The implementation of green human resources management at Jatiluwih destination in accordance with the analysis carried out in the discussion, it can be concluded that GHRM has been implemented properly as evidenced by the results of interviews and focus group discussions (FGD) conducted on the managers of Jatiluwih destination. In addition, it was also verified by the results of a questionnaire (form) sent via WhatsApp to the community, which gave the same answer by saying that all the elements asked were about commitment, recruitment, staff training and development, awarding, competitive advantage, and environmentally friendly attitudes. However, to maintain the implementation of GHRM in order to have a competitive advantage and green performance behavior, it is necessary to design a prospective GHRM model so that all communities and managers have high awareness in the management of destination Jatiluwih. as a World Cultural Heritage. This will be realized through regular training and human resource development that can be budgeted both from the internal destination through the budget from the income from the entrance ticket retribution, as well as from the Tabanan Regency Government which is responsible for Jatiluwih tourist destination.

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## **The Effect of Front Office Service and Customer Satisfaction on Customer Loyalty at Hotel Technopark SMKN 3 Malang**

**Agus Dwi Cahyono**  
*University of Merdeka Malang*  
*adca.septriase@gmail.com*

### ***Abstract***

The increasing need for hotels for tourists has contributed to the development of the hotel industry in the city of Malang. This study aims to analyze the effect of front office service and customer satisfaction on customer loyalty at Hotel Technopark SMKN 3 Malang. The increasing need for hotels for tourists has contributed to the development of the hotel industry in the city of Malang. This study aims to analyze the effect of front office service and customer satisfaction on customer loyalty at Hotel Technopark SMKN 3 Malang. This type of research is a quantitative research with two independent variables Front Office Service (X1) and Customer Satisfaction (X2) and the dependent variable is Customer Loyalty (Y). The population of this research is the guests who stay at Hotel Technopark SMKN 3 Malang. Data were collected through guest comments to 66 respondents using accidental sampling technique. The analytical method used is multiple linear regression analysis and hypothesis testing. The results of this study indicate the equation  $Y = 13.106 + 0.113X_1 + 0.145X_2$  with Adjusted  $R^2$  of 0.337, this means that the effect of the variables studied is 33.7% while the remaining 66.3% is influenced by other factors. Based on the results of this study, it can be concluded that front office service and customer satisfaction partially or simultaneously have a positive but not significant effect on customer loyalty, proving that good front office service and customer satisfaction will increase customer loyalty.

**Keyword:** Front Office service, customer satisfaction, customer loyalty

### **Introduction**

#### **Background**

Hotel Technopark SMKN 3 Malang is one of the hotels located in the middle of urban areas and offices. This hotel is more targeted at the target market for transit visitors and long term stays, with a focus on the campus and office guest market around SMKN 3 Malang. Also, SMKN 3

Malang is often used as a house-use for students and foreign guests who are carrying out activities at several surrounding campuses. To maintain its existence, Hotel Technopark SMKN 3 Malang needs to maintain service quality in order to retain loyal guests, with the hope that these guests will have an interest in staying again at Hotel Technopark SMKN 3 Malang based on the facilities and services provided to guests.

To increase the interest of guests returning to stay, Hotel Technopark SMKN 3 Malang evaluates front office services and customer satisfaction. Even though they have provided maximum service, there are some important notes where guests still complain about some things related to customer satisfaction while staying at Hotel Technopark SMKN 3 Malang. Existing complaints must immediately receive special attention so that guests remain satisfied with the front service. office and customer satisfaction can lead to guest loyalty. If the existing complaints are not considered, it will have an impact on the decrease in the number of guests who use the services of Hotel Technopark SMKN 3 Malang.

### **Research Objectives**

From the title and problem formulation, it has been identified in this study using 3 variables. This study analyzes the effect of Front Office Service and Customer Satisfaction on Customer Loyalty at Hotel Technopark SMKN 3 Malang. The object of research that becomes the independent variable or called exogenous is Front Office Service (X) and Customer Satisfaction (X ). The research problem which is the dependent variable or also called the endogenous variable is Customer Loyalty (Y). The concern in this study is the relationship between Front Office Services and Customer Satisfaction on Customer Loyalty at Hotel Technopark SMKN 3 Malang. This is because Front Office Service and Customer Satisfaction are the two most important things in supporting the success of the hospitality industry.

### **Literature Review**

The definition of a hotel according to the Hotel Proprietors Act [1] A hotel is a company managed by its owner by providing food, beverage and room facilities for sleeping to people who are traveling and are able to pay a reasonable amount in accordance with services received without any special agreement. Definition of Service Etymologically, service comes from the word "service" which means helping, preparing or taking care of what someone needs. [2]

Service can also be interpreted as a matter or way of serving; services or services related to the sale and purchase of goods or services. So that service is defined as an activity that is given to help, prepare and manage whether it is in the form of goods or services from one party to another. [3] Front Office comes from the English "Front" which means front, while "Office" means office. The Front Office is a department in a hotel which is located at the front. [4] Satisfaction is seen as the key to retaining existing customers and building long term relationships with customers. Investing in customer satisfaction is like taking out an insurance policy. If difficulties befall a firm, customers are more likely to remain loyal. [5] The company's basic goal is to manage and improve customer satisfaction in order to increase customer retention. Definition of Customer Loyalty In the Big Indonesian Dictionary is compliance or loyalty. [6] Customer loyalty is a very important impetus to create sales.

## Methodology

In accordance with the research method, the data analysis techniques used by the author in this study by using the quantitative analysis used to examine the effect of Front Office (X ) and Customer Satisfaction (X ) services to Customer Loyalty (Y). The data analysis techniques used is descriptive analysis and multiple linear regression analysis multiple.

## Results and Discussion

This study took a sample of 66 guests of Hotel Technopark SMKN 3 Malang through the distribution of Guest Comments. Presentation of data analysis in this study based on the results of data processing carried out by researchers using SPSS 23 software for windows. There are four indicators and seven question items on the front office service variable that are submitted to respondents. The distribution of respondents' answers to the Front Office Service (X1) variable is presented in the following table:

**Table 1. Distribution of Front Office Service Variable Item Answers (X1)**

Item	Answer Scale								Mean
	1		2		3		4		
	F	%	F	%	F	%	F	%	
x1.1 Check in	0	0	1	1.5	31	47	34	51.5	3.5
x1.1	1	1.5	5	7.6	32	48.5	28	42.4	3.31

Check Out									
x1.2	0	0	6	9.1	30	45.5	30	45.5	3.36
Information									
Clearance									
x1.3	0	0	5	7.6	38	42.4	33	50	3.42
Comfort and									
Cleanliness									
x1.3	0	0	4	6.1	32	48.5	30	45.5	3.39
Bathroom									
Cleanliness									
x1.3	2	3	3	4.5	33	50	28	42.4	3.31
Security									
x1.3	2	3	4	6.1	24	36.4	36	54.5	3.42
Room Cleanliness									
Average									3.38

Source: Guest Comment Hotel Technopark SMKN 3 Malang 2022

**Table 2. Distribution of Item Answers Customer Satisfaction**

Item	Answer Scale								Mean
	1		2		3		4		
	F	%	F	%	F	%	F	%	
X2.1 Rule of services	2	3	4	6.1	24	36.4	36	54.5	3.42
X2.2 Additional Facility	0	0	6	9.1	30	45.5	30	45.5	3.367
X2.2 Room Amenities	1	1.5	5	7.6	32	48.5	28	42.4	3.32
X2.3 Administration Services	0	0	4	6.1	32	48.5	30	45.5	3.39
X2.3 Front Office Services	0	0	5	7.6	28	42.4	33	50	3.42
X2.4 Room Facilities	2	3	3	4.5	33	50	28	42.4	3.32
X2.5 Hospitality	0	0	1	1.5	31	47	34	51.5	3.50
Average									3.39

Source: Guest Comment Hotel Technopark SMKN 3 Malang 2022

## Conclusion

Based on the results of this study, it can be seen that front office service variable partially positive effect on guest loyalty at Hotel Technopark SMKN 3 Malang. Whereas for customer satisfaction variable partially positive effect on guest loyalty at Hotel Technopark SMKN 3

Malang. and variable front office service and customer satisfaction have a positive effect simultaneously on guest loyalty at Hotel Technopark SMKN 3 Malang.

From the distribution description above on the Customer variable Satisfaction, it can be seen the final average of respondents' answers is 3.39, which means that each item of the variable Customer Satisfaction is very good. With the highest item is “Friendliness or courtesy” with mean 3.50, and lowest item are “Room Equipment” and “Room Facilities” with mean 3.32.

### **Acknowledgement**

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## **Development of The Batu District Tourism Industry in Supporting Tourism Competitiveness**

**Mohammad Reza<sup>1</sup>, Ida Soewarni<sup>2</sup>, Fardiah Qonita Umami Naila<sup>2</sup>**  
*Institut Teknologi Nasional<sup>12</sup>, Institut Teknologi Bandung<sup>3</sup>*  
*rz.abang@gmail.com*

### ***Abstract***

Tourism is an increase in motor competitiveness in the economy in Batu City. intense and increasingly intensive competition, forcing the "company" in this case the region to have the right strategy in managing existing resources and must be able to adapt to conditions in the field that continue to change due to unsettled needs. Increasing competitiveness is carried out by identifying the efficiency of each activity to maintain tourist attraction, along with evaluation by paying attention to this chain effect to improve quality in order to survive by adjusting to changing consumer needs. Batu District is a sub-district that has strategic value for tourism activities between two other sub-districts in Batu City, it is necessary to do a strategy for industrial development and to support tourism competitiveness in Batu District.

**Keyword:** Tourism, Tourism Competitiveness, Strategic Value

### **Introduction**

The development of the tourism sector has grown so rapidly that it has an impact on increasing the country's foreign exchange earnings and is able to expand business opportunities and provide new jobs for the community in order to reduce the problem of unemployment. The tourism sector is nothing new in both developed and developing countries. Many people do tourism activities as a necessity of life. It aims for relaxation, curiosity, visiting friends/family, experiences and entertainment to release tiredness and boredom from daily routines.

Changes in the trend of the tourism sector, which initially could only be carried out by the upper class, but have now turned into the necessities of life for everyone in all corners of the world, have an indirect impact on the need for the provision of all components or tourism products. The provision of these tourism products (supply side) is considered important to meet

the needs of tourists which includes the provision of tourist attractions (tourist attractions), facilities and infrastructure, means of transportation, accommodation, travel agents, food and beverages, tour operators, tour guides and souvenir items. other tours.

In order to support the running of tourism activities and provide all components of the tourism sector in a tourist destination, a good and integrated planning is needed by involving all related elements, including the government, the private sector, the community and academia. Planning for the provision of tourism products is intended to attract tourists to visit and motivate tourism industry players to be more innovative, creative and create added value for various products or services that will be provided to tourists who will visit.

A tourist destination cannot be separated from the tourism industry. The tourism industry is a collection of interrelated tourism businesses in order to produce goods and services to meet the needs of tourists in the implementation of tourism. In the development of the tourism industry, the responsibility for the preservation of culture and the natural environment must be considered so as to be able to realize a competitive, credible, sustainable tourism industry and an integrated business partnership. It is well recognized that the development of tourism as a strategic industry requires a very large investment so that in an effort to avoid financial waste, a strategy is needed in the form of careful planning and is supported by planners or experts (professionals) in their fields. Furthermore, the uncontrolled growth of tourism industry activities as a result of poor planning will cause major problems and socio-cultural impacts for the local community.

### **Research Objectives**

The purpose of this study was to determine the elements of the tourism industry in Batu District by outlining the factors that influence tourism competitiveness in Batu District and formulating tourism competitiveness strategies in Batu District

### **Literature Review**

#### **Tourism Industry**

The tourism industry is a collection of interrelated tourism businesses in the context of producing goods and/or services to meet the needs of tourists in the implementation of tourism<sup>1</sup>.

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<sup>1</sup> (Bernecker, 1956)

The tourism industry is not an industry that stands alone, but is an industry consisting of a series of companies that produce services or products that are different from one another. The difference is not only in the services produced, but also in the size of the company, the location of the domicile, the form of organization that manages it and the method or method of marketing it.<sup>2</sup>. The tourism industry also has linkages with other sectors, because tourism is said to be a combination of phenomena and reciprocal relationships, namely the interaction with tourists, business suppliers, government and tourist destinations as well as tourist area communities. The synergy of the creative economy and tourism will result in economic recovery and the development of positive tourism, which is expected to occur in the development of community empowerment (local communities) through the creative economy which will bring positive things, this is one model of tourism development in the future. The tourism industry sector now has to adapt to methods, namely media promotion and online marketing.

#### **A. Tourism Activities**

Tourism activities are activities related to efforts to meet the needs of human life to obtain pleasure. The pleasure is enjoyed thanks to the services provided by certain parties. Tourism itself is an industry. In accordance with the term, the definition of industry is “the quality of working hard, the production of goods, the creation of wealth by human efforts”<sup>3</sup>.

Industrial activities require hard work to be successful, which will provide a number of products that will provide satisfaction and well-being to humans. That's why the word industry always implies a business that produces products. The product is a series of services that have economic, social and psychological aspects. Tourism products are produced by various companies such as hotel services, transportation services, entertainment services, tour organizing services and so on. Provided by the community include roads and people's hospitality. Provided by nature such as natural scenery, beaches, oceans and so on. These services are a series of interrelated with each other and form a single entity called "Package"<sup>4</sup>.

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<sup>2</sup> (Tahwin , 2003)

<sup>3</sup> (A.S. Hornby, 1978:22)

<sup>4</sup> (Hakim. 2016)

## **B. Small and Medium Enterprises Supporting Tourism**

Small and Medium Enterprises (UKM) and home industry that are not legal entities are economic actors spread across all economic sectors, are businesses that create many business fields without having to have a certain level of education or special expertise. Nationally, the contribution of this type of business to gross domestic product is very significant. The government's policy to give greater priority to development that is oriented towards empowering the people's economy, especially SMEs and home industry, is very strategic and will have a broad impact on employment<sup>5</sup>.

According to Husband and Purnendu in Tambunan (2005) in the journal explains the crucial development of SMEs because they have a major role in the economic growth of a country. In addition, it is explained in his research that the problems that are often experienced by SMEs are:

1. Lack of capital,
2. Marketing is difficult,
3. The organizational structure is simple and the division of labor is not standard,
4. Management quality is low,
5. Human resources are limited and of low quality,
6. Most do not have financial statements,
7. The legal aspect is weak and,
8. The low quality of technology.

Therefore, Hafsa (2004) explains that efforts can be made to deal with problems in the development of SMEs, namely:

1. Creating a conducive business climate,
2. Capital assistance,
3. Business protection,
4. Partnership development,
5. Training,
6. Establish a special institution,
7. Establish associations,
8. Develop promotions,

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<sup>5</sup> (Surya, 2007)

## 9. Develop equal cooperation

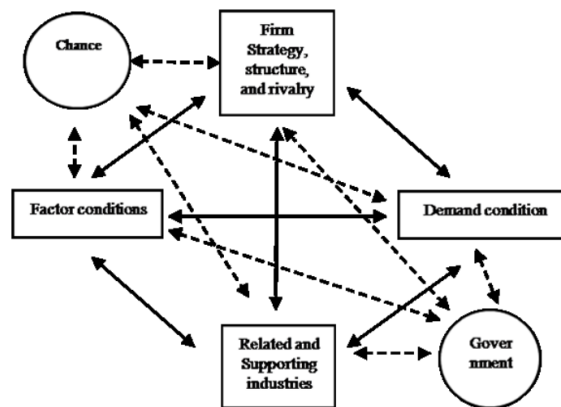
### Methodology

#### D. Location of Research

This research was conducted in Batu District, Batu City, East Java. Batu City is a city located in East Java Province, Indonesia which was formed in 2001 as a part of Malang Regency. The stipulation of Batu City as a National Tourism Destination (DPN) with the type of natural tourist attraction in the National Tourism Development Master Plan 2010-2025 as stipulated in Government Regulation of the Republic of Indonesia Number 50 of 2011 has a direct impact on development infrastructure, infrastructure and public facilities, increasing empowerment community and investment development

#### E. Analysis Methods: Porter's Diamond System

The Porter Diamond Model describes the four main determinants that make up the diamond model and mutually reinforce one another. The four determinants are (1) factor conditions, (2) demand conditions, (3) related and supporting industries, (4) strategy, structure, and competition. company (firm strategy, structure, and rivalry). In addition, there are supporting determinants, namely the opportunity factor and the government factor. The model will create structure that determines the rules of competition in each sector playing a role in long-term competition (Sun et al 2010). The Porter Diamond Model is depicted in the following Figure:



**Figure 2** Porter's Diamond Model

sources: (Vlados , 2019)

## Results and Discussion

### 1) Batu City Tourism Attractions and Resources

Tourist attraction is everything that has uniqueness, beauty, and value which includes the diversity of natural, cultural and man-made wealth as the target or destination of tourist visits. To develop a tourist attraction, a planned and directed effort or effort is needed in order to improve or improve facilities, accessibility and attractions or tourist attractions in an existing tourist attraction so that it becomes better and more useful so that it becomes attractive to tourists and able to visit. provide benefits to the local community and local government. The tourist attractions in Batu District are divided based on the characteristics of the tourist objects, namely: natural, artificial and cultural tourist objects and attractions. The following is a potential tourist attraction in Batu District:

**Table 5** Potential Tourist Attractions in Batu City

<b>Tourist Attractions</b>	<b>Potency</b>	<b>Tourism Destination</b>	<b>Village</b>
<b>Batu District</b>			
<b>Nature</b>	Mountains and natural forest/ nature park/ forest park	Gunung Banyak	Songgokerto Urban Village
		Taman Hutan Kota	Sisir Urban Village
		Wisata Olahraga Panderman	Pesanggrahan Village
		Wisata Sobran	Sisir Urban Village
	Waters	Wana Wisata Coban Rais	Oro - oro Ombo Village
		Sumber Torong Park	Sisir Village
		Wisata Pakan Ikan Kali Brantas	Sidomulyo Village
		Desa Wisata Sumberejo	Sumberejo Village
	Agriculture	Kampung Tani Temas	Temas Urban Village
		Kampung Wisata Songgokerto	Songgokerto Urban Village
		Rest Area Petik Apel	Sidomulyo Village

<b>Tourist Attractions</b>	<b>Potency</b>	<b>Tourism Destination</b>	<b>Village</b>
<b>Artificial Tourism</b>	Farm	Pasar Bunga Sekarmulyo	Sidomulyo Village
		Pasar Bunga Sidomulyo	Sidomulyo Village
		Wisata hidroponik	Pesanggrahan Village
		Sawah rojo art farming	Pesanggrahan Village
		Wisata edukasi susu (perah susu, pemberian makan ternak, pembersihan kandang)	Pesanggrahan Village
		Pemandian Tirta Nirwana	Songgokerto Urban Village
		Jatim Park I	Sisir Urban Village
	Recreational and entertainment facilities/ Theme Parks	Jatim Park II	Temas Urban Village
		Museum Angkut	Ngaglik Urban Village
		BNS (Batu Night Spectacular)	Oro - oro Ombo Village
		Eco Green Park	Temas Urban Village
		Wonderland Waterpark	Temas Urban Village
		Taman Wilis	Sisir Urban Village
		Alun - Alun KWB	Sisir Urban Village
<b>Cultural Tourism</b>	Cultural Tourism Attractions	Masjid Agung An-Nur	Sisir Urban Village
		Gedung Kesenian Sendratari	Sisir Urban Village
		Klenteng Kwan Im Thong	Sisir Urban Village
		Panderman Art Camp	Pesanggrahan Village

<b>Tourist Attractions</b>	<b>Potency</b>	<b>Tourism Destination</b>	<b>Village</b>
		Kampung Seni 3S (Sajid Sareh Samadil)	Pesanggrahan Village
		Gereja Jago (GPIB Margo Mulyo_	Pesanggrahan Village

Source: Survey Results, 2022

## 2) Industry Supports Tourism

Law Number 10 of 2009 concerning Tourism explains that the tourism industry is a collection of tourism businesses that are interrelated in order to produce goods and/or services to meet the needs of tourists in the implementation of tourism. The development of the tourism industry includes the development of structures (functions, hierarchies, and relationships), competitiveness of tourism products, tourism business partnerships, business credibility and responsibility for the natural and socio-cultural environment. The tourism industry is developed based on the characteristics and needs of each region. Meanwhile, tourism business is a business that provides goods and/or services to fulfill tourist needs and organize tourism. People or groups of people who carry out tourism business activities are called tourism entrepreneurs.

Sub-districts that are developed as agro-cultural-based tourism destinations have agricultural potential and geographical conditions that are able to support agro-cultural-based tourism activities. The aspects included in the tourism industry include restaurants, lodging, travel services, development of tourist destinations, recreational facilities and tourist attractions.

**Table 6** State of Industry Breakdown by Business Group and Batu District, 2016 - 2020

<b>Kelompok Industri</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>Formal Industry</b>					
- Business Unit	61	84	90	41	172
- Total Labor	259	307	324	180	458
- Investment Value (Million Rp.)	4 189	3 842	4213	13 398	15 276
- Production Value (Million Rp.)	13 226	13 788	10852	26 795	33 391
<b>Informal Industry</b>					

Kelompok Industri	2016	2017	2018	2019	2020
- Business Unit	21	50	55	50	570
- Total Labor	43	210	84	50	647
- Investment Value (Million Rp.)	51	850	920	175	617
- Production Value (Million Rp.)	78	1600	1729	383	1 270

*Sumber: Dinas Koperasi, Usaha Mikro dan Perdagangan Kota Batu*

There are 2 types of tourism industry groups, namely in the formal industrial sector which consists of 172 business units, 458 workers with an investment value of Rp. 15,275,000,000. and production value of Rp.33,391,000,000. Then the non-formal industrial sector has 570 business units, 647 workers with an investment value of Rp. 617,000,000 and a production value of 1,270,000,000 in 2020.

### 3) Small and Medium Enterprises Supporting Tourism

In Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises, it is explained that micro-enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro-enterprises. Meanwhile, small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become a part either directly or indirectly of a medium or large business that meets the criteria. small business. Then a medium-sized business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with small businesses or large businesses with total net assets. or annual sales. While partnership is cooperation in business linkages, either directly or indirectly, on the basis of the principle of mutual need, trust, strengthening, and benefit involving MSME actors with large businesses. The partnership aims to:

- create partnerships between SMEs;
- encourage mutually beneficial relationships in the implementation of MSME business transactions;
- encourage mutually beneficial relationships in the implementation of business transactions between MSMEs and Large Enterprises;
- develop cooperation to improve the bargaining position of MSMEs;

- e. encourage the formation of a market structure that ensures the growth of fair business competition and protects consumers; and
- f. prevent the occurrence of market domination and concentration of business by certain individuals or groups that are detrimental to MSMEs.

Small and Medium Enterprises (SMEs) in Batu District have a strategic value in the economy which plays an important role in overcoming and reducing the unemployment rate in Batu District. SMEs have two important roles, namely as a forum for innovation and acting as initiators, controllers, drivers in development and development in Batu District. The following is a description of the condition of SMEs in Batu District.

**Table 7** Number of Owners of Trading Business Permits by Type in Batu City 2016 – 2020

No	Type of business	2016			2017			2018			2019			2020		
		The type of company			The type of company			The type of company			The type of company			The type of company		
		(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(3)
1	design	1			2	4	0	2	3	0	2	0	0	2	0	0
2	Building material	0	10	5	0	4	0	0	2	0	0	1	0	0	1	0
3	Palawija	2	0	0	1	1	1	4	0	0	5	0	0	5	0	0
4	Food/ Drink			1	78	43	3	5	2		2			2		
		0	55	6				4	5	1	7	7	0	7	7	0
5	Furniture	5	0	3	1	4	0	0	2	0	0	0	0	0	0	0
6	Textiles, Shoes and Clothing	1		1	1	3	1	2	2	1	2	1	1	2	1	0
7	chopping board	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0
8	Gold and Jewelry	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0
9	TV, Radio and Tape	0	4	0	0	1	1	0	0	0	0	0	0	0	0	0
10	Sports equipment				0	0	0									
		1	0	0				0	0	0	0	1	0	0	1	0
1	Etc	3	16	0	28	11	1	1	2	3	1	2	4	1	2	4

No	Type of business	2016			2017			2018			2019			2020		
		The type of company			The type of company			The type of company			The type of company			The type of company		
		(1 )	(2)	(3 )	(1 )	(2)	(3 )	(1 )	(2)	(3 )	(1 )	(2)	(3 )	(1 )	(2)	(3 )
1		8	2			6		7	7	4	6	6		6	6	
1		7	23	4	11	17		7	6	3	5	3		5	3	
2	<b>Total</b>	3	4	2	1	7	8	9	1	6	2	6	5	2	6	4

Source: Department of Cooperatives, Micro Enterprises and Trade of Batu City

(1) = Micro Company

(2) = Small Company

(3) = Medium Enterprise

In 2020 Batu City has added 52 types of micro-enterprises, 36 types of small-scale enterprises and 4 types of medium-sized enterprises. Where SMEs in Batu District experienced a decrease in additional requests for business permits in the last 5 years from 349 SMEs in 2016 and in 2020 there were only the addition of 92 SMEs.

Besides Small and Medium Enterprises (SMEs), Batu City also has creative economy sub-sectors including Design, Fashion, Film, Animation and Video, Crafts, Culinary, Publishing, Fine Arts, Music, Games/Games. The details regarding the distribution of the Creative Economy Sub-sector in Batu District can be seen in the table of the Creative Economy Sub-sector in Batu City as follows:

**Table 8** Creative Economy Sub-Sector in Batu District

No	Desa	Subsektor	Jumlah Pekerja
<b>Kecamatan Batu</b>			
1	Pesanggrahan Village	Design interior	1
2	Ngaglig Urban Village	Product Design	9
3	Songgokerto Village	Product Design	2
4	Temas Village	Fashion	-
5	Sisir Urban Village	Fashion	4

No	Desa	Subsektor	Jumlah Pekerja
6	Sidomulyo Village	Fashion	9
7	Oro Oro Ombo Village	Movies, Animation and Videos	-
8	Sisir Urban Village	Photography	4
9	Sisir Urban Village	craft	3
10	Sisir Urban Village	craft	2
11	Sisir Urban Village	craft	1
12	Pesanggrahan Village	Culinary	-
13	Ngaglig Urban Village	Culinary	3
14	Ngaglig Urban Village	Music	7
15	Sisir Urban Village	Publishing	5
16	Temas Urban Village	Art	-
17	Ngaglig Urban Village	Art	3
18	Ngaglig Urban Village	Music	6
19	Oro Oro Ombo Urban Village	Product Design	4
20	Sisir Urban Village	Culinary	2
21	Sisir Urban Village	craft	-
22	Temas Urban Village	Music	-
23	Temas Urban Village	craft	20
24	Pesanggrahan Village	Culinary	5
25	Sisir Urban Village	craft	2
26	Sisir Urban Village	craft	5
27	Temas Urban Village	Product Design	2
28	Temas Urban Village	Product Design	2
29	Ngaglig Urban Village	Games/Games	15
30	Sidomulyo Urban Village	craft	3
31	Sidomulyo Urban Village	craft	3

No	Desa	Subsektor	Jumlah Pekerja
32	Temas Urban Village	Culinary	-
33	Sisir Urban Village	Art	-
34	Pesanggrahan Village	Fashion	-

Source: Batu City Tourism Office

Batu Sub-district has 1 economic sub-sector in the field of interior design, product design 5, fashion 4, film, animation and video 1, photography 1, craft 9, culinary 5, music 2, product design 3, games/games 1 and fine arts. 1.

### Conclusion

The existence of natural and cultural resources owned by Batu District is very large and can be empowered as a tourist attraction to increase tourist visits, both domestic and foreign. Seeing the natural and cultural potential that dominates in Batu District, Batu District is established as a community-based tourist destination. Tourism in Batu District will have to provide great benefits to the local Batu community. Efforts to develop tourism potential in Batu District need to be carried out to optimize tourism resources in Batu city by diversifying, differentiation, and positioning products which consist of a number of specific tourism products.

Not all tourist attractions in Batu District have been supported by various types of businesses supporting tourism activities, this is an obstacle in realizing quality services for tourists. So that on the one hand the quality of the tourism industry has not been able to develop optimally, and on the other hand the value of the economic benefits of tourism has also not been able to be developed to support the local economy.

For this reason, intensive coordination and good partnerships are needed between tourism industry players in various associations and organizations that have been formed to support tourism activities. Strengthening the structure of the tourism industry is also carried out through increasing synergies and distribution justice between the links forming the tourism industry, so that healthy tourism business competition can be realized at all levels.

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## **Identification of Tourist Attractions Based on The Physicals Elements of The Settlement Space in The Nggela Traditional Village**

**Maria Alfionita Paru**  
Master of Management  
University Of Merdeka Malang  
r.alvionita17@gmail.com

### ***Abstract***

Ende Regency has a number of traditional settlements oriented to the origins of the first humans of the Lio tribe. One of the traditional settlements / traditional villages in Ende Regency is the Nggela traditional village with cosmological considerations, namely ulu (head) and eco (downstream) and there is a puse (center) as the center of traditional settlements. In the traditional settlements in the Traditional Village of Nggela Village, there is a zone/Bhisu that has existed since the time of the ancestors and is still maintained until now. The Nggela traditional leadership system by mosalaki/people who play an important role in people's lives who are members of the community structure. This paper was created with the aim of identifying the physical elements of the Nggela traditional village space that are attractive and become the attraction of the traditional village. So the method used is to use ethnography (history) which is described in the Behavior Mapping map, namely place centered mapping. The result of the research is that there is a space formed from these elements based on history, kinship and belief systems in the form of places, trajectories, boundaries and orientations as well as building architecture.

**Keywords :** Attractions, elements of space, traditional settlements

### **Introduction**

The traditional settlements in Ende Regency are related to the origin of the first human from the Lio tribe, namely Mount Lepembusu. The end of the traditional settlement of the Ende-Lio tribe always leads to Mount Lepembusu and the opposite direction leads to the lowest area, namely the ocean. In cosmological considerations, the balance between the two extreme points is maintained, and their relationship to settlements, namely ulu (head) and

eco (downstream) and there is a puse (center) as the center of traditional settlements.

In the Nggela Indigenous settlement there is a zone division called Bhisu. This monk divides the traditional residential space into four parts. Each part has physical constituent elements and structural elements. This division has existed since the first time people settled (Maria, 2018) The Nggela Traditional Settlement is interesting to be used as a cultural tourism object, its authenticity needs to be maintained because it is an embodiment of community culture and is a regional characteristic with physical elements that still exist and exist today.

The culture shows the uniqueness of each region and some of them are unique and need to be preserved. Culture is the whole form of ideas, ways of life, thought, language, reason, behavior, religious/belief systems, politics, customs, languages, tools, clothing, buildings, and works of art that have become habits, difficult to own at home and are owned and inherited. continuously by certain communities.

Sabrina et al said a) the trust factor of the occupants of the safety factor and the occupant's house in getting sunlight because the house building looks towards the east as the preferred source of strength, b) the customary law factor which requires the occupants to be in limbo to maintain the original house properly, orientation on the mass of buildings and the pattern of the original Sasak milk house. The existence of population compliance with customary law and local wisdom, c) forming a gird pattern that clusters into a single unit, the houses and their elements, this pattern reflects the kinship system, d) the pattern of traditional houses in the form of hamlet limbungan communal space, namely between the opposite row of bales is a space for villagers.

## **Research Method**

The method of data collection was carried out by secondary surveys and primary surveys. Secondary in the form of available documentation or report data. While the primary data in the form of direct observation and interviews. For sampling using non-probability sampling with snowball sampling technique. The analytical method used is descriptive analysis method (Sugiyono (2011), Delphi analysis method (Harold A. Linstone, 1975) and ethnography which is then interpreted into a behavioral mapping method(place centered mapping), Harris in Creswell 1998:58.

## Result And Discussion

### History

At the beginning of the story, it is told that A (call for men) *Nggoro*, his wife *Ni* (call for women) *Mbuja* and their four children were the first family to clear land in Nggela Village as their residence. *A Nggoro* and *Ni Mbuja's* children built their own houses. (1) *Sa'o Rore Api* by *A Nogo*, (2) *Sa'o Wewa Mesa* by *Ni Nira* who lives with *Ni Nggela*. Meanwhile, *A Tori* lives in (3) *Sa'o Labo* to continue his father's duties. Of the three traditional houses that do not have *Mosalaki* as one of the traditional leaders in Nggela, it is caused by *A Nogo* who is allegedly unable to carry out his duties and does not respond to calls to carry out this task, so that until now *Sa'o Rore Api* does not have *Mosalaki* (Wora, 2008: 6).

### Physical Elements of Settlement in Nggela Traditional Village

The traditional settlements in Nggela Village have several parts or elements that form a single unit. Most of them are within the Dusun Nggela 1 area, and others are outside this area but are still interconnected. Some of these elements include :

1. The core traditional house, consisting of *Sa'o Labo*, *Sa'o Tua*, *Sa'o Meko*, and *Sa'o Ame Ndoka*, *Sa'o Ria*, *Sa'o Pemoroja*, *Sa'o Ndoja*, *Sa'o Leke Bewa*, *Sa'o Wewa Mesa*, *Sa'o Sambajati*, *Sa'o Watu Gana*, *Sa'o Embulaka*, *Sa'o Bewa*, and *Sa'o Tana Tombu*.



**Picture 1. One of the few traditional houses (Sa'o Labo)**

2. The traditional houses of *Poa Paso* or supporter house, consisting of *Sa'o Kai Pere Lasa Usu*, *Sa'o Siga*, *Rore Api*, and *Sa'o Terrobo*, *Sa'o Bhisu One*, *Sa'o Atu*.



**Picture 2. One of the few traditional houses(Sa'o rore api)**

3. *Kanga Ria*/customary courtyard is a traditional altar and there is also the grave of the ancestors of the Nggela and *Tubumusu* people on it. Traditional ceremonies in Nggela are mostly performed on *Kanga*. *Kanga's* position is in front of *Sa'o Meko* and *Sa'o Rore Api* with a *Kanga* size of  $\pm 19.5 \times 21.5$  m. Before the existence of *Kanga Ria*, there was already *KangaLo'o* which was built by *Sa'o Tua* for traditional ceremonial activities at that time. Meanwhile, *Kanga Ria* was built because the number of people increased so that a larger traditional altar/altar was needed.



**Picture 3. Kanga ria**

4. *Kanga Lo'o* is a sacred court that was built before the existence of *Kanga Ria*. *Kanga Lo'o* is only in the form of stones arranged in a circle and in some traditional ceremonies it is used as a place for offerings to the ancestors.



**Picture 4. Kanga Lo'o**

5. *Puse Nua*/the center point of the traditional settlement which is the center of the village of origin marked with a stone. This stone should not be touched or stepped on because it is a sacred stone and at certain traditional ceremonies, this stone is given offerings. Batu as the orientation center of the traditional Nggela settlement consists of one long stone surrounded by four flat stones with a diameter of  $\pm 75$  cm and a radius of  $\pm 15$  m. In this *Puse Nua* radius there are no houses built, only boat graves and several other graves. This stone is also believed to be the door of the souls for the souls of the dead.



**Picture 5. Puse Nua**

6. A boat grave, *Rate Lambo* which is the grave of one of the ancestors who had a great service to the construction of traditional houses in the past, so that the shape of the traditional house that is now is the design.



**Picture 6. Rate Rambo**

7. *Watu Gae Gajo* is a stone located to the north of the traditional settlement which is the northern boundary of this traditional settlement and it is believed that this stone is a guard to ward off outsiders who have evil intentions.
8. *Eko Watu Lako* which is a stone which is the southern boundary of traditional settlements which has the same function as the *Gae Gajo* stone, namely as a guard stone.



**Picture 7. Eko Watu Lako**

9. *Kopo Kasa* which is a barrier between traditional settlements and residential settlements in the form of an arrangement of stones that surrounds traditional settlements. The stone fence

with a length of  $\pm 317$  m is only on the west side of the traditional settlement because the east side of this traditional settlement is already a ravine.



**Picture 8. Kopo Kasa**

10. *Tana Li* is an open space that is usually used as a place for the Nggela community to perform traditional dances, namely togetherness dances. The location of *Tana Li* is outside of the traditional line, but remains an integral part of the traditional ceremony.

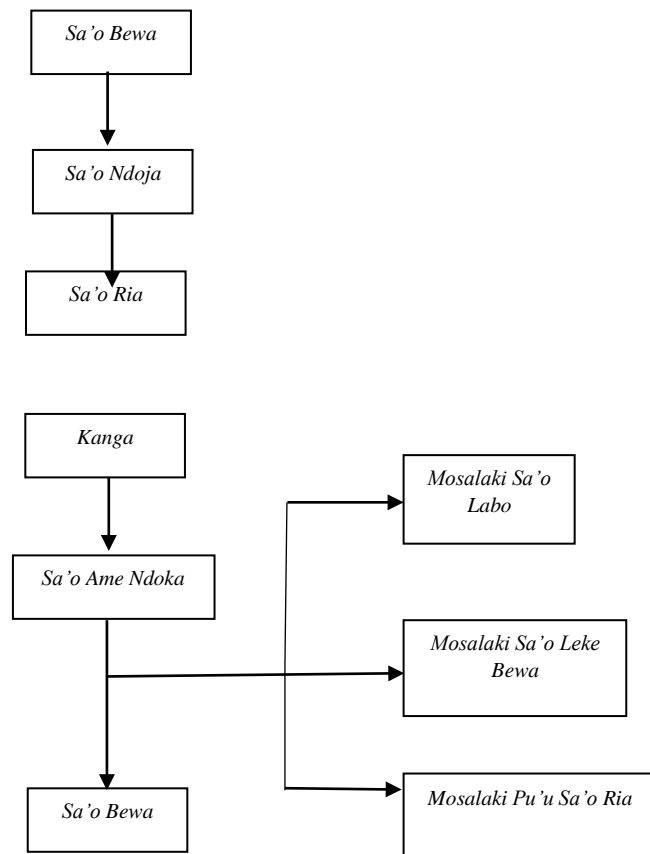


**Picture 9. Tana Li**

The core area of the Nggela Indigenous settlement is the position of several sacred settlement elements, namely: the customary court, boat graveyard, and the center point of the settlement. In addition, as a residential center in Bhisu, it is the center of traditional ceremonies.



**Map 1. Location of the Physical Elements of the Nggela Traditional Village**



**Chart 1. The Structure of the Traditional Settlement Rituals in the Nggela Traditional**

### **Village**

Nggela Village is one of the villages that still maintains its culture and customs, which can be seen from traditional ceremonies which are still carried out almost throughout the year from September to the peak of traditional ceremonies in July. Of all the traditional villages in Ende Regency, only Nggela Village still maintains these traditional ceremonies. So it can be said that the traditional settlements in Nggela Village are the largest traditional settlements in Ende Regency which still survive with the number of Mosalaki up to 16 people

**Table 1 Ritual and Ritual Space of Nggelaa Traditional Settlement**

No	Traditional ceremonies	Core Room	Support Room	Holy Room
1	Build	Space in traditional settlements, <i>sa'o labo</i> , <i>sa'oria</i>	-	The traditional homepage in question
2	Dead	Kanga	-	The traditional homepage in question
3	Season	<i>Sa'o labo, kanga, sa'o ria</i>	<i>Eko watu lako, watu gae gajo</i>	<i>Uma</i> (garden)
4	Musim panen	<i>Sa'o labo, sa'o ria, uma</i> (garden)	holy stone	-

### Conclusion

The physical elements that make up the Nggela traditional settlement are the core traditional houses, supporting traditional houses/*Poa Paso, Kanga Ria, Kanga Lo'o, Puse Nua, Rate Lambo, Watu Gae Gajo, Eko Watu Lako, Kopo Kasa* and *Tanah Li* and there are *kanga ria/courtyards, tubumusu*, graves of *mosalaki/leaders* and executor *mosalaki* and other sacred places. Things that need to be followed up are efforts to develop and improve the welfare of the Nggela traditional settlement community in improving facilities and infrastructure. Preserving and maintaining ancestral cultural traditions and customs.

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## **The Influence of Food Quality to Customer Satisfaction in Saigonsan Restaurant Tugu Hotel Malang**

**Chotmilda Megasari<sup>1</sup>, Andini Risfandini<sup>2</sup>, Syarif Hidayatullah<sup>3</sup>**

<sup>123</sup>*Diploma Kepariwisata, Universitas Merdeka Malang*

<sup>\*</sup>*andini.risfandini@unmer.ac.id*

### ***Abstract***

Food quality and customer satisfaction is one of the topic that has been researched by many. Even though this subject has been discussed many times before it is still interesting to be research because of the variety of type of restaurants, food served, and service offered. This research is aiming to investigate the influence of food quality and customer satisfaction in Saigonsan Restaurant Malang. This research is using quantitative approach to investigate the influence food quality to customer satisfaction in Saigonsan Restaurant Tugu Hotel Malang. Survey questionnaires were given to customers who were dining in Saigonsan restaurant. Data collection is conducted by asking 85 customers to filled up the survey questionnaire using Likert scale to indicate their opinion on the statements that represent the indicators of food quality and customer satisfaction. Data collected were analyzed using SPSS 25 and descriptive statistic. This research is supporting the previous research that stated food quality is influencing customer satisfaction. Food quality especially in the freshness aspect is very important to increase customer satisfaction because the Saigon san restaurant is serving Indochina dishes that are using a lot of fresh ingredients which include vegetables, herbs, and spices.

### **Introduction**

Food quality and customer satisfaction is one of the topic that has been researched by many. Even though this subject has been discussed many times before it is still interesting to be research because of the variety of type of restaurants, food served, and service offered. This research is conducted in Saigonsan restaurant in Tugu Hotel Malang one of the five stars hotels in Malang city East Java Indonesia. Saigonsan is serving food at the premium price due to the location and the service provided. The restaurant offers a beautiful ambiance with an Indochina theme, it is decorated with bright red color with Angkor Wat replica as the center of its interior design. The restaurant is also equipped with a rooftop cafe that serves coffee from Hotel Tugu

coffee plantation in Blitar district. Saigonsan restaurant offers an Indochina menu which is the combination of Thai and Vietnamese food. Some of the ingredients are also imported directly from Vietnam and Thailand. Some of the menu include: Tom Yum Goong, Pla Tod Yam Mamuang, Bahn Xeo, and Banh Mi Vietnamese sandwich. The restaurant's operating hours are: 12.00 until 10.00 pm. Their target market is customers that have visited Thailand, Vietnam, and Cambodia before so they missed the food that they have tasted in those three countries. And also the customer that is adventurous and would like to try something different besides their everyday food.

### **Research Objectives**

This research is aiming to investigate the influence of food quality and customer satisfaction in Saigonsan Restaurant Malang. Even though a lot of research has been conducted in the topic of food quality and customer satisfaction, this research will become an addition in the body of knowledge at those two topics. That is because the nature of service and the type of restaurant , and food, are varied. That reason serves as the basis for this research. Saigonsan restaurant with its unique setting and different food offering is worth investigating to give suggestions on how to improve the service and food provided in order to increase customer satisfaction.

### **Literature Review**

#### **Food Quality**

Potter and Hotchkiss (2012) cited in Liliani (2020) food quality represents the characteristic of food quality received by the customer which include: size, shape, color, consistency, texture, and taste. Rozekhi et al. (2016) mentioned that there are 6 dimensions of food quality namely: appealing presentation, menu variety, healthiness, tastiness, freshness, and temperature. Qin et al. (2006) cited in Wijaya (2017) mentioned that the indicator of food quality consists of: freshness, presentation, well cooked, and variety of food. It can be concluded that food quality has various indicators and dimensions. In this research the researchers are using the indicator of food quality by Qin et al. (2016) cited in Wijaya (2017) such as: freshness, presentation, well cooked, and variety to measure the influence of food quality to customer satisfaction. Freshness represents the aroma, texture, taste and color, presentation consisting of garnish, portion, and shape. Well-

cooked consists of hygiene, doneness, cooking time, and temperature. Variety represents innovation and variation in the menu.

### **Customer Satisfaction**

According to Kotler and Keller (2012) cited in Wulandari (2022) customer satisfaction represents how far the performance of product/service is able to satisfy customer expectation. Customer satisfaction arises after comparing the product/service that she/he has received to her/his expectation. According to Zeithaml (2006) cited in Wijaya (2017) there are 3 indicators of customer satisfaction namely: fulfillment, pleasure, and ambivalence. Fulfillment means the feeling of satisfaction, pleasure represents the happiness level in getting the product/service, ambivalence represents the condition of the feeling.

### **Previous Studies on Food Quality and Customer Satisfaction**

Some of the previous research has confirmed that food quality is influencing customer satisfaction with various indicators. Study by Wijaya (2017) using 4 indicators of food quality namely: freshness, presentation, well cooked, and variety of food. His study was conducted in a Yoshinoya Japanese fast food restaurant with a beef bowl as its menu. The food quality indicator that influences customer satisfaction the most is well cooked. Customers already have their expectation of the freshness, presentation, and variety of food in the fast food restaurant because they know the products very well. The most important aspect for them is whether the food is well cooked or not.

Study by Sugianto and Syamsuar (2020) in the Double B Bellas Bananas Tangerang. Their study is using 7 indicators of food quality namely: color, appearance, portion, shape, temperature, texture, fragrance. For a shop that sells one type of product which is a banana nugget, it is important to have variety in its menu to be able to improve customer satisfaction and to keep the customer coming back for more. Study by Liliani (2020) Top Yammie restaurant serving Chinese and Japanese food with full service, providing VIP room. Her study is using 6 indicators which include: appealing presentation, menu variety, food hygiene, tastiness, freshness, temperature (Rozekhi, et al., 2016). For the restaurant that offers a full service menu it is important to have the consistency of serving delicious food. It is obvious that the full service restaurant has to maintain its standard in serving a good quality of food which include the food presentation, hygiene, the taste, freshness, and also appropriate food temperature. For the full service restaurant the aspect that needs improvement is the tastiness of the food.

Study by Wulandari (2022) at the SKAI restaurant in Padma hotel Bali that serves western food using 7 indicators of food quality: color, appearance, portion, shape, temperature, aroma, and well cooked. For the restaurant that served western food which include French Fries, Salad, Steak, and Pasta dish. Well -cooked is the indicator that influences customer satisfaction the most. Study by Halimah et al. (2021) about online delivery pizza in Jakarta. Indicator of food quality: taste, texture, portion, fragrance, temperature, and appearance (Davis, et al., 2013). Food quality is influencing customer satisfaction for 73.7 percent. For the online delivery restaurant beside the price and speed of delivery food quality is still the main factor that influences customer satisfaction. Study by Worotikan and Massie (2021) Kinamang grilled fish restaurant. Their study is using 5 food quality indicators by Susilowati (2013) such as : size, form, consistency, texture, and taste. Their study is also confirming that food quality is influencing customer satisfaction. The study by Ngandoh (2021) at Burger King Pettarani Makassar. In the fast food setting the consistency of food taste is very important for customers. The indicator of food quality that matters the most to customers is the taste of the food in the fast food restaurant.

### **Methodology**

This research is using quantitative approach to investigate the influence food quality to customer satisfaction in Saigonsan Restaurant Tugu Hotel Malang. Survey questionnaires were given to customers who were dining in Saigonsan restaurant. The researchers were able to obtain the number of visitors for four months. In total there were 580 customers visiting during the month of February to April 2022. The number of sample of this research is identified using Slovin test with the error of 10 percent. Based on the Slovin test, it was found the number of respondents required for this study is 85. Data collection is conducted by asking 85 customers to filled up the survey questionnaire using Likert scale to indicate their opinion on the statements that represent the indicators of food quality and customer satisfaction. Data collected were analyzed using SPSS 25 and descriptive statistic.

### **Result and Discussion**

The validity and reliability test shows that the data collected is valid and reliable. The result of the t test shows that food quality is influencing customer satisfaction. Descriptive statistics of the data analysis shows that presentation of the food gets the lowest appreciation while the freshness

gets the highest appreciation. The validity test result can be seen in Table 1, reliability test result can be seen in Table 2, and Table 3 is the descriptive statistic of food quality.

**Table 1** Reliability Test

Variable	Item	r test	r table	Test Result
Food Quality (X)	X(1)	0,261	0,210	Valid
	X(2)	0,535	0,210	Valid
	X(3)	0,683	0,210	Valid
	X(4)	0,655	0,210	Valid
	X(5)	0,594	0,210	Valid
	X(6)	0,703	0,210	Valid
	X(7)	0,702	0,210	Valid
	X(8)	0,675	0,210	Valid
	X(9)	0,678	0,210	Valid
	X(10)	0,702	0,210	Valid
	X(11)	0,713	0,210	Valid
	X(12)	0,656	0,210	Valid
	X(13)	0,345	0,210	Valid
	X(14)	0,211	0,210	Valid
Customer satisfaction (Y)	Y(1)	0,384	0,210	Valid
	Y(2)	0,843	0,210	Valid
	Y(3)	0,786	0,210	Valid
	Y(4)	0,738	0,210	Valid
	Y(5)	0,339	0,210	Valid

Source: Data Analysis, 2022

**Table 2** Validity test result

Variable	Coefficient Alpha	Standard Coefficient Alpha	result
Food quality	0,614	0,6	Reliable

Customer satisfaction	0,629	0,6	Reliable
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Source: Data Analysis (2022)

**Table 3** Descriptive statistics of Food Quality

Indicator	Strongly Agree (5)		Agree (4)		Neutral (3)		Disagree (2)		Strongly disagree (1)		Average
	N	%	N	%	N	%	N	%	N	%	
Freshness											
X(1)	57	67%	26	31%	2	2%					4,65
X(2)	60	71%	23	27%	2	2%					4,68
X(3)	66	78%	16	19%	3	3%					4,74
X(4)	54	63%	28	33%	3	3%					4,60
											4,66
Presentation											
X(5)	44	52%	39	46%	2	2%					4,49
X(6)	36	42%	44	52%	5	6%					4,36
X(7)	54	63%	28	33%	3	3%					4,60

											4,48
Well-cooked											
X(8)	5 5	65 %	28	33 %	2	2%					4,62
X(9)	6 3	74 %	20	23 %	2	2 %					4,72
X(10)	5 4	63 %	30	35 %	1	1 %					4,62
X(11)	5 1	60 %	31	36 %	3	3 %					4,56
											4,63
Variety											
X(12)	5 3	62 %	30	35 %	2	2 %					4,60
X(13)	5 6	66 %	26	31 %	3	3 %					4,62
X(14)	6 1	72 %	22	26 %	2	2 %					4,69
											4,62
Total Average											4,60

Source: Data Analysis, 2022

This research is supporting the previous research that stated food quality is influencing customer satisfaction (Halimah et al., 2021; Liliani, 2020; Ngandoh, 2021; Rozekhi et al., 2016; Sugianto and Syamsuar, 2020; Wijaya, 2017 ;Worotikan, 2021; Wulandari, 2022). Food quality especially in the freshness aspect is very important to increase customer satisfaction because the Saigon san restaurant is serving Indochina dishes that are using a lot of fresh ingredients which include vegetables, herbs, and spices.

## Conclusion

This research confirms that food quality is one of the factors that influences customer satisfaction in all types of restaurants and food which include but not limited to delivery food, restaurant that serves specialized cuisines, fast food restaurant, casual and fine dining. Food quality with its various indicators influencing customer satisfaction in diverse types of restaurant, food and service offered. The restaurant owner and management must always prioritize and maintain the good quality of food which include freshness, presentation, well cooked, and the variety.

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**The Influence of Attraction and Accessibility on Tourist's Interest in Visiting Bena  
Traditional Village, Ngada Regency East Nusa Tenggara**

**Anibal Mario joao N'dami crames<sup>1</sup>, Nanny Roedjinandari<sup>2</sup>**

<sup>123</sup>*Diploma Kepariwisata, Universitas Merdeka Malang*  
*anibalcrame@gmail.com*

***Abstract***

Ngada Regency is one of the regencies in Flores. East Nusa Tenggara has natural and cultural tourism potential that is attractive to local and foreign tourists. Therefore, the researchers took one of the destinations in Ngada Regency, namely Bena Traditional Village. The purpose of this study was to determine whether there was an influence of Attraction and Accessibility on Tourist Interest in Visiting the Bena Traditional Village. This research is quantitative descriptive research, with data collection techniques through questionnaires. The total population in the study is all potential tourists who are interested and will visit the Bena Traditional Village, whose numbers are not yet known. The number of samples is 150 respondents. The sampling technique used is nonprobability sampling with purposive sampling technique. The data analysis technique uses a validity test, reliability test, classical assumption test, multiple linear analysis, and hypothesis testing. The results indicate that both partially and simultaneously, tourist destinations and prices affect the interest of visiting tourists in Bena Traditional Village. The Conclusion of the study shows that accessibility has a dominant effect on the interest of visiting tourists in Bena Traditional Village.

**Keyword:** *Attraction, Accessibility, Tourist's Interest of Visiting*

**Introduction**

**Background**

Tourism is one of the industries that currently bring in foreign exchange for several countries, one of which is Indonesia. The Indonesian government seeks to develop the country's foreign exchange through the presence of local tourism. Local tourism refers to the capacity of tourist attractions available in a particular area. This area can improve the economic standard of the surrounding community. This industry is expected to be a source of foreign exchange income

and able to create jobs and increase investment. Exploring and promoting every tourist destination in Indonesia as an attraction for local and foreign tourists can be applied as one of the policies to promote tourism. The main factors that influence tourists' interest in visiting are the motivation for the trip. The essence of the tourism product is the natural conditions that are cool, beautiful, pristine ecosystems. Bena Traditional Village has special attractions in the form of traditional dances and traditional ceremonies that can attract visitors. So that tourists are interested in visiting a tourist destination, it is necessary to study attractions and accessibility so that interest in visiting can continue to increase.

One of the importance factors that can influence the interest of tourists to visit a destination is attraction. The main factor that first attracts tourists to a destination is attraction. In addition, tourist attractions are also the main destination of the tourism industry, and the main goal is that tourism is in great demand Wanda & Pangestuti, (2018). According to Setyanto & Pangestuti, (2019) the tourism system has four indicators of mutually supportive tourist destinations, namely attractions or tourist attractions, that in general can be classified into natural attractions, cultural attractions, and artificial attractions, amenities or facilities, accessibility and ancillary. The research conducted by Maulidin, (2017) That reveals that the attraction variable has a significant influence on the tourist's interest in visiting. Accessibility is a means that provides convenient facilities for tourists to reach tourist destinations. Accessibility is not only related to how difficult it is for tourists to reach tourist sites but also the time and direction needed to reach tourist sites. Like; as road access, availability of transportation facilities, and road directions. The research conducted by charli dan putri, (2021) That shows that accessibility has a significant effect on tourist's interest in visiting.

When these elements have been fulfilled properly, it can indirectly affect the tourist's interest in visiting. The development of good tourist destinations can certainly affect the tourist's interest in visiting and make tourists feel satisfied. Tourist's interest in visiting are certainly inseparable from the existence of tourist attractions that attract tourists to visit tourist destinations Ngwira & Kankhuni, (2018) . Tourist attractions include uniqueness, beauty, natural and cultural wealth and tourist attraction Aprilia et al., (2017).

Ngada Regency is one of the regencies in East Nusa Tenggara that has a variety of an interesting natural and cultural potentials making it one of the best tourist destinations in East Nusa Tenggara. One of the cultural tourism that most frequently visited by tourists is Bena Village.

This village is a megalithic village located in Tiworiwu Village, Jerebu'u District, Ngada Regency, East Nusa Tenggara Province. The authenticity of the Bena Traditional Village, tourism culture can be seen in terms of physical and non-physical. The physical aspect of Bena Traditional Village is in the form of traditional houses, megalithic rocks, and a tie weaving crafts, while the non-physical aspect is in the form of traditional ceremonies and socio-cultural life that are still maintained from generation to generation by the community. This village has a supportive community and very strong in preserving the culture and traditions that have been inherited by their ancestors. Bena Traditional Village also has historical tourism in the form of megalithic complexes, stone graves and natural potential, namely Bena Traditional Village, which is under the foot of Mount Inerie.

### **Research Objectives**

Based on the formulation above and the following research objectives were formulated:

1. To find out and analyze whether *attraction* affects the tourist's interest in visiting Bena Traditional Village.
2. To find out and analyze whether *accessibility* affects the tourist's interest in visiting Bena Traditional Village.
3. To find out and analyze whether *accessibility* and *accessibility* affects the tourist's interest in visiting Bena Traditional Village.
4. To find out and analyze whether *attraction* and *accessibility* have a dominant influence on tourists' interest in visiting Bena Traditional Village.

### **Literature Review**

#### **Attraction**

According to Wanda & Pangestuti, (2018) The tourist attraction is something that becomes an attraction and can make tourists feel an impression in the form of feelingsatisfaction, a feeling of comfort, and a sense of pleasure for tourists who see it or implement it. In this case, it can be in the form of natural, social, maternal, and human-made cultural resources.

#### **Accessibility**

According to Rossadi & Widayati, (2018) Accessibility is an important aspect that supports tourism development because it involves cross-sectorial development. Without being connected

to the transportation network, a tourist destination can't receive tourists. A tourism destination is the end of a tourism trip and must comply with accessibility cues, which means that tourism destinations must be easy to reach and naturally also easy to find. Accessibility is these elements that affect the cost, smoothness and comfort of a tourist who will travel to a tourist destination.

### **Interest in Visiting**

According to Rizki & Natalia, (2020) Stated that the tourists interest in visiting a tourism destination can be equated with the interest in buying, consumer icons because both can be measured with the same indicator. Interest is the tendency of individuals who are attracted to an object or as a tourist object.

### **Methodology**

This research focuses on tourism research, especially those related to attraction, accessibility and tourist's interest in visiting. This research is quantitative and descriptive. Based on the above background, the researchers limit of problems in this study. Therefore, this research only deals with the effect of attraction, and accessibility on the tourist's interest in visiting Bena Traditional Village, Ngada Regency. This research is a type of research with a qualitative approach, and the location of this research is carried out in Bena Traditional Village, Ngada Regency, East Nusa Tenggara. The total population in the study are all potential tourists who are interested and will visit the Bena Traditional Village and whose numbers are not yet known. The sample size was taken by the researcher because the population was unknown, so the researcher used the opinion of Hair et al., (2010;176) states the number of samples is 5-10 times the indicator variable. The number of indicator variables in this study was 15, so the sample size of the study was  $10 \times 15 = 150$ , and the sample used in this study was 150 people.

### **Results and Discussion**

1. **The Effect of Attraction on Tourist's interest in visiting Bena Traditional Village.** Based on the results of the multiple linear analysis in table 20 is known that the significant value of the Attraction variable is 0.986 bigger than 0.05. So with this, it can be said that the variable (X2) Attraction has a negative and insignificant effect on the tourists' interest in visiting. This research is in line with research conducted by (Rossadi & Widayati, 2018) States that Attraction has a negative and insignificant effect on interest visiting.

Therefore, the attractions in Bena Traditional Village has not increased the tourist's interest in visiting. Attraction in question, among others. The Attraction variable is not significant because tourists visit Bena Traditional Village not only to see interesting and preserved cultural heritage objects but also to see ancestral traditions of the Bena Traditional Village community such as; Traditional ceremonies, cultural dance, festival attractions, traditional tie weaving and see the beautiful natural scenery.

## **2. The Effect of Accessibility on Tourist Interests in Bena Traditional Village**

Based on the results of the multiple linear analysis in table 20 is known that the significant value of the Accessibility variable is 0.009, this value is smaller than 0.05, so it can be said that the Accessibility variable (X2) has a positive and significant effect on the interest of tourist visits. This research is in line with research conducted by (Rossadi & Widayati, 2018) state that Accessibility has a positive and significant effect on tourists' interest in visiting. Therefore, it can be explained that the accessibility in Bena Traditional Village can increase the interest of tourists. Accessibility is meant, among others, such as; good road access, availability of transportation facilities, and directions. This research is in line with research conducted by Charlie and Putri in 2021.

## **3. The Influence of Attraction and Accessibility on Tourist Interest in visiting Bena Traditional Village**

Based on the summary of the results of the multiple linear analysis in table 20, it is known in this study that Attraction and Accessibility affect the interest of visiting tourists in Bena Traditional Village. This can be seen from the Fount value of 10.158 which is bigger than Table 2.43. In this case, the better and more attractive the Attraction and Accessibility in Bena Traditional Village, the more interest in visiting tourists will increase. For this reason, it is necessary to improve the quality of the components of tourist destinations so that the development of tourist destinations is in line with the needs of tourists.

## **4. Accessibility has a dominant influence on tourists' interest in visiting the Bena Traditional Village**

Based on the summary of the results of multiple linear analysis in table 20 in this study, it shows that the regression coefficient value of the accessibility variable (X4) is 0.286. This number shows the largest number of other variables, it can be concluded that the accessibility variable has the most dominant influence on tourist's interest in visiting in Bena

Traditional Village, hypothesis 4 says that accessibility has a dominant effect on interest visiting is accepted and is reinforced by the average response of respondents in the table above which states the statement item from the accessibility variable has an effect on interest in visiting.

**Table 1.**  
**Uji Analisis Linear Berganda**

Model	Var	Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
(Constant)		16,670	3,253		5,125	0,000
Attraction	X1	0,001	0,069	0,002	0,018	0,986
Accessibility	X2	0,286	0,108	0,238	2,642	0,009
Dependent Variabel	Interest in Visiting (Y)					
R <sup>2</sup>	0,219					
R <sup>2</sup> Adjusted	0,197					
Fhitung	10,158					
Probability	0,000					
Line Equation	$Y = a + b_1X_1 + b_2X_2 + e$					
Result	$Y = 16,670 + 0,001X_1 + 0,286X_2 + e$					

Source: Primary Data, 2022, (processed)

Based on the multiple linear analysis table, it can be explained that the value of the constant has a positive value of 16,670 and when the tourist interest in visiting (Y) is not influenced by Attraction, Accessibility, then the value of the tourist interest in visiting is still worth 16,670. The regression coefficient of Attraction (X1) is 0.986, meaning that if the Attraction variable increases by one unit, the tourist interest in visiting increase by 0.986. The Accessibility coefficient (X2) is 0.009, meaning that if the Accessibility variable increases by one unit, the tourist interest in visiting increase by 0.009. The four coefficients are positive, so Attraction, Accessibility, has a positive influence on tourist interest in visiting (Y) in other words, the better the Attraction, Accessibility in Bena Traditional Village, the more tourist interest in visiting the village. The magnitude of the R<sup>2</sup>Adjusted value contained in the multiple linear tables is 0.197, this shows that the contribution or contribution of the influence of Attraction (X1), Accessibility (X2) on tourist interest in visiting (Y) is 19.7% while the remaining 80.3% is a contribution from variables that do not exist in the study.

## Conclusion

Based on the results of data analysis that has been carried out, the following conclusions can be drawn:

- a. *Attraction* has no significant effect on the tourists' interest in visiting Bena Traditional Village, which is indicated by a significant value greater than the probability value because attraction is inadequate that the interest in visiting is decreasing.
- b. *Accessibility* has a significant effect on the interest of visiting tourists in Bena Traditional Village and is indicated by a significant value which is smaller than the probability value. This means that the better the accessibility, the tourists will feel satisfied and comfortable to carry out tourism activities.
- c. *Attraction* and *Accessibility* both affect tourist interest in visiting Bena Traditional Village, indicated by a bigger calculated F value than the table F value.
- d. *Accessibility* has a dominant effect on the tourist interest in visiting Bena Traditional Village, indicated by a regression coefficient value that is greater than the other variable, which is *attraction*.

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## **Repurchase Decision in Terms of Hotel Facilities and Hotel Image**

**Heri Prabowo**

*Universitas PGRI Semarang  
heriprabowo.se.mm@gmail.com*

### ***Abstract***

This study was conducted to examine the effect of facilities on the image of the hotel which has an impact on the decision to stay back at five-star hotels. The phenomenon that was developed based on previous research and empirical studies through online travel agents shows that there are still online reviews on five-star hotels with negative perceptions of the image of the hotel and the facilities received when staying at the hotel. The method used is the quantitative method. The population of this study is guests who stay at five-star hotels with a sample of 180 respondents obtained by multiplying the number of indicators by ten. Data analysis using SEM with AMOS tool. The results showed that the facilities had an effect on the repurchase decision, the facilities had an effect on the image of the hotel but the brand image had no effect on the repurchase decision.

**Keyword:** Facilities, Hotel Image, Repurchase Decision Introduction

### **Introduction**

#### **Background**

The Covid-19 pandemic has had a negative impact on the tourism industry, especially hotels. Even though hospitality has had a big impact, hospitality is a fast-growing industry. Based on data from the Central Statistics Agency (BPS) of Semarang City, in the first semester of 2021 the occupancy data for five-star hotels in Semarang City from one star to five stars in January was 26.51%, in February 27.72%, March 35.64%, April 36.16 %, May 33.06%, June 33.56% and July 14.44%. Meanwhile, in the first half of 2022, the occupancy data for five-star hotels in Semarang City was 47.88% in January, 46.55% in February, 51.05% in March, 43.37% in April, 56.41% in May, 58.53 in June. % and July 60.67%. When compared, the occupancy rate has increased in the same period in different years.

The increase in occupancy makes hotel management to take advantage of this momentum. The ability of hotel management is expected to be able to influence someone to stay at the same hotel. However, from the review of the experience of staying at five-star hotels in online travel agents, there is a negative assessment of the facilities. Among the reviews that appear include air conditioners that are not cold, buildings that seem outdated, furniture models that are considered outdated, elevators are dead, not clean (toilet walls & rooms), no water hitters and so on (traveloka.com) . Meanwhile, based on this assessment, it is described that the hotel lacks a good impression, bad image, good image, low reputation, poor service, and incomplete overall value offered by the company. Based on this phenomenon, it is deemed necessary to investigate further related to the decision to stay again in terms of facilities and hotel image.

### **Research Objectives**

The purpose of this research is to analyze the influence of the facilities on the image of the hotel which has an impact on the decision to stay again at the same hotel.

### **Literature Review**

Lupiyadi (2013) suggests that facilities are a means to facilitate and facilitate the implementation of functions and facilities are the appearance, capabilities of infrastructure facilities and environmental conditions which include physical facilities (buildings) equipment and equipment with elements of the facility itself consisting of room planning, including interior and architecture, such as placement of furniture and fixtures in the test room, design and circulation flow and others; equipment and furniture, which function as facilities that provide comfort, as supporting infrastructure for service users, as well as supporting elements,

Image is the number of connotations that are accumulated by perceptions about the product that are formed in the minds of consumers (Keller, 1993). The information is entered into the consumer's memory and how the information is managed so that it can become part of the brand image. Uniqueness is the level of brand uniqueness that has competitive and sustainable benefits so that it can cause consumers to be interested in using or a variety of services that can be provided by a product, both price variations and differentiation from the physical appearance of a product. Favorability is a consumer's belief that the product is able to satisfy consumer desires so that a positive attitude can be created towards a brand.

According to Tjiptono (2014), repurchase is a behavior that solely involves buying the same particular brand repeatedly, it could be because it is the only brand available, the cheapest brand and so on. Repurchase can be the result of market dominance by a company that has succeeded in making its product the only available alternative (Tjiptono, 2014). Indicators of repurchase decisions make purchases at the same brand, recommend to others and do not want to move to another brand (Tjiptono, 2008)..

Research with facilities that influence the decision to revisit has been studied by previous researchers. Research according to Kiswantoro (2017) shows the results that the facilities owned at tourist destinations can influence someone to visit the same destination. Research according to Abdulhaji and Yusuf (2017) shows that facilities affect the image of the Tolire Besar tourist destination. Likewise, research by Sudigdo (2018) with research results showing that facilities affect the image of the destination. Research on the influence of image on repurchase decisions has been carried out by Irfan et al (2020) with research results showing that the image of a destination affects the decision to revisit. Likewise, according to Kamase (2021), which shows the image of the destination affects the decision to revisit. Furthermore, research by Sukamdani et al (2022) shows that image influences the decision to revisit the Ragunan Zoo. However, it is different from the results of research by Elmard and Wardi (2022) with research results showing that image does not affect the decision to revisit.

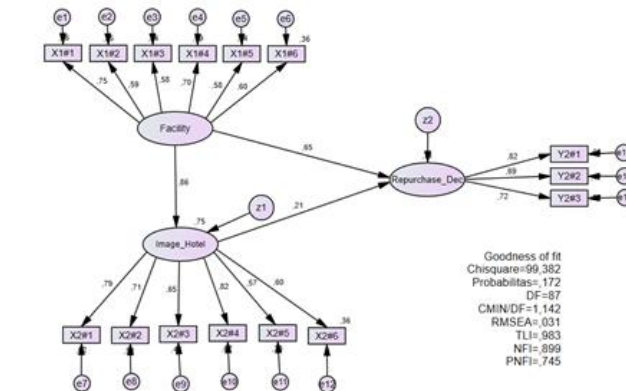
## **Methodology**

The research was carried out using quantitative research methods, namely research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. Sugiyono (2013) states that the philosophy of positivism views reality or symptoms or phenomena as singular (only researching observed phenomena, not researching feelings) can be classified, relatively fixed, concrete, observable, measurable, and the relationship of symptoms is causal. The instrument used is a questionnaire distributed to respondents. The research population in this study are guests staying at five-star hotels with a total sample of 180 respondents obtained from the calculation of the Slovin formula which is based on the average number of guests staying every day at hotels belonging to five-star hotels.

## Results and Discussion

Based on the data that has been collected, SEM analysis is then carried out using the Analysis Of Moment Structure (AMOS) version 22 . program.

**Figure 1. Full Model Analysis**



The results of the overall model analysis in this study are compared with the null cut of value for each goodness of fit criterion which is presented in table 1 below:

**Table 1. Model Test Results**

Goodness of Fit Index	Cut of Value	result	Evaluation
X2 Chi-Square	X2 with df;92;p:5%=115,389790	99.382	Good
Sig. probability	$\geq 0,05$	0.172	Good
CMIN/DF	$\leq 2,00$	1.142	Good
RMSEA	$\leq 0,08$	0.031	Good
TLI	$\geq 0,90$	0.963	Good
NFI	$\geq 0,90$	0.899	Marginal
PNFI	$\geq 0,60 \leq 0,90$	0.745	Good

Source; processed primary data, 2022

Table 1 of the structural model test results shows the criteria for goodness of fit values for chi-square, significance probability, CMIN/DF, RMSEA, TLI, and PNFI meet the requirements so

that it can be concluded that the model is good. However, the NFI assessment is marginal. Furthermore, the results of hypothesis testing are shown in table 2 below.

**Table 2. SEM Test Results for Hypothesis Testing**

Hypothesis	Standardized Regression Weight	P	Limit	Description
The influence of facilities on hotel image	0.863	.000	<0,05	Accepted
Influence of facilities on Repurchase Decision	0.654	.003	<0,05	Accepted
The effect of hotel image on repurchase decisions	0.209	.310	>0,05	Rejected

Source; processed primary data, 2022

Table 2 shows the results of the first hypothesis being accepted, meaning that the facility has an effect on brand image. Facilities that are formed from the condition of the hotel and the cleanliness of the room, comfortable, clean and tidy rooms to use, equipment/furniture, lighting and color, other supporting elements can increase a good impression, better image, good image, reputation, service, and overall value offered by the company. The second hypothesis is accepted, meaning that there is an influence of facilities on the repurchase decision. Facilities that are formed from the condition of the hotel and the cleanliness of the room, comfortable, clean and tidy rooms to use, equipment/furniture, lighting and color, other supporting elements are able to make purchases on the same brand, recommend to others and don't want to move to another place. other brands.

The third hypothesis is rejected, meaning that the Brand Image has no effect on the Repurchase Decision. This means that good impression, better image, good image, reputation, service, and overall value offered by the company are not able to make a purchase on the same brand, recommend to others and do not want to switch to another brand.

## Conclusion

The results showed that there was an influence of facilities on the image of the hotel, there was an influence of facilities on the repurchase decision, but the hotel image had no effect on the

repurchase decision. The results show that there is a direct influence of facilities on the image of the hotel but does not have an impact on repurchase intention, although there is a direct influence of facilities on repurchase decisions.

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**Tourism Village Development to Improve Local Own-Source Revenue  
(Study in Simbatan-Magetan Regency)**

**Tatik Mulyati<sup>1</sup>, Ahadiati Rohmatiah<sup>2</sup>, Anik Tri Hariyani<sup>3</sup>, Hendro Susilo<sup>4</sup>**

<sup>1234</sup>*University of Merdeka Madiun*

*tatikmulyati@unmer-madiun.ac.id*

***Abstract***

*Tourist attraction is a factor that can encourage tourists to visit a tourist destination. Magetan Regency has a lot of tourism potential which is expected to increase local own-source revenue, one of which is Simbatan Village. The purpose of this study is to identify tourism potential in Simbatan Village and to develop strategic steps in the context of developing a tourist village to increase the village's original income. Data was collected through in-depth interviews, document studies and observations. The research subjects were the Head of the Department of Tourism and Culture and the Head of the Magetan Regency Tourism Management Division and the Head of Simbatan Village. Data analysis uses descriptive qualitative analysis regarding tourism potential, village government support and strategic steps taken in the context of developing tourist villages. The results showed that the tourism potential that could be developed in Simbatan village consisted of natural tourism potential, historical tourism, cultural potential, splashed batik tourism by persons with disabilities and educational tourism. Simbatan tourism village development plans, among others: Development of attractions through the manufacture of tourist packages that are packaged in an attractive and structured; development of accessibility through the provision of adequate infrastructure facilities; development of amenities through increasing the carrying capacity of tourism supporting facilities, and developing tourism activities from both community groups and Simbatan Tourism Village managers to realize sustainable tourism development.*

**Keywords :** *tourism, village potential, local own-source revenue*

## Introduction

Local governments are required to explore and utilize their potential and are required to have the ability to manage income increases. This is reflected in the acquisition of local own-source revenue (PAD) which is the most potential element if used properly. The government's efforts to increase regional income include maximizing the potential and resources they have. Regional income is closely related to user fees, one of which is the contribution of the tourism sector. One of the government's efforts in realizing development is to develop the tourism industry, because directly the development of the tourism sector will have an impact on the welfare of the community and the region [1].

The development of a village into a tourist village, in addition to identifying the elements that exist in the village, the determination of a tourist village must also be balanced with an understanding of the characteristics and cultural structure of the community. This is intended so that it can be utilized in the development of the economic aspects of the village. Areas that can be developed in tourist villages are areas that are good in terms of economy, socio-culture, natural physical environment, have non-urban characteristics, and have unique characteristics of traditional life. Classification of tourist villages with certain characteristics, including cultural tourism villages, agricultural tourism villages, educational tourism villages, craft tourism villages, and nature tourism villages [2].

Magetan is one of the regencies in East Java that has the potential for extraordinary natural beauty. The strategic location of Magetan Regency, precisely in the mountainous area, adds a cool feel to tourism. Many tourist attractions and several tourist villages are reliable and have the potential to increase local own-source revenue, so that welfare can be distributed to rural communities. In 2021, the Magetan Regency Government proposes 45 tourist villages and 10 villages including Simbatan Village are included in the Indonesian Tourism Village Award/ Anugerah Desa Wisata Indonesia (ADWI). This national-level event is a program of the Ministry of Tourism and Creative Economy (Kemenparekraf) as an aspiration to residents who drive the tourism sector which has a positive impact on several areas of life. Especially in accelerating village development, encouraging social, cultural and economic transformation of villages. Thus, the welfare of citizens increases, unemployment decreases, natural preservation is maintained, and culture is more advanced [3].

The number of tourist attractions can directly help increase local own-source revenue, thus making the Magetan Regency Government have homework to improve its management. Regional Original Income (PAD) from the tourism sector is obtained if the management of tourism objects is carried out properly and optimally. Regional Original Income includes regional levies, regional taxes and the results of separate wealth management and other legitimate regional revenues. Data on tourist attractions that have attracted the attention of visitors and the realization of Regional Original Income (PAD) for the tourism sector for the last 3 (three) years of Magetan Regency can be seen in the following table [4] :

**Table 1. Tourist Destination and Visitors in 2021**

<b>Tourist Destination</b>	<b>Visitors</b>
Telaga Sarangan	629.038
Air Terjun Selosari	16.284
Telaga wahyu	4.954
Puncak Lawu/ Cemoro Sewu	2.143
Candi Simbatan/ Petirtaan Dewi Sri	1.030
Mojosemi Forest Park	42.730
Taman Geni Langit	46.501

Source: Dinas Pariwisata dan Kebudayaan  
Magetan Regency, 2022

**Table 2: Realization of PAD**

<b>No.</b>	<b>Year</b>	<b>Realization (Rp)</b>
1.	2019	15.934.092.000
2.	2020	10.974.247.000
3.	2021	9.564.832.000

Source: Dinas Pariwisata Kebudayaan  
Magetan Regency, 2022

## Background

The development of the Simbatan tourism village aims to support the Magetan Regency government program in tourism development by providing alternative tourism objects. In addition, it also explores the potential of the village for community development around the Simbatan Village. Another goal is to expand employment and business opportunities for villagers, so as to improve the welfare and quality of life of rural communities. Thus, there will be an even distribution of economic development in the village. The pride of the villagers to stay in their village will reduce urbanization. In accordance with these objectives, this program of activities is carried out by the local village community. The village head and apparatus together

with the community must coordinate the development of tourist villages assisted by the Village Supervisory Board (BPD) of Simbatan as the manager or manager for supervising the tourism village development program. This is also related to supervision under the guidance of the Dinas Pariwisata dan Kebudayaan Magetan Regency [5].

The development of Simbatan tourist villages has benefits in the economic, social and other fields. The benefits of developing a tourist village from an economic point of view are increasing the national, regional and local economy. In addition, it opens up employment and business opportunities for the community in the village. The development of tourism is also useful for improving science and technology in the field of tourism. Another benefit is to raise awareness of the environment, namely to make people aware of the importance of maintaining and preserving the environment for human life now and in the future [6].

### **Research Objectives**

The research location is in Simbatan Village, Nguntoronadi District, Magetan Regency. This research is a descriptive research conducted with a qualitative approach. In accordance with the approach used, data collection was carried out through in-depth interviews, observation and document studies. Observations were made on the activities of the village government and tourism object managers, the daily activities of the community, tourism infrastructure and the tourism object environment. Interviews were conducted by taking samples from the Simbatan Village Head, village assistants, Pokdarwis (Kelompok Sadar Wisata) Simbatan Village and community leaders in Simbatan Village. Document studies are carried out by collecting documents related to research, either at the village level or literature studies documents related to the research topic. The data that has been collected is then carried out a descriptive analysis of the tourism potential in Simbatan Village, village government support and strategic steps in the framework of tourism development in Simbatan Village, Simbatan tourism village development.

The obstacle faced in developing Simbatan as a tourist village is the problem of transportation. The existence of tourist villages should be supported by transportation infrastructure that ensures visitors can reach objects easily. The current reality is that it is difficult for tourists to access public transportation that passes through tourist villages. Another obstacle is the lack of reliable tourism human resources, making Simbatan Village not optimally exploited. Therefore, there is a need for innovation so that tourist villages can be maintained. In

addition, there are not many unique and interesting promotions to introduce Simbatan Village to the community, so it does not get more attention.

## **Literature Review**

### **Tourism**

According to Guyer Fleuler in Mulyati, et.al. (2021) [7] tourism in the modern sense is a phenomenon of today's era which is generally based on needs, health and change of air. Whereas in particular it is caused by the increasing association of various nations and classes of human society as a result of the development of commerce, industry, trade, as well as the improvement of means of transportation. The World Travel and Tourism Council (WTTC) explains that tourism is a series of human movements and activities that are the result of their own desires with different potentials and desires.

A tourist village is a form of integration between attractions, accommodation, amenities, and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions. The development of the era is so fast that it affects an area to build its village as a tourist spot, even though they don't have a concept yet. Therefore, having an attractive tourist village must have a good concept as well. The mature concept is needed to create an attractive tourist village to visit [8].

A tourist village is also a rural area that offers an atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural life, customs, daily life, has a typical village architecture and spatial structure, or unique and interesting economic activities and has the potential to be developed as a tourist village. tourism component. Village tourism is one of the tourism activities that offers an overall atmosphere that highlights the authenticity of the village such as beautiful village natural scenery, culinary delights, souvenirs, homestays and so on [9].

The potential of tourism villages in increasing the village's original income must be considered. Villages that can be developed in the tourism village program will provide good Simbatanh for other villages. Determination of a village as a tourist village must meet the following requirements [10]:

- (1) Good accessibility so that it is easy for tourists to visit by using various types of transportation;
- (2) Have interesting objects in the form of nature, cultural arts, legends, local

culinary uniqueness, and so on to be developed as tourism objects; (3) The community and village officials receive and provide high support for tourist villages and tourists who come to the village; (4) The security of the village is guaranteed; (5) Adequate accommodation, telecommunication network and manpower are available; and (6) Connect with other tourism objects that are already known by the wider community.

### **Locally-generated revenue**

Regional Original Revenue (PAD) is all income or receipts that enter the regional treasury, obtained from sources within its own territory, collected based on Regional Regulations in accordance with applicable laws and regulations and used for regional needs. Revenues are obtained from the regional tax sector, regional levies, the results of regionally owned companies, the results of separated regional wealth management, and other legitimate regional original revenues. Regional Original Revenue is a component that determines the success or failure of the Regency/City government's independence in the context of current regional autonomy [11].

The ability of the regions to carry out their autonomy is largely determined or depends on the sources of local own-source revenue (PAD). Local governments are required to be able to support themselves by managing their potential, for that effort to get the right source of funds is a must. New breakthroughs in obtaining funds to finance local government expenditures must be made, one of which is the tourism sector.

Law Number 33 of 2004 concerning Financial Balance between the Center and the Regions Chapter V states that Regional Original Revenue comes from: (1) Local Tax; (2) Regional Retribution; (3) The results of the management of separated Regional assets; and (4) Other valid PAD.

### **Methodology**

The implementation of this activity is carried out through the following approaches [7]:

- (1) Participatory Rural Appraisal (PRA) approach which emphasizes community involvement (partners) in all activities including planning, implementation, and evaluation of activity programs;
- (2) Participatory Technology Development approach that utilizes appropriate technology based on science and technology and local cultural wisdom of the community;

- (3) Community Development approach, namely an approach that involves the community directly, both as the object and subject of the entire activity;
- (4) It is educational in nature where all activities cover aspects of socialization, training, and assistance that allow technology transfer, knowledge transfer, and community empowerment to occur.

### **Technical Implementation Activities**

Technically, the implementation of this activity includes the following stages:

#### **(1) Preparation**

The preparatory stage includes an inventory of changing situations and conditions and adjusting the planned program with existing conditions so that the design of the implementation of activities can bring maximum benefits. The implementation of activities at this preparatory stage includes socializing the start of the activity.

#### **(2) Activity Implementation**

Activities are carried out by involving the implementation team, partners, village officials and the community.

### **Results and Discussion**

Simbatan Village is located in Nguntoronadi District, 20 km east of the center of Magetan City, has the potential for natural, historical and cultural tourism, namely Simbatan Temple, which is the Petilasan Dewi Sri, or often known as Petirtaan Dewi Sri. Simbatan Village is included in the Tourism Strategic Area (KSP) of Magetan Regency which is listed in the Magetan Regency Regional Regulation No. 8 of 2016 concerning the Master Plan for Regional Tourism Development (RIPPARDA). Simbatan Temple is one of the icons and pride of the citizens, and is often used as a place to hold traditional events.

The Magetan Regency Tourism and Culture Office in collaboration with the Magetan Regency Tourism Awareness Group Forum (Forpokdarwis) seeks 10 (ten) village tourism objects to be included in the Magetan Regent's Decree. The proposed villages are Simbatan, Pacalan, Ngancar, Jabung, Sumberdodol, Genilangit, Kraton, Mrahu, Sidomukti and Randugede villages. The agency also registered the ten villages to participate in an activity with a national theme, namely the Indonesian Tourism Village Award. In addition, to support the introduction of

new and old tourism, Magetan Regency in 2022 has set a Calendar of Event (CoE) which will hold 174 event agendas throughout 2022 [12].

Efforts made by the Department of Tourism and Culture of Magetan Regency are evaluating retribution rates. Evaluation is carried out to assess or measure whether a program or activity has been carried out in accordance with the objectives or plans to achieve them [2]. At this time there has been no change in the retribution rate, especially for tourism objects managed by the Magetan Regency Government. However, the last change was a change in the retribution rate for recreation and tourism in 2017 which was stipulated in Regional Regulation Number 2 of 2012 concerning Business Service Retribution and Regent's Regulation Number 55 of 2017 concerning Changes in Recreational and Tourism Retribution Rates.

The revenue administration process at the Magetan Regency Tourism and Culture Office refers to the regional regulations that have been set. However, to speed up the process, a Standard Operational Procedure (SOP) is applied, which is a means to clarify the flow and tasks in an effort to increase revenue administration efficiency and make it easier for the Office to monitor the quality of output, because employees will work according to the flow or stages given by the organization.

To improve the development of quality tourism villages, so as to be able to boost local own-source revenue, the policies that must be taken are as follows:

1. Development of Human Resources

Human resource development can be done through education, training and participation in seminars, discussions, and so on in the tourism sector. Education is required for personnel to be employed in managerial activities. For this reason, it is better to assign the younger generation of Simbatan Village to be educated at a tourism school, while training is given to Pokdarwis management, including participation in seminars, discussions, and so on. Youth managed by Karang Taruna and women who are accommodated by TP PKK Desa as well as persons with disabilities can be given skills training to increase business activities such as handicrafts, home industry, making local food, making fertilizer, batik, sewing, and so on.

2. Facilitate multi-stakeholder partnership

The pattern of partnership or cooperation can be mutually beneficial to multi-stakeholders, both the tourism village manager and tourism entrepreneurs in the city or the tourist village

builder in this case the Magetan Regency Cultural Tourism Office. Business fields that can be collaborated include: accommodation, travel, promotion, training, and others.

### 3. Government Activities in the Village

Activities to support tourist villages are carried out by the village government, such as: official meetings, exhibitions, village clean-ups, and ceremonies for holidays or holidays held in tourist villages.

### 4. Promotion

Tourism villages must often be promoted through the media, therefore villages or districts must often invite journalists from print and electronic media for tourism activities.

### 5. Festivals and attractions

Routinely in tourist villages, it is necessary to organize activities that can attract tourists or other villagers to visit the tourist village, for example holding art festivals, village clean-ups and so on. It is hoped that the organization of the event will be more cultural in nature, both contemporary and traditional, which is attractive, so as to increase tourist visits.

### 6. Fostering citizen organizations by involving village level stakeholders

### 7. Cooperation with universities

It is better to establish or hold cooperation between tourist villages and existing universities, so that they can provide input and opportunities for activities in tourist villages to improve the development of the tourist village. To enrich Tourism Objects and Attractions (ODTW) in tourist villages, various facilities and activities that allow, for example:

- 1) Eco-lodge: Renovate homestays to meet tourist accommodation requirements, or build guest houses in the form of bamboo houses, traditional houses, log houses, and so on.
- 2) Eco-recreation: Agricultural activities, local art performances, fishing in ponds, village walks (hiking), village biking and so on.
- 3) Eco-education: Educate tourists about environmental education and introduce flora and fauna in the village concerned.
- 4) Eco-research: Researching the flora and fauna in the village, and developing products produced in the village, as well as researching the socio-economic and cultural conditions of the people in the village, and so on.
- 5) Eco-energy: Build a solar or hydropower energy source for the Eco-lodge.

- 6) Eco-development: Planting tree species whose fruit is used as food for birds or wild animals, ornamental plants, medicinal plants, etc., in order to increase the population.
- 7) Eco-promotion: Promotion through print or electronic media, by inviting journalists to cover and promote tourism village activities
- 8) Standardization of tourist villages and development of transportation infrastructure

The need for standardization of tourist villages so that tourist villages are able to survive, besides that it also avoids tourist saturation so that it has an impact on the stability of visits to tourist villages and increasing the quality of the community's economy as well as contributing to local own-source revenue [12].

## Conclusion

The development of a tourist village that is oriented towards empowering local stakeholders by stimulating creativity, especially through increasing human resources in Simbatan Village, is able to open up job opportunities and broad business fields for villagers. Therefore, the government's policy orientation must support equitable development and support a development paradigm that favors the people. The development of tourist villages adds Tourism Objects and Attractions (ODTW). This builds villagers' pride in staying in Simbatan village, thereby reducing urbanization. In addition, the community is able to recognize the potential of their village so that they have the ability to explore and develop the village's potential to the fullest.

Tips for successfully developing a tourist village:

- ☐ Conduct village deliberations involving the government and the community, especially tourism service actors in planning strategic steps for the development of tourist villages.
- ☐ Determine the focus of the tourist attraction to be developed
- ☐ Empowering Pokdarwis as managers and partners of tourism service actors.
- ☐ Develop creative industries that support tourism products that are
- ☐ Make an agenda of village activities for 1 year that attracts tourists to visit.
- ☐ The Simbatan Village Government must continue to motivate and improve the quality of community human resources in managing tourist villages.
- ☐ Maintain the village environment so that a clean and comfortable village atmosphere is always maintained.

- ☐ Maintain culture and customs in daily life.
- ☐ Making creative promotion steps through various media
- ☐ Establish good relations with the tourism industry, either between villages or in cities, such as travel agents and tourism travel companies who can help sell the tour packages offered.

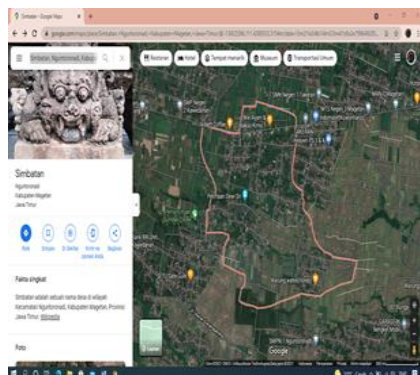
### Acknowledgement

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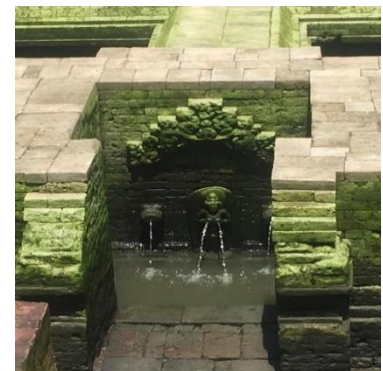
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**Figure 1.**



**Figure 3.**

## Simbatan Village Map Appendix



## Figure 2.

### Petirtaan Dewi Sri



## Statue of Dewi Sri



## Figure 4.

### Various of Batik Ciprat Bazaar of Batik Ciprat Products



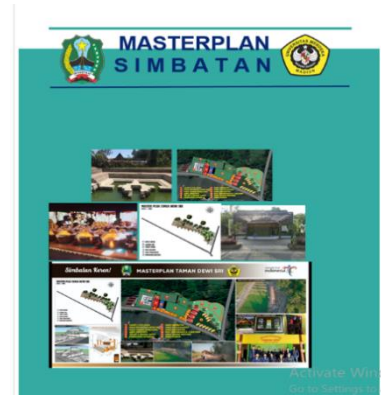
## Figure 5.

### Products



## Figure 6.

### Fashion Show of Batik Ciprat Simbatan



## Figure7.

### Nominator of ADWI 2021

## Figure 8.

### Certificate of 300 Tourist Village

## Figure 9.

### Masterplan of Simbatan Village

## **Navigating Stress through The Art of Baking: Affect of Baking on Emotions of Working Women**

**Aliah Batrisyia Binti Azmi<sup>1</sup>, Wan Hafiz Wan-Zainal-Shukri<sup>2</sup>**  
Faculty of Fisheries & Food Science, Universiti Malaysia Terengganu, 21030,  
Kuala Nerus, Terengganu

### ***Abstract***

This is a conceptual paper exploring the emotions elicited while participating in the act of baking among working women. Based on past studies, creative activity has been shown to be an effective method to be used in therapeutic settings. Still, there are limited studies regarding the beneficial outcome of baking as a creative activity to improve emotional well-being. Therefore, this study aims to explore the positive emotions elicited during the act of baking to improve our psychological well-being by using the theory that by experiencing positive emotions it could help with coping with negative emotions. The researcher used a semi-structured interview (n=20) and photoelicitation method throughout this study. The participants were asked for socio-demographic details such as names, age, occupations, and marital status. Their general baking habits and emotions associated with baking were then asked to achieve the objective of the study. Although the research is still ongoing, the preliminary results suggest that engaging in baking activities may help with the improvement of mood and emotions.

### **Introduction**

Engaging in creative activities has been shown to bring positive outcomes. In many situations, using art as therapy has been a successful course of treatment as it encourages participation without direct verbal communication, which offers a safe and secure way to express themselves (Papangelo et al., 2020). In relation to expressing our emotions through art to convey our feelings, baking can also be used in the same way. According to Susan Whitbourne, a professor of psychological and brain sciences at the University of Massachusetts, baking can be a form of communication. Baking for someone can be interpreted as our way of expressing gratitude, appreciation, and sympathy during difficult times.

Health organizations are now particularly interested in measuring and finding ways to improve well-being due to the significance of well-being to both people and society as a whole (Kottke et al., 2016). According to a study by Baker (2006), artwork promotes discussions and experiences that could reduce the participant's stress. A study by Lynch and Chosa (1996) also showed that participating in a creative activity gained confidence after gaining recognition from friends and families for their artwork. Furthermore, people may improve their psychological well-being and possibly even their physical health by cultivating positive emotional experiences at appropriate times to handle negative emotions (Fredrickson, 2000). This further proves that engaging in creative activity could improve emotional well-being. Past studies have predominantly looked at creative activities such as painting, drawing, and writing (Hu et al., 2021), yet creative activities such as baking are limited and are not of recent studies.

This study aims to investigate the emotions elicited during the act of baking amongst working women to understand the reasoning behind the emotions and use it as an approach to improve emotional well-being.

### **Benefits of baking**

Baking was cited as giving people meaning and purpose as well as a practical method to pass the time. It also fosters creativity, stimulates the senses, offers a means to care for others, and is instantly fulfilling (Black, 2009). Additionally, it is a creative exercise promoting groundedness and bilateral integration (Cuddy, 2017). Cooking and baking require integrating cognitive, physical, and socioemotional processes, and learning to cook and bake involves modeling and mastering skills. According to some study, cooking and baking may enhance socialising and other aspects of physical and mental health. According to community kitchen programs, cooking and baking classes can lessen social isolation and promote socializing (Iacovou et al., 2013).

### **Baking As a Creative Activity and Therapeutic Tool**

As mentioned by a study McCabe & De Waal Malefyt (2015), creativity in cooking is embodied during recipe alteration of substituting and addition of new and different ingredients to suit our taste and creativity, as well as during planning and decision making. The same thing can be applied to baking, as the act of baking also goes through the same process of recipe improvisation and modifications. Therefore, being creative when baking is not limited to only professionals but to whoever is willing to spend time to bake.

When employed as a therapeutic activity, baking can also assist in helping with anxiety and depression by encouraging positive activity, enhancing goal-oriented actions, and encouraging clients to take an active part (Güler & Haseki, 2021) due to the fact that baking requires a lot of attention, focus, and concentration, forcing the baker to be present in the moment and act of mindfulness, as well as the focus on the senses, can result in stress reduction. As proven by past studies that showed how positive emotions could help regulate our emotions, engaging in the act of baking would help improve our emotional well-being by eliciting positive emotions.

### **Positive Emotion and Psychological Well-Being**

Happiness, according to research, is a key component of having a healthy mind. It also strongly correlates with achievement, resilience, and other positive personality attributes (Lyubomirsky et al., 2005). Positive feelings are associated with increased socialising, lower levels of stress, and improved physical health. (Cohen & Pressman, 2006). Happiness and the presence of pleasant feelings are components of well-being. By fostering happy emotions at appropriate times to deal with unpleasant emotions, people may improve their psychological and possibly even physical health, according to research on the reversing effect of positive emotions (Fredrickson, 2000)

### **Method**

The semi-structured interview was conducted face-to-face amongst working women in Serdang and Kuala Terengganu from 19 September 2022 until 10 November 2022. The respondents were selected based on the inclusion and exclusion criteria. The respondents must be a working woman in between the age of 23 years old to 58 years old. The participants were chosen amongst working women in the two universities which is University Putra Malaysia and University Malaysia Terengganu, where 10 respondents were recruited at each university. The respondents were recruited after receiving their contact information and a date for the interview session was set up.

To encourage self-reflection on the part of the participants, the interview and question formats were semi-structured and open-ended. After recruiting the respondents, they were given a form to sign, giving consent to participate in the study before proceeding with the semi-structured interview. The demographics, general baking habits, and emotions associated with

baking were the main topics that were covered in the interviews. The questions allowed for a thorough investigation of the many lifestyle options and limitations that could affect emotions and general well-being. A photo elicitation method was also used during the semi-structured interview to elicit more answers from the respondents which would form data triangulation. After the interview, the respondent was also required to provide a picture of the baked products that they have baked over the course of two weeks after the interview along with a diary note of the emotions felt before, during and after the baking activity was carried out, to further understand the emotions associated with baking amongst working women.

To analyze the data, thematic analysis will be conducted by using ATLAST.ti software which could identify patterns and themes in qualitative data analysis (Rambaree, 2013)

### **Preliminary Result**

Although the study is still ongoing, a few themes have emerged that have shown the beneficial outcomes of baking amongst working women. The first theme was 'as a bonding session', and this theme shows that working women uses baking activity as a bonding session with their children and family members. This activity elicits the emotions of happiness and satisfaction due to spending time with their family. The participants found that they do not have much freetime to spend with their family members. However, engaging in baking seemed like "killing two birds with one stone because I can spend time with my family and also eat the cake we made," as one participant stated.

The next theme was 'a healthier alternative', most of the participants prefer to bake their own baked goods as they can ensure the ingredients used is of the highest quality and are healthy for their family. This made them feel more content and satisfied as they can feed their family healthy food. For example, one of the participants would blend vegetables such as carrots and broccoli and mix them in their baked goods to ensure that her kids would consume vegetables even if they were unaware of it.

### **Discussion**

Fredrickson (2000) stated that positive emotions might improve their psychological well-being by experiencing positive emotions as it could help with coping with negative emotions. In addition, past studies have shown that engaging in creative activities elicits positive emotions.

A study by Conner et al., (2018) reported that young adults who regularly engage in creative activities felt better overall and on days they engage in creative activities, they felt more flourished and enthusiastic. Two studies were conducted to look at how creativity affects people's subjective well-being. In the first study, 291 working people and 256 undergraduate students self-reported their subjective well-being, stress, and creativity. The second study investigated the causal relationship between creativity and subjective well-being using an experimental approach. For both studies, it showed that engaging in creative activities has a positive effect on our well-being (Tan et al., 2021). According to a study conducted by Haley & McKay (2004), asemi-structured qualitative interview with 12 mental health inpatients who had taken part in baking lessons improved their self-esteem and confidence due to increased concentration and coordination. They also reported that producing a product to keep or give away to others is rewarding and beneficial. Positive emotions such as confidence and feeling rewarded were elicited due to engaging in baking activities.

As shown on the result of this study, it also showed that baking does elicit positive emotions and for varying reasons amongst working women. Therefore, using the theory of Fredrickson (2000), where positive emotion could help improve psychological well-being, it is important that we investigate activities that could help elicit positive emotions. As shown in Figure 1.0, engaging in creative activities such as baking could help elicit positive emotions and in turn help improve our well-being.

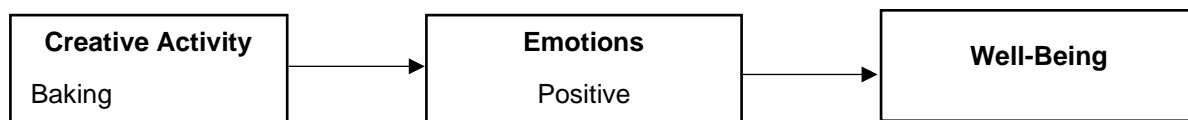


Figure 1.0 Conceptual Framework (modified from Fredrickson, 2000)

## Conclusion

The limitation of this study is the size and specificity of the sample. The sample size is small and only focuses on working women in university settings; hence it was not diverse enough to generalize the study's findings to every working woman. In addition, this study did not consider variables such as personality traits that may impact their attitude towards baking and general well-being, which would affect the study's findings. The participants showed that they

enjoyed baking, and the positive inclination towards baking may impact the association between baking and well-being. Therefore, future studies should explore the experiences of those who dislike baking in relation to the association of baking and well-being.

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## **Food Taste and Services Impact for Guest Satisfaction at The Colony Restaurant Tugu Blitar**

**Ghazy Yoga Pratama<sup>1</sup>, Fitria Earlike Anwar Sani<sup>2</sup>**  
*Diploma Tourism Program of Merdeka Malang University*  
*fitria.earlike@unmer.ac.id*

### ***Abstract***

The Colony Restaurant is a unique and interesting restaurant using a colonial concept that located in Blitar. The purpose of this study was to analyze the effect of food taste and service on guest satisfaction. This research is an explanatory research, using quantitative method. The population in this study were guests who had visited The Colony Restaurant Tugu Blitar with a sample size of 100 respondents. Data collection techniques in this study used a questionnaire and analyzed using SPSS quantitative techniques. The results of this study indicate that the taste of food and service has an influence on guest satisfaction and the highest impact is their services

**Keywords:** taste, service, guest satisfaction

### **Introduction**

The tourism industry plays an important role in increasing economic growth in Indonesia. This is closely related to the meaning of tourism which has new characteristics in preparing an increasingly growing economy by providing job opportunities, income, standard of living and increasing the production sector in receiving tourists, Wahyudi, et al., (2019). The tourism sector works by introducing to the outside world the potential of natural conditions, culture, local wisdom from the local community and their modernization. In addition, tourism also has a broad scope, this is because if an area has developed it will be able to attract other areas to be able to develop as well (Kesami, et al., 2021).

Blitar is one of the small cities in East Java which is located at the foot of Mount Kelud which is directly adjacent to the Indian Ocean, so it has great potential as a leading tourist destination in Indonesia. In addition, the Blitar city also has strong historical values such as PETA rebellion and the childhood memories of Bung Karno. He is the first president and proclaimer of Indonesia. Bung Karno grave is located in Blitar, an area with the largest museum

and library in the Asia. Based on observations, Bung Karno Grave area is visited by many tourists from various ages and professions (Sani, 2020). Because of Blitar City has the characteristics of Bung Karno, one of the hotels named Hotel Tugu Blitar carries rooms with the theme of the Proclaimer. In addition, this hotel has an architectural with ancient themes and antiques. It make the concept of this hotel more attractive. Hotel Tugu Blitar also has a restaurant that called The Colony Restaurant, which is famous for its delicious food and good service. The favourite menu from this restaurant is Javanesse food.

Based on observations, this restaurant is always crowded with the guests, especially guests from outside of the hotel. Serving the taste of typical Indonesian cuisine with excellent service, and their hospitality so it makes this restaurant still exist even though it has been operating for more than 20 years. Therefore, the author is interested in further researching the causes of guest satisfaction at The Colony Restaurant Tugu Blitar.

### **Research Objectives**

The purpose of this study is to analyze the effect of taste on guest satisfaction, analyze the effect of service on guest satisfaction and analyze the effect of taste and service on guest satisfaction at The Colony Restaurant Hotel Tugu Blitar.

### **Literature Review**

The main product of a restaurant is food and service. Food can be said to be of high quality if it has four complex indicators. The indicators are taste, namely smell, appearance, taste, and oral stimulation (hot and cold). The complexity of a taste is produced by the diversity of natural perceptions. Odor indicators can be detected through the sense of smell while taste and mouth stimuli can be detected by sensory cells on the tongue, Wahidah (2010).

In addition to food products, service is the main service product that must be provided by a restaurant. Kasmir (2017) service is the act or deed of a person or an organization to provide satisfaction to customers, fellow employees and also leaders. Sinambela (2018) service is every activity that is profitable in a group or unit and offers satisfaction even though the results are not tied to a physical product. Service indicators are tangible, empathy, reliability, responsiveness and assurance.

The main purpose of a restaurant to exist is to provide satisfaction to guests by selling food that has a distinctive taste and service. Kotler (2011) satisfaction is the acceptance of the results of providing service performance to guests in accordance with what has been expected. Guest satisfaction with a product or service can be used as a benchmark in determining sales success. Guests can be said to be satisfied with the products or services provided if the services provided match or exceed what is expected. In its orientation, service satisfaction can be quite difficult because the overall experience that gives positive results is what becomes the barometer of guests determining whether they are satisfied or not. General and various guest perceptions make it a challenge for service actors in carrying out their work. Satisfaction can be measured by indicators: comfort, price suitability, desire to return and desire to recommend.

### Methodology

Methodology in this study is a quantitative method, that using a sample of 100 respondents. Data collection techniques using primary data through the distribution of questionnaires by online. Secondary data obtained through literature study. The results of the questionnaire were analyzed using SPSS including four tests: validity, reliability test, classical assumption test, and multiple linear regression test.

### Results and Discussion

The results of the validity test stated that all indicators used were valid. This questionnaire will be valid if the questions is able to reveal what the questionnaire will measure, Sugiyono, (2018). The results of the validity test can be seen in table 1.

Table 1. Validity Test Results

Variable	Item	rcount	Rtable	Description
Food Taste (X1)	X1.1	0,539	0,1966	Valid
	X1.2	0,693	0,1966	Valid
	X1.3	0,653	0,1966	Valid
	X1.4	0,559	0,1966	Valid
	X1.5	0,638	0,1966	Valid
	X1.6	0,604	0,1966	Valid
	X1.7	0,680	0,1966	Valid

Variable	Item	rcount	Rtable	Description
Services (X2)	X1.8	0,737	0,1966	Valid
	X1.9	0,732	0,1966	Valid
	X1.10	0,655	0,1966	Valid
	X2.1	0,763	0,1966	Valid
	X2.2	0,703	0,1966	Valid
	X2.3	0,688	0,1966	Valid
	X2.4	0,671	0,1966	Valid
	X2.5	0,729	0,1966	Valid
	X2.6	0,638	0,1966	Valid
	X2.7	0,302	0,1966	Valid
Guest Satisfaction (Y)	X2.8	0,718	0,1966	Valid
	X2.9	0,660	0,1966	Valid
	X2.10	0,684	0,1966	Valid
	Y.1	0,729	0,1966	Valid
	Y.2	0,657	0,1966	Valid
	Y.3	0,689	0,1966	Valid
	Y.4	0,735	0,1966	Valid
	Y.5	0,822	0,1966	Valid
	Y.6	0,845	0,1966	Valid
	Y.7	0,746	0,1966	Valid
	Y.8	0,646	0,1966	Valid

Source: Researcher Analysis, 2022

The second test after the validity test is the reliability test which aims to determine the consistency of the measuring instrument, whether the measuring instrument being used is reliable and consistent if the measurement is always repeated Ghozali, (2016). A construct or variable is said to be reliable (feasible) if Cronbach's alpha  $> 0.60$  and said to be unreliable if Cronbach's alpha  $< 0.60$ . The results of the reliability test are in table 2.

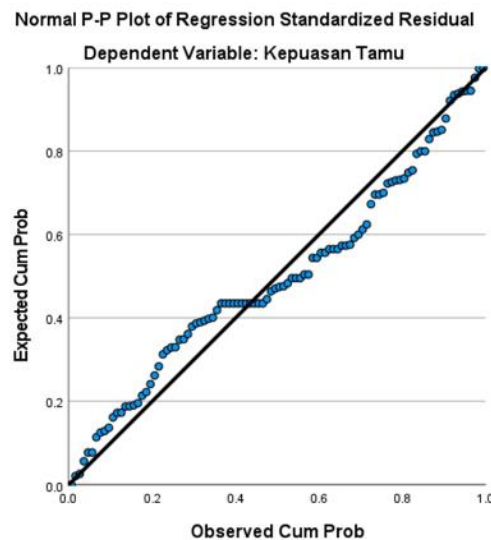
Table 2. Reliability Test Results

Variable	Coefisien Alpha	Condition	Description
X <sub>1</sub>	0,843	0,6	Reliable
X <sub>2</sub>	0,843	0,6	Reliable
Y	0,869	0,6	Reliable

Source: Researcher Analysis, 2022

The next test is the classical assumption test which consists of three tests: normality test, multicollinearity test and heteroscedasticity test. The results of the three tests are shown in Figure 1, Tables 3 and 2.

Figure 1. Normality Test Results



Based on the results of normality test, it is known that the data is declared normal because the points in the image appear to be spreading or approaching around the diagonal line and the spread of data points is in the same direction as following the diagonal line. The next test is the Multicollinearity test (table 3).

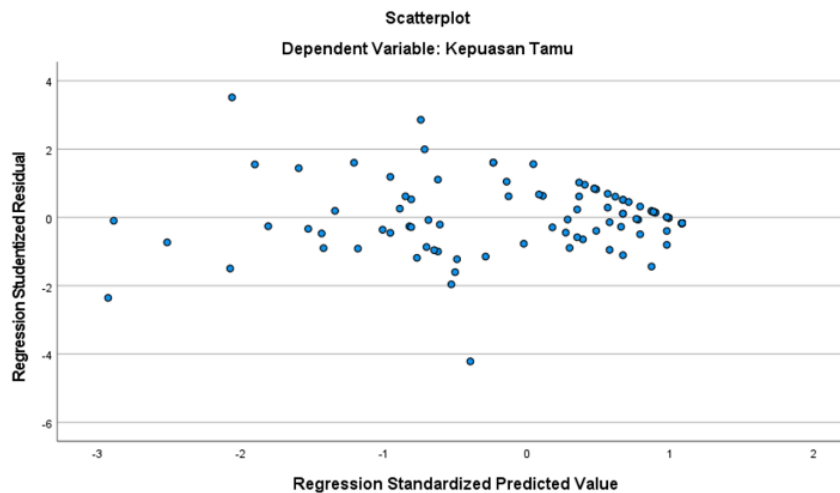
Table 3. Multicollinearity Test Results

No	Item	Tolerance	VIF	Description
1.	Food Taste (X1)	0,478	2,093	There are no symptoms of multicollinearity
2.	Services (X2)	0,478	2,093	There are no symptoms of multicollinearity

Source: Researcher Analysis, 2022

Based on the table, it can be seen that the tolerance value of the independent variable is greater than 0.1 and the VIF is less than 10.00 so it can be concluded that the regression model is free from multicollinearity symptoms. The next classic assumption test is heteroscedasticity test.

Figure 2. Heteroscedasticity Test Results



Source: Researcher Analysis, 2022

Based on the results of the heteroscedasticity test through the scatterplot graph, it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model in this study. So that the results of the next questionnaire can be used for the final test, namely the multiple linear regression test.

Table 4. Multiple Linear Regression Test Results

Model	Variable	Unstandardized Coefficients		Standardized Coefficient	T	Sig.
		B	Std. Error	Beta		
(Constant)		-0,319	2,246		-0,142	0,887
Food Taste	X1	0,380	0,068	0,423	5,580	<0,001
Services	X2	0,434	0,066	0,499	6,573	<0,001
Dependent Variable	Guest Satisfaction (Y)					
R <sub>2</sub>	0,733					
F <sub>hitung</sub>	133,250					
Probability	0,000					
Line Equation	$Y = a + b_1X_1 + b_2X_2 + e$					
Result	$Y = 0,319 + 0,380X_1 + 0,434X_2 + e$					

Source: Researcher Analysis, 2022

In the multiple linear regression test (table 4) it is known that the taste of food and service has an influence on guest satisfaction at The Colony Restaurant Tugu Blitar. The highest influence on guest satisfaction at The Colony Restaurant Tugu Blitar is their services.

## Conclusion

Based on the results of research through quantitative methods supported by SPSS about the taste of food and service to guest satisfaction at The Colony Restaurant Hotel Tugu Blitar, then get the results:

1. Based on partial data analysis, the results show that the taste of food has an effect on guest satisfaction at The Colony Restaurant Tugu Blitar.

2. Based on partial data analysis, the results show that service has the highest partial effect on guest satisfaction at The Colony Restaurant Tugu Blitar.
3. Based on simultaneous data analysis, the results showed that the taste of food and service had a simultaneous effect on guest satisfaction of 73% at The Colony Restaurant Tugu Blitar.

### **Acknowledgement**

Based on the results of the study, suggestions that can be conveyed by the author are as follows:

- a. For The Colony Restaurant Tugu Blitar in order to improve service in the restaurant because service has the biggest influence on guest satisfaction.
- b. For further researchers, it is better to add other variables outside of taste and service.

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## Motivation Factors of Positive Electronic Word-of-Mouth (Ewom) in Dining Experiences at Hipster Café

Nur Fatihah Adriana Binti Shamsull Anuar<sup>1</sup>, Wan Hafiz Wan-Zainal-Shukri<sup>2</sup>

*Faculty of Fisheries and Food Science,  
Universiti Malaysia Terengganu, 21030, Kuala Nerus, Terengganu*

### *Abstract*

This conceptual paper is focusing on which dining experiences at hipster cafes influence the most in the engagement of positive eWOM, the motivational factors of positive eWOM based on customers' dining experiences, customer satisfaction as well as revisit intention and customer loyalty. With fierce business competition among hipster cafes in Malaysia, encouraging positive eWOM among customers is necessary to create a favourable image of their brand and influence customer visit intention. Malaysia National Entrepreneurship Policy 2030 has mentioned that entrepreneurs' failure to see the whole perspective in the value chain has led to difficulty in maintaining their competitiveness and increasing their business growth. A netnography approach was applied by analysing positive reviews on Google Reviews to gain an understanding of customers' dining experiences at hipster cafes. Through online semi-structured interviews, 15 respondents who engaged in positive eWOM were selected for having an in-depth understanding of their positive eWOM behaviour based on dining experiences. As this study is still undergoing, the preliminary result of dining experiences is food quality, service quality and atmosphere strongly influence positive eWOM engagement. Up to now, the data from semi-structured interviews reveal that customers are likely to engage in positive eWOM due to wanting to help promote business and individual mood. Therefore, further analysis of customer satisfaction as well as revisit intention and customer analysis will be done to gain a better understanding.

**Keywords:** *Electronic word-of-mouth (eWOM), positive eWOM, hipster cafe, experiences, customer satisfaction*

## Introduction

An act of spreading information to other people for the purpose of advertisement or promotion is known as word-of-mouth (WOM) (Line et al., 2020). The advancement and improvement of technology have led to the availability of electronic word-of-mouth (eWOM) (Kim et al., 2015; Line et al., 2020; Sohaib et al., 2020). In this modern-day, eWOM is proven to spread more rapidly and effectively compared to traditional WOM (Serra-Cantallops et al, 2018). Compared to when eWOM was just begun to construct, eWOM nowadays has many channels to write feedback on hospitality experiences (Line et al., 2020). Customers' behavioural intention is more affected by eWOM compared to traditional WOM communication (Uslu, 2020).

By learning the motivations of positive eWOM among customers from this research, there will be an expansion in the understanding of hipster café experiences triggering positive eWOM motivations. The operators could improve hipster café management and quality. They could apply the knowledge and skills learned from this study to improve their café to a more customer-oriented café. The growth of hipster cafes in Malaysia can be seen when hipster cafes dominate the strategic corner of shop lots, especially in urban areas (Hairon et al., 2017). Increased competitiveness in the hipster café industry would be challenging for some owners. Besides, in the economic crisis as well as high market competition, restaurant owners should find a way to draw customers' attention (Marinkovic et al., 2014). It is essential to create innovative value that is beyond customer expectations in a competition (Pangaribuan et al., 2020). Therefore, hipster café owners must be creative in developing or improving their service to compete with branded hipster cafés around Malaysia. However, there is only a little research on the association between the positive electronic mouth-of-word (eWOM) motivations and hipster café customers' experiences.

According to by Kim et al. (2015) mentioned that further investigation on all relevant eWOM intentions needs to be done on food service marketers. In support, Sohaib et al. (2020) also mentioned that further study on all possible motivational factors of eWOM needs to be done as only a few motivational factors of eWOM are covered in recent studies. A previous study by Jeong and Jang (2011) examined customers' motivations to engage in eWOM on concern for others, expressing positive feelings and helping the company while a study by Kim et al. (2015) studied self-appraisal, conspicuous value, self-image, café quality and price fairness as the attributes of motivational factors in eWOM engagement. As a result, no research has been done

on the effect of situational elements such as an individual's mood on eWOM motivations (Sohaib et al., 2020). Then, a previous Malaysian study by Tan et. al (2016) studied the factors of customer satisfaction that affect customer return intention and eWOM involvement that particularly in Sarawak only. The limitation of geographical areas has created a gap in that study. Therefore, this present research is done to fill the gap by doing research on different states in Malaysia. Thus, this research aims to fill the gap in eWOM motivations based on hipster café customers' experiences.

## **Literature Review**

### **Positive eWOM motivations**

***Social media benefits.*** An individual's drive for recognition and social interaction within society is referred to as social benefits (Sohaib et al., 2020). Regarding social benefit and enhancement, promotion-focused individuals tend to share their experiences with friends and on social media because they want to build and maintain relationships (Kim et al., 2015). Besides, they are looking for a positive public image by displaying their expert knowledge (Kim & Hwang, 2021). According to Sohaib et al. (2020), customers want to verify their presence in society by sharing their experiences through eWOM.

***Concern for others.*** In a communal relationship like on the internet, people are willing to help or do something for other people without the expectation of reward (Fu et al., 2015). Concern for others is one of the important factors in positive eWOM engagement and is related to altruism (Whiting et al., 2018). Altruism is known as an act of doing something for others without expecting anything in return (Ismagilova et al., 2020). They want to benefit other people by posting helpful things and good quality content that is related to the product or service that they use.

***Help to promote business.*** With positive eWOM, it could be useful to help a restaurant build a positive image and influence customer purchase decisions (Tan et al., 2016). According to Whiting et al. (2018), customers offer help to the company by posting feedback as well as suggestions on social media. High ratings or positive reviews on a restaurant are useful to strengthen its financial performance (Wang et al., 2021). Therefore, to trigger the need to help promote the hipster café business among customers, all employees must treat their customers well.

**Individual's mood.** A study by Le et al. (2020) mentioned that pre-consumption emotions may affect consumer behaviour. Previous researchers discovered that incidental emotions that were carried over from another situation before may influence the decision (Lerner et al., 2015). An individual's favourable emotional experiences could lead to positive reviews and ratings (Han & Jeong, 2013). Emotion can be changed based on experiences. Thus, it is important to create a favourable experience among customers who are in a gloomy mood.

## Method

This research was carried out by a combination method of qualitative approaches which were netnography analysis and semi-structured interviews. Netnography is a type of ethnographic research method that is performed online and creates theory through qualitative data analysis (Lee & Ko, 2022). This method analyses consumers' reviews on social networking sites regarding their opinions, thoughts, ideas and beliefs regarding their experiences of using particular services or products. The data on positive eWOM motivations, customer loyalty and revisit intention were collected through semi-structured interviews where online interviews were done with people who engaged and disseminated in positive eWOM on any social media sites. Semi-structured interviews that were conducted online were essential for this research as participants were located in different geographical areas of Malaysia.

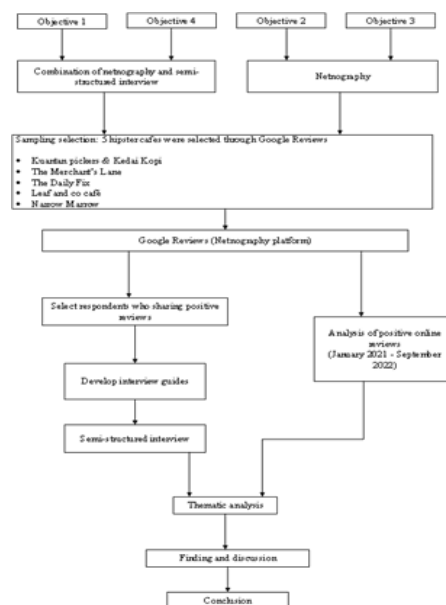


Figure 1: Sampling framework

Figure 1 shows the sampling framework of this study. In this study, hipster cafés customers' online positive reviews published on the Google Reviews platform from January 2021 until September 2022 were one of the sources for data analysis. About 5 hipster cafés in Malaysia were selected for netnography analysis which were having 4.0+ ratings. This was because customers usually make a decision to visit the hipster café based on the online rating given by previous customers. To select the respondents, there were criteria that must be followed. About 15 respondents who engaged and disseminated positive eWOM toward selected hipster cafes on social media sites were chosen for semi-structured interviews. Before the interview begins, an interview recruitment message was sent through online message. The online interviews were conducted through a video-communication application such as Google Meet. Then, the semi-structured interviews were done with the selected respondents that published online positive reviews on hipster cafés in Malaysia from January 2021 until September 2022. Thematic analysis was conducted to analyse the qualitative data by using ATLAS.ti software. Thematic analysis is a method that identifies the patterns in data such as interviews.

### **Preliminary Result**

An overall conclusion of the findings could not be provided at this moment since the data collection is not complete yet. From the netnography analysis, the preliminary result of dining experiences that trigger customers to engage and disseminate positive eWOM are food quality, service quality and atmosphere. Customers are likely to write reviews about the taste of the food, drinks and coffee as well as the portion. Besides, most of them write up about the service quality provided by the staff of the hipster café. They feel satisfied when they experience pleasurable service from friendly and helpful staff. Beautiful decorations and comfortable dining areas also influence customers to share online positive reviews of hipster cafes. Based on the recent data collected, customers engage and disseminate positive eWOM due to the desire of wanting to help promote the business and individual's mood. Some of them mentioned in the interviews that they want to promote the hipster café's business because they want to repay the kindness of the staff there. They are willing to promote the business without expecting any reward. Regarding the individual's mood, some of the customers mentioned that they share online positive reviews because they felt happy at that time. The reason they share their dining experience at the hipster café on social media is just for fun.

Furthermore, from the data collected, it has been identified that a new motivational factor of positive eWOM engagement has been identified. A respondent of the semi-structured interview shared that the reason for positive eWOM engagement is to learn and survey how the hipster café's business work in terms of management, operations and marketing as that respondent is planning to open up a café business. This is a new and interesting motivational factor of positive eWOM engagement as no previous studies have discussed this factor. Then, food quality is likely to influence the satisfaction of dining experiences among customers at hipster cafés. Besides, food quality also influences the customer's revisit intention. Most of them mentioned that they are willing to repeat the dining because the food at the hipster café is tasty and suit their taste.

## Discussion

Pleasurable dining experiences at hipster cafes are believed to have a certain effect on positive eWOM and customer satisfaction. With regard to satisfaction, numerous studies have indicated it influences customers' intentions to return, repurchase, and even spread eWOM.

A previous finding from Tan et al. (2016) has discovered that restaurant experiences on service quality, food quality, price and value, atmosphere, and convenience trigger customer satisfaction while the only attribute that relates to eWOM is the atmosphere. Meanwhile, Marinkovic et al. (2014) determined that atmosphere and quality of interaction have a significant impact on satisfaction and Pangaribuan et al. (2020) identified that atmosphere and service quality leads to customer satisfaction. Therefore, this study would discuss the dining experiences at hipster cafés involved are food quality, service quality, atmosphere, price fairness and instagrammable. In this study, instagrammable is discussed as the high usage of social media has created a wave of 'Insta-friendly' restaurants all around the world.

Previous researcher has introduced and explained the theories of customer satisfaction such as expectancy-disconfirmation theory, contrast theory, cognitive dissonance theory, equity theory and value-percept theory. The most accepted theory is the expectancy-disconfirmation theory (Liu & Jang, 2009; Wang & Fan, 2022). This theory refers to when the evaluation of customer satisfaction is the outcome of comparisons between expectations and perceived performance (Masa, 2017). According to the expectancy-disconfirmation model (Figure 2), expectations and

performance are regarded as exogenous factors since they are presumed to have existed before disconfirmation when analysing the direct influence on satisfaction.

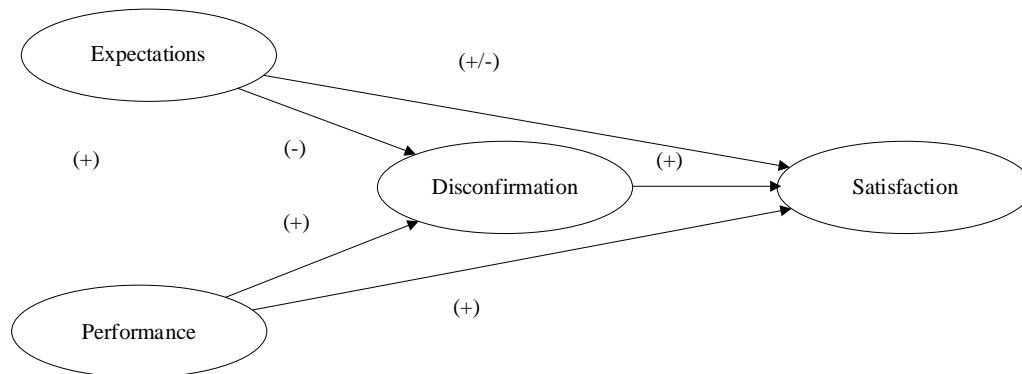


Figure 2: Expectancy-disconfirmation model (Wang & Fan, 2022)

When customer satisfaction is achieved from a favourable dining experience, it may trigger positive eWOM motivations among customers. Thus, the motivations to engage and disseminate eWOM to be discussed in this study are social media benefits, concern for others, and help to promote café business and individual's mood. According to a previous study by Abdullah et al. (2016), the factors of eWOM engagement in social media are personal, social concerns, social benefits and helping the company while Kim et al. (2015) determined that self-appraisal is likely to be the driver of eWOM intention.

Furthermore, positive emotional responses may occur between dining experiences and eWOM engagement among customers. In a previous study by Liu et al. (2021), it was mentioned that emotional responses to consumption are defined as the set of emotional responses produced when consumption experiences happen. Positive emotional responses based on a pleasant dining experience may trigger or influence the customer to share positive reviews about the hipster café's performance with other online communities through social media sites. Thus, positive emotions such as happy, joyful, pleased, enjoyment, glad, delighted, and others might lead to positive eWOM engagement. This can be supported with the preliminary result of this study where there are respondents who engaged in positive eWOM due to happy emotion.

The motivations involved in positive eWOM engagement may lead to revisiting intention and customer loyalty. These are the post-behaviours that will likely occur when customers are satisfied with their dining experiences. Customers with pleasant dining experiences would likely recommend to other people, spread positive words and become loyal customers (Chun & Nyam-Ochir, 2020). Referring to the preliminary result, most of the customers are likely to have a

revisit intention as well when they experience positive dining experiences at that hipster café. Figure 3 shows the conceptual framework of this study.

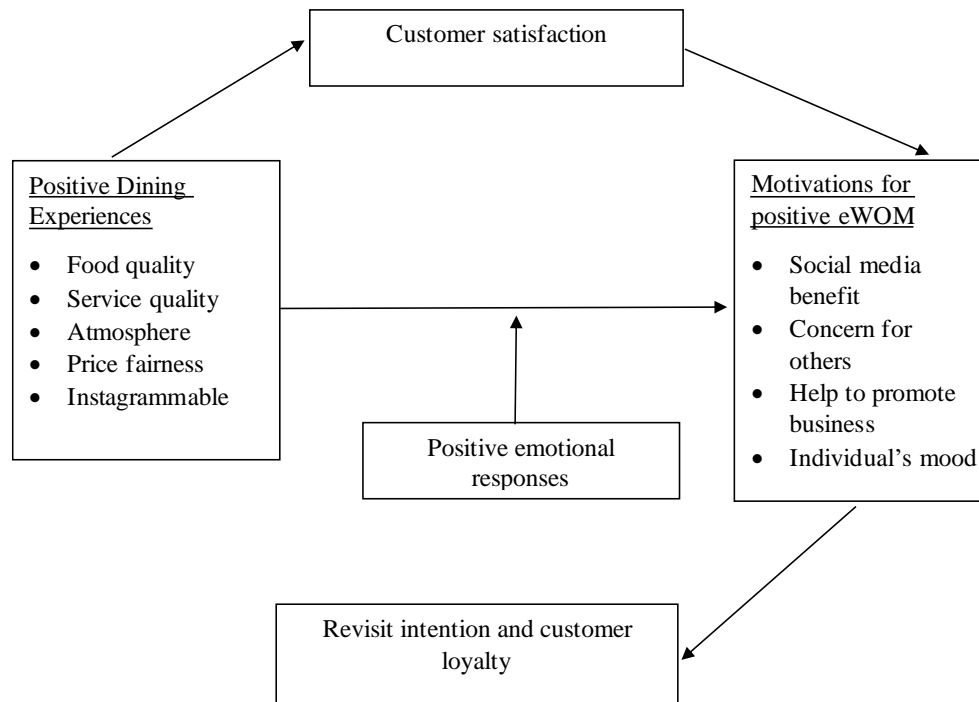


Figure 3: Conceptual framework (modified from Tan et al., 2016)

## Conclusion

In conclusion, this conceptual paper is still ongoing, thus we make assumptions of results based on preliminary results supported by previous articles. Based on the preliminary result of netnography and semi-structured interviews, dining experiences focusing on food quality, service quality and atmosphere are likely to trigger customers' engagement and dissemination in positive eWOM. It is mirrored to a recent study by Sharee and Muhamad (2018) in which atmosphere, service quality, food quality and price fairness are the positive dining experiences that elicit positive eWOM among respondents. Next, the preliminary findings reveal that the customers are influenced to engage in positive eWOM due to desire of wanting to help promoting the business as well as individual's mood. We anticipate that this study results have a similar result as a research article by Whiting (2019), in which the motivational factors in positive eWOM engagement and dissemination toward hipster cafes among respondents are helping to promote

business, social media benefit, concern for others and individual's mood. Then, refer to the preliminary findings, we predict that this study has a close result to Serra-Cantallops et al., (2018), where positive dining experiences have a positive effect on customer satisfaction, revisit intention and customer loyalty. Hence, through the information studied in this research, it might help the operators to improve the quality of the hipster café and compete in the fierce competition.

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## Potential of Educational Tourism based on Child-Friendly Tourism in Bali Chocolate Village Tourism Attraction

**Dian Pramita Sugiarti<sup>1</sup>, IGA Oka Mahagangga<sup>2</sup>**  
Universitas Udayana  
*dian\_pramita@unud.ac.id<sup>1</sup>, okamahagangga@unud.ac.id<sup>2</sup>*

### ***Abstract***

*Bali chocolate village is a new tourist destination in Bali since October 2020. It Is Located in Cau Village, Marga District, Tabanan Regency. The founder of Chocolate Village is I Wayan Alit Artha Wiguna, Chocolate Village began to be known for educational tours that can provide insights for child tourists about how the process of growing chocolate fruit to the process of making it. Desa Chocolate Bali provides new educational tours for child tourists to learn new lessons about the process of making chocolate and educate tourists so that they get to know the chocolate tree which is one of the plantation plants in Indonesia. This child-friendly tourism-based educational tour Is a pilot of child-friendly tourism attractions, Promoting child-friendly-based educational tourism in every educational tourism attraction and There is a change in the visitor's point of view related to the benefits of educational tourism activities. The results of this study are the potential of Bali Chocolate Village as an educational tour based on child-friendly tourism and the existing condition of Bali Chocolate Village as an educational tour based on child-friendly tourism. Data collected by observation, in-depth interviews, dissemination of questionnaires, literature studies and documentation techniques. Data analysis techniques using descriptive qualitative and SWOT. The results of the identification of educational tourism are able to provide new knowledge in traveling, educational tourism activities can stimulate interest and creativity in children, increase children'*

**Keyword:** Bali Village Chocolate, Edutourism, Child Friendly Tourism.

### **Introduction**

#### **Background**

The tourist attraction of Bali Chocolate Village is present as a new tourist attraction in the Tabanan Regency of Bali. The concept of traveling that is offered is an educational tour that

provides knowledge and learning about the process of making chocolate from cocoa pods into chocolate that is ready for consumption. Founder The Bali Chocolate Village tourist attraction is Dr. Ir. I Wayan Alit Artha Wiguna, M.Si, owned by individuals but still involve the community and local farmers in developing the tourist attraction of Bali Chocolate Village. However, educational tourism has the disadvantage that it only focuses on learning without heeding safety and comfort as well as supporting facilities. In addition, it is necessary to prepare human resources who understand how to deal with children and the areas of education that must be considered in the management of educational tourism. Educational tourism or better known as edutourism is a travel activity that provides a learning experience in a tourist attraction. The keyword 'learning' denotes some form of process. As Kulich (1987) states, learning is a natural process that occurs throughout a person's life and quite often happens by chance, while education is a more conscious, planned, and systematic process that depends on learning objectives and learning strategies. Family tourists and children have the hope that when visiting a tourist attraction, they will get a learning experience as well as a sense of security and comfort when traveling. Research conducted on family tourists tends to examine the motives and travel decisions of parents and consider the shared motives in family groups. The business of parents with the desire to give pleasure to their children makes travel activities an option for vacations. Like motivational differences, the family vacation experience reflects what children want to do, what their parents want to do. To optimize the role of educational tourism in children's development, the tourism environment is expected to meet the needs. This study focuses on educational tourism based on child-friendly tourism where tourists or children visitors receive learning and training in the tourist attraction of Bali Chocolate Village accompanied by adequate facilities for children.

### **Research Objectives**

This study has several objectives, namely to determine the potential of tourism which includes educational tourism, to find out educational tourism activities, to find out the role of managers in the development of educational tourism, to find out strategies for increasing tourist visits and to find out how to improve the safety and comfort of traveling. The results of this study are expected to be an example of consideration in planning, developing an educational tourism attraction with a child-friendly concept based.

## **Literature Review**

Previous research studies are very important to do to compare the following research studies which are bound and used to sort out the focus and locus of research. The initial study was entitled "Design of Educational Tourism Models in Tulip Village Tourism Objects" (I Rahmat Priyanto, Didin Syarifuddin, Sopa Martina, 2018) and the second study "Design of Educational Tourism Attractions in the Green Village of Banjarmasin City" (Congratulations Riadi, Ellyn Normelani , Ahmad Alim Bachri Nur Hidayah, Yulika Puspita Sari, 2020). The study in this study uses the theory of Security of Stranger (Tefler, 2000) and the concepts applied which include: the concept of tourist destinations (Law on Tourism No. 10, 2009), Child Friendly Tourism (KPAI), Rural Tourism (Law on Tourism, 2011 ).

## **Methodology**

This research is a qualitative and quantitative research, which intends to understand phenomena or research subjects emic by means of qualitative descriptions. The research instrument used to collect data is an interview and observation guide. The interview guide contains interview guidelines to obtain data from tourists, managers and related parties. Observations were made to meet the information obtained and as expected. The data obtained in this study were collected by means of observation, interviews, distributing questionnaires, literature studies and documentation studies. The main informants in this study are figures who are considered to understand the object of the research being carried out. The characters are as follows: Manager, Tour Guide, Marketing Department and tourists visiting the Bali Chocolate Village Tourism Attraction. The technique used in determining the informants is purposive sampling technique.

## **Results and Discussion**

Child-friendly tourism is a tourist attraction that ensures the safety and comfort of traveling for child tourists and provides a learning experience from tourist activities offered by a tourist attraction. Cocoa Village Bali will become a child-friendly pilot-based educational tourism attraction by increasing human resources in the environment, increasing supporting facilities, ensuring safety and comfort when carrying out tourism activities. Educational tourism is a special interest tour where the enthusiasts are family and child tourists, of course it will be a challenge for managers to market educational tourism with other competitors.

Whereas, Educational tourism in tourism is intended in the category of special interest tourism. Ismayanti (2010) argues that "special interest tourism is tourism that offers activities that are not normally carried out by tourists in general or tourism with special skills or interests". The following are the results of research for the criteria used as guidelines in determining a form of special interest tourism (Fandeli, 2002), namely;

**a) *Learning***

The learning activities offered by the manager at the Bali Chocolate Village tourist attraction are learning to recognize the types of cocoa trees, processing cocoa beans to how to ferment them, the process of drying cocoa beans with a machine, processing cocoa beans into chocolate that can be consumed to the process for packaging. Kindergarten-high school students will be given a training package to make their own chocolate, shape chocolate to pack the chocolate that has been made. Meanwhile, students and the public will be given training starting from the cacao tree nursery process.

**b) *Rewards***

The tourist attraction of Bali Chocolate Village has many awards in the field of agriculture and processing cocoa trees into chocolate. This is inseparable from the role of the owner and manager of the Bali Chocolate Village tourist attraction, namely MrDr. Ir. I Wayan Alit Artha Wiguna, M.Si, who is an active extension worker in agriculture and agrotourism at both national and international levels.

**c) *Enciching***

Waste management in the tourist attraction of Bali Chocolate Village is using the Eco Enzym concept. Quoted from the website of the Ministry of Environment and Forestry of the Republic of Indonesia, Eco-enzymes are eco-friendly products that are easy for anyone to make. Its manufacture only requires water, sugar as a carbon source, and organic vegetable and fruit waste. Eco-enzymes are the result of fermentation of organic kitchen waste, sugar (brown sugar, brown sugar or cane sugar), and water in a ratio of 3:1:10. Basically, eco-enzymes accelerate bio-chemical reactions in nature to produce enzymes that useful in the utilization of fruit or vegetable waste. Enzymes from this "garbage" are one way of waste management that utilizes kitchen scraps to produce useful liquids. The fermentation process in making eco-enzymes lasts for 3 (three) months. After that the resulting liquid, which is dark brown in color and has a strong sweet and sour fermented aroma, can be used.

Based on the explanation above, educational tourism activities can also be a means of socializing and fostering a sense of pride and love for culture and nation. Educational tourism is a tourism activity carried out by tourists and the main purpose of obtaining education and learning. In the world of education, tourism is closely related to academic subjects, such as geography, economics, history, language, psychology, marketing, business, law, and so on. The results of research on 10 criteria for educational facilities and services (Wood, 2002:28) are as follows:

1. Protecting the surrounding environment, both in the form of the natural environment and local culture, the environment around the Bali Chocolate Village is a rice field and cocoa plantation owned by the owners and farmers in Cau Village itself.
2. Has minimal impact on the natural environment during its construction and operation. All cocoa trees are cared for without pesticides. The tourist attraction of Chocolate Village itself has obtained an Organic certificate and collaborates with local farmers who also use an organic system in cacao tree nurseries to produce good quality cocoa pods.
3. In accordance with the cultural and physical context of the local area, for example, it is marked by architecture that blends with the shape, landscape, and color of the local environment. In this section, the architecture of the chocolate factory itself does not have a building that is typical of Balinese culture, it's just that in the Be a Balinese package, tourists are given the opportunity to visit the Balinese Traditional House with the Tri Hita Karana concept.
4. Reducing the level of water consumption and using alternative sustainable ways to obtain additional water. The water used in the tourist attraction of Bali Chocolate Village is the irrigation flow belonging to Cau Village. Because it is located in the highlands, which has quite intense rainfall, the cacao tree does not need a lot of water in the watering process.
5. Manage waste and litter with care. The waste that is owned will be reused into compost using the eco-enzyme concept, where the remaining skin from the cocoa pods is replanted in a hole provided next to the cocoa tree. So in each cacao tree has a hole provided side by side with the cacao tree. So every cocoa tree has a hole for the disposal of the remaining fruit skin that is not used.
6. Has minimal impact on the natural environment during its construction and operation. The impact on the environment from the cocoa bean processing itself is minimal because

the entire product is processed into products such as whole beans, butter, powder, white chocolate and ready-to-eat chocolate.

7. Meeting energy needs through the use of tools and means of passive design (designs that do not change the natural environment much). Using modern engine power in the process of processing cocoa pods into ready-to-eat chocolate. The packaging process is still manual with human power. Including the fermentation process
8. In its development and management, it seeks cooperation with local communities. 80% of workers are local peopleCau Village.
9. Offering quality programs to provide education about the natural environment and local culture to workers and tourists. The types of activities offered are Molding Chocolate, Rice Planting, Subak tour, Be a Balinese and Chocolate Institute. In addition, every month workers at the Bali Chocolate Village tourist attraction are given regular training on the process of seeding cocoa pods.
10. Accommodating various research programs in the context of contributing edutourism activities to the sustainable development of the local area. The owner is Mr. Alit Arthawiguna who is the vice chairman of the DPD HKTI Bali for Technology Innovation and is an Environmental instructor who is a speaker in various countries such as Japan, Africa, Taiwan, Malaysia, etc. (based on interview results, 30 September 2022). Meanwhile, the Chocolate Institute is one of the activities offered to people who want to explore starting from the seeding process to making chocolate ready for consumption. In addition, the tourist attraction of Bali Chocolate Village empowers cocoa pods belonging to other local farmers such as in the Negara Regency area.

The following are the results of research in the field related to educational tourism activities that were studied based on Bloom's Taxonomy (Bloom, 1956);

1. *Chocolate Mold*, refers to the Cognitive and Psychomotor Domain, where visitors are given knowledge about how to grind cocoa beans and turn them into hot chocolate. Mash using traditional hot chocolate tools. Pounding using a traditional tool, namely a wooden mortar. In addition, activities for students are forming chocolate using molds.
2. *Rice Planting*, refers to the Psychomotor Realm, where students will be given activities that move their limbs by going down to the fields and planting the rice

- seeds that have been provided.
3. *Subak Tour*,referring to the Cognitive, Psychomotor domain, visitors are welcome to plow the fields using cows followed by selecting rice seeds that are ready to be planted and the correct method of planting rice.
  4. *Chocolate Institute*,refers to the Cognitive, Affective and Psychomotor domains, where visitors will gain knowledge, introduction and understanding of cocoa bean processing into ready-to-eat chocolate. Then visitors will be given the experience to try the taste of several types of cocoa beans. At the end of the session knowledge will be given to the processing and packaging process of cocoa beans into ready-to-eat chocolate.
  5. *Be a Balinese*,refers to the Cognitive Realm, Affective Realm and Psychomotor Realm, are activities offered to foreign tourists through Travel Agents. This activity is an activity in 1 package with the most complete details of activities such as tracking in cocoa plantations, processing fermentation, factory tours, making chocolate, planting rice, plowing with cows, feeding cows, making hot chocolate with traditional techniques, making canang and gebogan, climbing coconut trees, and learning Balinese dance.

Child-friendly tourism in this study is to ensure the safety and comfort of child tourists when visiting and conducting tourist activities in a tourist attraction. The results of interviews with the Owner, Marketing and Guest Handling division are as follows;

**a) Human Resources**

1. *Responsiveness*(responsiveness), namely the ability to help customers and the availability to serve customers well.“Most of the visitors who come are schools with the level of Early Childhood Education, Kindergarten, Elementary School, High School, University. We treat them a little differently, if their Early Childhood and Kindergarten are only given education in the Main Factory by looking at the demonstration gardens, while at the elementary, high school, university levels they are invited directly to the cocoa plantations which are located at 3 points 200 meters from the main factory. If we teach early childhood and kindergarten through singing, the games will come alive. We don't choose customers, even if there are 1 or 2 walk-in guests, we will serve them well”(Salsa, September 2022).

2. *Reliability*(reliability), namely the ability to perform services as promised promptly, accurately, and satisfactorily."Since 2020 we have offered this educational service, there have never been any complaints. In fact, we have a lot of cooperation with schools from various schools in Bali". (Ayu, September 2022)
3. *Empathy*(empathy), namely a sense of caring to give individual attention to customers, understand customer needs, as well as ease of contact."Actually, in our mind, if the students who come they are the responsibility of all of us, even though they come with teachers, but if they come on your tour, it means they are our responsibility".(Salsa, September 2022).“We are always responsible for all tourists who come”(Ayu, September 2022)
4. *Assurance*(guarantee), namely knowledge, courtesy of officers and their trustworthy nature so that customers are free from risk."We always get hospitality training from the management team, we know how to treat visiting tourists, we also have SOPs to welcome and serve guests"(Ayu, September 2022)
5. *Tangibles*(obvious tangible evidence), which includes physical facilities, employee equipment, and means of communication.“Employees here have been vaccinated to Vaccine Booster, we also use masks when meeting with tourists. We are also multi-tasking employees because we all understand the process of seeding, processing until it becomes ready-to-eat chocolate.”(Salsa, September 2022).

**b) Safety and comfort**

1. *Safety* (Comfort) where child tourists feel safe when having recreation in tourist attractions,"We provide the best for this educational service, comfort with the friendliness of the staff and the existence of this restaurant, especially this outbound activity is very liked by children"(Alit, September 2022)
2. *Security* (Security) standardized security related to tourist services at a number of tourist points,"We have a location that goes inside with green open spaces that are adequate and safe for children, has a total area of 1 hectare with CCTV at several points of 16 units of course we prioritize security for all visitors, our facilities include restaurants, toilets, sinks, parking , souvenir shops, as well as a playground for children”.(Alit, September 2022)

3. *Accessibility*(Access) easy and safe access to tourist sites for children,"The distance from Denpasar city center is only 1 hour 15 minutes by vehicle, we provide google maps on the web, on social media as well."(Alit, September 2022)
4. *Education*(Education) tourism activities that have good education for children that they can practice later."We have a lot of educational service packages, you can see from the brochure. It's all about chocolate education, our newest one is Be a Balinese so foreigners can experience being Balinese in a day"(Alit, September 2022)
5. *Sharing Experience*(Experience Sharing) child tourists get new experiences and knowledge that can be shared with those around them"Chocolate is everyone's favorite food, yes, but what they know is chocolate from abroad, even though in Bali we have this, this must be developed, I like to share knowledge so that more people know and know chocolate".(Alit, September 2022)

#### c) Supporting Facilities

1. The sink is in the hand washing area, in the restaurant area there is one sink and in the toilet there is 1 sink.
2. Rubbish bin. In the restaurant area there is one trash can.
3. Toilets, changing rooms and nursing rooms. In the whole area there are 6 toilets but there is no changing room and nursing room.
4. CCTV. 16 pieces scattered throughout the Bali Chocolate Village tourist attraction area.
5. Medicine Box Supplies. 2 pieces, 1 fruit is usually brought when tourist activities visit the cocoa plantation. There are clinics and pharmacies that are open 24 hours, 1 km from Bali's Chocolate Village, which takes 2 minutes.
6. Additional facilities wheelchair, carriage rental. Do not have this facility because tourists usually come to bring their own.

#### Conclusion

Based on the results of the research above, it is concluded that the tourist attraction of Bali Cocoa Village is an educational tour that leads to child-friendly tourism, this can be proven from the results of research in the field and the results of interviews that have been conducted.

Currently, educational tourism is a tourist activity that many tourists or visitors want to do, both families and individuals. This is related to the Covid 19 pandemic that has entered Indonesia since 2020 and resulted in a tourism pause period until 2021 so that many tourist activities have to be postponed or even canceled. The concept of Child-Friendly Tourism will add value to an educational tour that can increase marketability and tourist visits.

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## The Effect of Aesthetic Experiential Qualities and Service Quality on Tourist Satisfaction

Lutwina Christy Ferrinda<sup>1</sup>, Bambang Supriadi<sup>2</sup>

*University of Merdeka Malang*

*bambang@unmer.ac.id*

### *Abstract*

This research aims to describe Aesthetic Experiential Qualities, Service Quality, and Tourist Satisfaction. To find out whether Aesthetic Experiential Qualities have a positive and significant effect on the satisfaction of Lembah Indah tourists. To find out whether Service Quality has a positive and significant effect on the satisfaction of Lembah Indah tourists. The population used in this study were tourists who had visited the Lembah Indah tourist destination located in Gendogo, Balesari Village, Ngajum District, Malang Regency; the number of samples was 95 respondents, with slovin calculations. The result of this research is that simultaneously Aesthetic Experiential Qualities and Service Quality have a positive and significant influence on the satisfaction of Lembah Indah Malang tourists. This means that if the Aesthetic Experiential Qualities are good and the Service Quality is good, it will increase tourist satisfaction. Tourist satisfaction will be formed if the Aesthetic Experiential Qualities are good and the Service Quality obtained by tourists exceeds what is expected. Partially, the Aesthetic Experiential Qualities variable has a positive and significant influence on the satisfaction of Lembah Indah Malang tourists. The contribution of this research is helpful for the manager of the Lembah Indah Malang tourist destination to improve Aesthetic Experiential Qualities because, based on the results of this study, Aesthetic Experiential Qualities have a positive and significant effect on tourist satisfaction. Improving Aesthetic Experiential Qualities can be done by paying attention to the quality of the aesthetic experience.

**Keyword:** Aesthetic Experiential, Service Quality, Tourist Satisfaction

### **Introduction**

#### **Background**

Satisfaction is the final result received from a process if something by expectations has been accepted by someone (Ueltschy et al., 2007). Tourists can feel satisfaction after they use the

services or products offered by tourist destinations; then, tourists will give their responses to the product or service, whether it is to their expectations and desires. Satisfaction is one of the essential factors that tourists want when purchasing a product or service.

Lovelock and Wright (2007:96) state that satisfaction is an emotional reaction a short time given by customers to the performance of certain services. To cause a good reaction, a tourist destination manager must provide services and experiences that satisfy tourists. To attract tourist satisfaction, managers must be able to provide appropriate tourist destinations, experience quality, and service quality to create tourist satisfaction. In conditions of increasingly fierce competition, the main thing that a tourist destination must consider is the quality of the tourist destination, as well as its influence on tourist satisfaction so that it can continue to run, and dominate tourist destinations. The quality of the experience is one of the determinants of tourist satisfaction. Because through the quality of experience provided by a tourist destination, it can increase the interest of tourists to visit again.

Tourists will also feel satisfied if the service received is by their expectations, so the quality of service at a tourist destination must be considered. Service quality is the level of excellence expected and the management of that level of excellence is used to fulfil customer desires (Tjiptono, 2004, p. 59). Services whose actual performance is the same as tourist expectations will automatically meet tourist satisfaction; the higher the quality of service, the more tourist satisfaction will increase. Service quality is all efforts and actions that aim to meet the needs and desires of tourists to match their expectations so that satisfaction arises. The results of research conducted by Dirgantara (2013), which examined the relationship between service quality and visitor satisfaction, showed that service quality had a positive and significant influence on visitors and resulted in increased visitor satisfaction. This shows that service quality is one of the critical factors in determining tourist satisfaction.

Malang Regency is part of Greater Malang. Malang Raya itself is a unitary area of Malang City, Batu City, and Malang Regency. Tourist visits to Malang Regency make Malang Regency one area that seeks to develop the regional economy through the tourism sector. With a variety of tourism potential, Malang Regency is one of the destinations that tourists are interested in. According to the Malang Regency Central Statistics Agency (2020), the number of foreign and domestic tourist arrivals to Malang Regency from 2010 to 2019 increased yearly.

**Table 1. Number of International and Domestic Tourists Coming to Malang Regency in  
2010-2019**

<b>Year</b>	<b>Foreign Tourist</b>	<b>Domestic Tourist</b>	<b>Amount</b>
<b>2010</b>	<b>4 187</b>	<b>1 938 066</b>	<b>1 942 253</b>
<b>2011</b>	<b>9 983</b>	<b>2 101 822</b>	<b>2 111 805</b>
<b>2012</b>	<b>29 504</b>	<b>2 014 105</b>	<b>2 043 609</b>
<b>2013</b>	<b>33 226</b>	<b>2 517 248</b>	<b>2 550 474</b>
<b>2014</b>	<b>80 792</b>	<b>3 170 575</b>	<b>3 251 367</b>
<b>2015</b>	<b>99 873</b>	<b>3 554 609</b>	<b>3 654 482</b>
<b>2016</b>	<b>129 663</b>	<b>5 719 881</b>	<b>5 849 544</b>
<b>2017</b>	<b>108 485</b>	<b>6 395 875</b>	<b>6 504 360</b>
<b>2018</b>	<b>100 234</b>	<b>7 072 124</b>	<b>7 172 358</b>
<b>2019</b>	<b>70 184</b>	<b>7 979 645</b>	<b>8 049 829</b>

**Source: Malang Regency Central Statistics Agency, 2020**

### **Research Objectives**

Based on the problems described Experiential Qualities, Service Quality, and Tourist Satisfaction. To find out whether Aesthetic Experiential Qualities have a positive and significant effect on the satisfaction of Lembah Indah tourists. To find out whether Service Quality has a positive and significant effect on the satisfaction of Lembah Indah tourists. This research is expected to provide benefits consisting of theoretical benefits and practical benefits. Theoretical Benefits, for readers, this research is expected to develop and expand the knowledge of tourism in general and especially in tourist destinations by reviewing the role of aesthetic experiential qualities and service quality and their influence on tourist satisfaction. For other researchers, this research can provide knowledge and insight and reference material for further research. Practical Benefits for Lembah Indah Malang, the results of this study can add input in increasing tourist satisfaction through the implementation of aesthetic experiential and can be used as input for the management of Lembah Indah Malang in determining policies in the preparation of quality and service strategies oriented to visitor satisfaction. This research can provide knowledge, insight, and reference material for further research.

## Literature Review

### *Aesthetic Experiential Qualities*

Quality of experience or Quality of Experiential is a measure to measure how well a system is used to meet consumer expectations. When implementing the customer experience with a product or service goes well, positive feedback will be obtained. In the last few decades, Breiby & Slåtten (2018) said that aesthetic quality has attracted much attention in marketing research, mainly focusing on product and service experience aspects. Aesthetics is the inherent beauty of an object. Aesthetic values are subjective to each individual. A tourist destination must have an aesthetic quality to provide a unique attraction. Therefore,

*Aesthetic Experiential Qualities* is the aesthetic quality and symbolic value of products and services to create experiences to increase customer satisfaction and loyalty. According to Breiby & Slåtten (2018), Aesthetic Experiential Qualities are experiences with dimensions of aesthetic characteristics that affect tourist satisfaction and contribute to tourist loyalty to a destination. Husna and Novita (2020) explained that Aesthetic Experiential Qualities are the perception and appreciation of the beauty that tourists have felt through their five senses. A tourist destination must be associated with its attractiveness with the main components of tourists, beauty, and the experience provided.

### *Service Quality*

According to Gronroos (1984), Service Quality is the result of the process by which consumers compare their expectations with the services they believe they have received. Service Quality is a manifestation of consumer attitudes that describe the results of a comparison between service expectations and their perceptions of actual performance. Service quality is the fulfilment of consumer needs and desires and the suitability of its delivery to meet consumer expectations (Tjiptono, 2011). The dynamic conditions of products, services, processes, people, and the environment are important factors in service quality to meet or even exceed consumer expectations. So it can be said that every product or service aspect can meet needs and provide satisfaction.

### *Tourist Satisfaction*

Kotler and Keller (2002:52) explain that satisfaction is the level of a person's feelings after comparing the performance or perceived results to their expectations. A level of satisfaction is a differentiator between perceived results and expectations. A traveller will experience one of

three levels of satisfaction. First, tourists will feel dissatisfied if the performance is worse than expected. Second, tourists will feel satisfied if the actual performance matches expectations. Finally, tourists will feel delighted if the actual performance exceeds expectations.

Tourist satisfaction is a psychological description and pleasant emotions experienced by tourists after receiving a product or service that can lead to a sense of satisfaction and what is expected by expectations (Fitriani, 2020, p. 1). Tourist satisfaction measures the overall opinion of tourists on each quality of tourist destination. The measurement of tourist satisfaction will be the basis for consideration of the quality of tourist destinations, for example, the treatment received by tourists or the services provided to be felt by tourists. The concept of satisfaction is still blurry because the achievement of tourist satisfaction can be from various things, and factors can be simple or complex. Tourist satisfaction is the key to success in tourist destinations with long-term competitiveness. The framework will explain theoretically the relationship between the variables to be studied.

## **Methodology**

### **1. Population, Sample and Sampling Technique**

The population is the entire subject of the study (Suharsimi, 2006, p. 130). The population used in this study are tourists who have visited the Lembah Indah tourist destination, which is located in Gendogo, Balesari Village, Ngajum District, Malang Regency. The sample calculation is carried out using the Slovin formula, which is shown as follows:

Information:

n: sample size

N: population size

e: allowance for inaccuracy or degree of tolerance

Based on Malang Regency Tourism Visit Data 2020 (pre & post Covid-19 closure) obtained from the Malang Regency Tourism and Culture Office, it was recorded that tourist arrivals in Lembah Indah in November 2020 reached a total of 2,250 tourists. So this study requires a sample of 95 respondents, with sample calculations showing:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{2250}{1 + 2250.(10\%)^2}$$

$$n = \frac{2250}{1 + 2250.0,01}$$

$$n = \frac{2250}{1 + 23,5}$$

$$n = \frac{2250}{1 + 23,5}$$

$$n = 95$$

## Results and Discussion

### 6. Respondent Description

Respondents who became the sample in this study were 95 respondents can be seen in the following table:

**Table 2.**  
**Respondent's Gender**

No	Gender	Amount	Percentage (%)
1	Man	36	37.9%
2	Woman	59	62.1%
	<b>Total</b>	<b>95</b>	<b>100%</b>

**Source: Primary data processed by researchers, 2021**

Based on table 2. above, it can be explained that the number of male respondents in this study was 36 (37.9%), and female respondents 59 (62.1%).

**Table 3.**  
**Respondent Age**

No	Age	Amount	Percentage (%)
1	15 - 20	15	15.8%
2	20 - 25	51	53.7%
3	25 -30	12	12.6%
4	>35	17	17.9%
	<b>Total</b>	<b>95</b>	<b>100%</b>

**Source: Primary data processed by researchers, 2021**

Based on table 3. above, it shows that the number of respondents aged 15-20 years is 15 respondents (15.8%), 20-25 years 51 respondents (53.7%), and aged 25-30 years is 12. respondents (12.6%), age >35 years were 17 respondents (17.9%).

**Table 4.**  
**Respondent's Job**

No	Work	Amount	Percentage (%)
1	Student/student	41	43.2%
2	Private employees	30	31.6%
3	Civil Servants (PNS)	4	4.2%
4	Other	20	21%
	<b>Total</b>	<b>95</b>	<b>100%</b>

**Source: Primary data processed by researchers, 2021**

Table 4. shows that the type of work of most respondents is college students, with a total of 41 respondents (43.2%), followed by private employees as many as 30 respondents (31.6%), then other jobs, as many as 20 respondents. (21%) Moreover, the minor type of work is civil servants (PNS), with only four respondents (4.2%).

## **7. Variable Description**

The questionnaires that have been distributed and have been returned by 95 respondents can be seen in some descriptions of respondents' answers in the distribution of observations as follows:

### **c. Description of Aesthetic Experiential Qualities (X1)**

It is known that the distribution of respondents' answers about Lembah Indah, which provides fascinating views and breathtaking panoramas, obtained answers as many as 8 (8.4%)

respondents stated neutral, 30 (31.6%) respondents agreed, and 57 (60%) ) respondents stated strongly agree. This shows that most respondents strongly agree that Lembah Indah provides a fascinating view and a breathtaking panorama.

The distribution of respondents' answers regarding the scenery in Lembah Indah can be used as a photo spot. 3 (3.2%) respondents stated neutral, 29 (30.5%) respondents agreed, and 63 (66.3%) strongly agreed. This shows that most respondents strongly agree that Lembah Indah has a view that can be used as a photo spot.

The distribution of respondents' answers regarding the area of Lembah Indah, which is kept clean, was obtained as many as 13 (13.7%) respondents stated neutral, 45 (47.4%) respondents agreed, and 37 (38.9%) respondents strongly agreed. Most respondents agree that the Lembah Indah area is kept clean.

The distribution of respondents' answers regarding the facilities available in Lembah Indah is kept clean. 17 (17.9%) respondents stated neutral, 48 (50.5%) respondents agreed, and 30 (31.6%) respondents strongly agreed. This shows that most respondents agree that the facilities available in Lembah Indah are kept clean.

The distribution of respondents' answers regarding travelling to Lembah Indah can provide peace of mind. 11 (11.6%) respondents stated neutral, 34 (35.8%) agreed, and 50 (52.6%) respondents strongly agreed. This shows that most respondents strongly agree that travelling to Lembah Indah can provide peace of mind.

The distribution of respondents' answers regarding travelling to Lembah Indah can release fatigue and relax the mind. 9 (9.5%) respondents stated neutral, 34 (35.8%) respondents agreed and 52 (54.7%) respondents strongly agreed. . This shows that most respondents strongly agree that travelling to Lembah Indah can release fatigue and relax the mind.

The distribution of respondents' answers regarding buildings and interiors in Lembah Indah is unique and very interesting. 16 (16.8%) respondents stated neutral, 46 (48.4%) respondents agreed, and 33 (34.7%) respondents stated strongly agree. This shows that most respondents agree that the buildings and interiors in Lembah Indah are unique and very interesting.

The distribution of respondents' answers regarding buildings and interiors in Lembah Indah can be used as a photo spot. 4 (4.2%) respondents stated neutral, 46 (48.4%) respondents

agreed, and 45 (47.4%) strongly agree. This shows that most respondents agree that the buildings and interiors in Lembah Indah can be used as photo spots.

The distribution of respondents' answers regarding the authenticity of nature in the Lembah Indah area is still maintained. 7 (7.4%) respondents stated neutral, 34 (35.8%) respondents agreed, and 54 (56.8%) respondents strongly agreed. Most respondents strongly agree that the Lembah Indah area is preserved in its natural authenticity.

The distribution of respondents' answers regarding nature in the Valley Indah area is still beautiful. 6 (6.3%) respondents stated neutral, 28 (29.5%) respondents agreed, and 61 (64.2%) respondents strongly agreed. This shows that most respondents strongly agree that the nature in the Lembah Indah area is still beautiful.

#### **d. Description of Service Quality (X2)**

It is known that the distribution of respondents' answers about the buildings and interiors in Lembah Indah is attractive and unique. By what is offered, it is obtained that 12 (12.6%) respondents stated neutral, 51 (53.7%) respondents agreed, and 32 (33.7%) respondents stated strongly agree. This shows that some respondents agree that the buildings and interiors in Lembah Indah are attractive, unique, and by what is offered.

The distribution of respondents' answers regarding cleanliness and comfort in Lembah Indah can be relied upon. 17 (17.9%) respondents stated neutral, 45 (47.4%) respondents agreed, and 33 (34.7%) respondents strongly agreed. This shows that some respondents agree that cleanliness and comfort in Lembah Indah can be relied on.

The distribution of respondents' answers regarding the facilities and infrastructure found in Lembah Indah is complete. 3 (3.25%) respondents stated they disagreed, 26 (27.4%) respondents stated neutral, 46 (48.4%) respondents stated agree, and 20 (21.1%) respondents stated strongly agree. This shows that most respondents agree that the facilities and infrastructure in Lembah Indah are complete.

The distribution of respondents' answers regarding the officers in Lembah Indah who look clean, neat, and attractive obtained answers as many as 27 (28.4%) respondents stated neutral, 42 (44.2%) respondents agreed, and 26 (27.4%) respondents stated strongly agree. This shows that most respondents agree that the officers in Lembah Indah are clean, neat, and attractive.

The distribution of respondents' answers regarding the services provided by Lembah Indah is by what is offered. 23 (24.2%) respondents stated neutral, 47 (49.5%) respondents agreed, and 25 (26.3%) respondents stated very agree. This shows that most respondents agree that the services provided by Lembah Indah are what is offered.

The distribution of respondents' answers regarding the response of Lembah Indah officers to handling complaints was perfect. 1 (1%) respondents stated strongly disagree, 22 (23.2%) respondents stated neutral, 48 (50.5%) respondents agreed, 24 (25.3%) of respondents stated strongly agree. This shows that most respondents agree that the response of Lembah Indah officers to handling complaints is excellent.

The distribution of respondents' answers regarding Lembah Indah officers can explain all the information needed by tourists; 15 (15.8%) respondents stated neutral, 56 (58.9%) respondents agreed, and 24 (25.3%) respondents stated strongly agree. Most respondents agree that Lembah Indah officers can explain all the information tourists need.

The distribution of respondents' answers regarding Lembah Indah officers was fast and responsive when providing services, 1 (1%) respondents stated they disagreed, 16 (16.8%) respondents stated neutral, 57 (60.0%) respondents agreed, and 21 (22.1%) of respondents stated strongly agree. Most respondents agree that Lembah Indah officers are fast and responsive when providing services.

The distribution of respondents' answers regarding Lembah Indah officers ready to provide assistance obtained answers as many as 17 (17.9%) respondents stated neutral, 56 (58.9%) respondents agreed, and 22 (23.2%) respondents stated strongly agree. Most respondents agree that Lembah Indah officers are ready to assist.

The distribution of respondents' answers regarding Lembah Indah officers was very friendly and polite. 13 (13.7%) respondents stated neutral, 55 (57.9%) respondents agreed, and 27 (28.4%) respondents strongly agreed. This shows that most respondents agree that Lembah Indah officers are very friendly and polite.

The distribution of respondents' answers regarding security guarantees in Lembah Indah is in line with the expectations. 25 (26.3%) respondents stated neutral, 43 (45.3%) respondents agreed, and 27 (28.4%) respondents strongly agreed. This shows that most respondents agree that the security guarantee in Lembah Indah is in line with expectations.

The distribution of respondents' answers regarding Lembah Indah officers can understand of the needs of tourists obtained answers as many as 26 (27.4%) respondents stated neutral, 47 (49.5%) respondents agreed, and 22 (23.2%) respondents stated strongly agree. This shows that most respondents agree that Lembah Indah officers can understand the needs of tourists.

The distribution of respondents' answers regarding Lembah Indah officers can communicate well-obtained answers as many as 12 (12.6%) respondents stated neutral, 53 (55.8%) respondents agreed, and 30 (31.6%) respondents stated strongly agree. This shows that most respondents agree that Lembah Indah officers can communicate well.

It is known that the distribution of respondents' answers about the services provided by Lembah Indah, as promised, obtained answers as many as 10 (10.5%) respondents stated neutral, 51 (53.7%) respondents agreed, 34 (35.8%) respondents stated very agree. This shows that most respondents agree that the services provided by Lembah Indah are as promised.

The distribution of respondents' answers regarding satisfaction with the services and products provided by Lembah Indah obtained answers as many as 13 (13.7%), 48 (50.5%) respondents agreed, and 34 (35.8%) respondents stated strongly agree. This shows that most respondents agree that they are satisfied with the services and products provided by Lembah Indah.

The distribution of respondents' answers regarding during the trip, I did not have any complaints obtained answers as many as 2 (2.1%) respondents stated disagree, 20 (21.1%) respondents stated neutral, 36 (37.9%) respondents agreed, and 37 (38.9%) of respondents stated strongly agree. This shows that most respondents strongly agree that they have no complaints during the trip.

The distribution of respondents' answers regarding I want to return to travel to Lembah Indah obtained answers as much as 2 (2%) respondents stated they disagree, 16 (16.8%) respondents stated neutral, 34 (35.8%) respondents agreed, and 43 (45.3%) respondents stated strongly agree. This shows that most of the respondents strongly agree that they want to return to visit Lembah Indah.

The distribution of respondents' answers regarding I am willing to recommend Lembah Indah to others obtained answers as many as 9 (9.5%) respondents stated neutral, 45 (47.4%) respondents agreed, and 41 (43.2%) respondents strongly agreed. This shows that most respondents agree to be willing to recommend Lembah Indah to others.

The distribution of respondents' answers regarding I am willing to invite other people to visit Lembah Indah obtained answers as many as 15 (15.8%) respondents stated neutral, 37 (38.9%) respondents agreed, and 43 (45.3%) respondents stated very agree. This shows that most respondents strongly agree to be willing to invite other people to visit Lembah Indah.

The distribution of respondents' answers regarding I am willing to spread positive news about Lembah Indah obtained answers as much as 1 (1%) respondents stated disagree, 10 (10.5%) respondents stated neutral, 43 (45.3%) respondents agreed, and 41 (43.2%) of respondents stated strongly agree. This shows that most respondents agree to be willing to spread positive news about Lembah Indah.

## 8. Multiple Linear Regression Analysis

Multiple regression analysis was used to determine the magnitude of the influence of the variables can be seen in the table below:

**Table 5.**  
**Multiple Linear Regression Analysis Results**

Variable		Regression Coefficient		count	Sig
		B	$\beta$		
<b>Constant</b>		<b>-1,968</b>		<b>-0.885</b>	<b>0.378</b>
<i>Aesthetic Qualities(X1)</i>	<i>Experiential</i>	<b>0.308</b>	<b>0.346</b>	<b>4,587</b>	<b>0.000</b>
<i>Service Quality(X2)</i>		<b>0.344</b>	<b>0.573</b>	<b>7,603</b>	<b>0.000</b>

**Source: Primary data processed by researchers, 2021**

The results of the multiple linear regression calculation can be seen in the following formulation:

$$Y = + b_1X_1 + b_2X_2$$

$$Y = -1.968 + 0.308X_1 + 0.344X_2$$

Based on the results of these equations, it can be explained as follows:

The constant = -1.968 indicates that if there are no aesthetic experiential qualities (X1) and service quality (X2), tourist satisfaction decreases by 1.968. The regression coefficient for aesthetic experiential qualities (X1) is 0.308 and is positive, this shows that aesthetic experiential qualities have a direct relationship with tourist satisfaction. This means that for every unit

increase in aesthetic experiential qualities, the tourist satisfaction variable will increase by 0.308, assuming that the other independent variables from the regression model are fixed.

## 9. Hypothesis testing

### c. T Uji test

The T-test is used to test the significance of the constants of each independent variable, namely aesthetic experiential qualities (X1) and service quality (X2) partially affect the dependent variable, namely tourist satisfaction (Y). The following are the results of the T-test in this study:

**Table 6.**  
**T . Test Results**

Variable	count	t table	Sig	Information
<i>Aesthetic Experiential Qualities(X1)</i>	4,587	1,989	0.000	Significant
<i>Service Quality(X2)</i>	7,603	1,989	0.000	Significant

Source: Primary data processed by researchers, 2021

### d. R Squared Coefficient of Determination Test

The coefficient of determination r squared is used to measure the contribution of the independent variables, namely Aesthetic Experiential Qualities (X1) and Service Quality (X2), to the dependent variable, namely Tourist Satisfaction (Y).

**Table 7.**  
**The result of the Coefficient of Determination R Squared**

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	0.847a	0.717	0.711	2,146

Source: Primary data processed by researchers, 2021

Based on table 7 above, it can be seen that the value of the multiple correlation coefficient (R) is 0.847. This means that it shows that the Aesthetic Experiential Qualities (X1) and Service Quality (X2) variables simultaneously affect the Tourist Satisfaction variable (Y) of 84.7%.

## 10. Discussion of Research Results

This study's results are partially supported by research by Husna and Novita (2020). Namely, Aesthetic Experiential Qualities positively and significantly affect tourist satisfaction. The fact that destinations improve the quality of Aesthetic Experiential Qualities will lead to tourist satisfaction.

*Service Quality* will affect whether or not tourists are satisfied; if Lembah Indah does not provide good service quality or is by the expectations of tourists, then tourists will not feel satisfied. On the other hand, if the service quality in Lembah Indah matches the expectations of tourists, tourists will feel satisfied and happy to spread positive news about Lembah Indah to others. Judging from the average results per Service Quality indicator on the questionnaire, the most significant contribution to increasing tourist satisfaction is the suitability of the physical form of Lembah Indah, which is attractive, unique, and by what is offered.

Based on the results of the multiple correlation coefficient values (R) of 0.847, it means that the Aesthetic Experiential Qualities (X1) and Service Quality (X2) variables simultaneously affect the Tourist Satisfaction variable (Y) of 84.7%. So it can be concluded that this relationship is included in the strong category. At the same time, the value of the coefficient of determination (adjusted R square) is 0.711. This means that the Aesthetic Experiential Qualities (X1) and Service Quality (X2) variables can contribute 71.1% to the Tourist Satisfaction variable (Y). At the same time, the rest ( $100\% - 71.1\% = 28.9\%$ ) is influenced by other variables not examined in this study.

The results showed that Aesthetic Experiential Qualities significantly affected tourist satisfaction in Lembah Indah Malang. This also means that the higher the aesthetic quality of the product and service experience aspect, the higher the satisfaction value of tourists who travel to Lembah Indah Malang. Aesthetic Experiential Qualities, in this case, are described as the beauty of a tourist destination and the overall aesthetic quality and value that describes a product or service to provide an impressive experience to create satisfaction. So that the implementation of the results of research on Aesthetic Experiential Qualities in this study showed that Aesthetic Experiential Qualities are components of tourist destinations that have aesthetic characteristics that must be able to influence the perception and appreciation of tourists for the quality of positive aesthetic experiences obtained and also affect the satisfaction of tourists, therefore, creating positive Aesthetic Experiential Qualities in the Lembah Indah Malang tourist destination

is essential because the aesthetic quality will provide a unique attraction for tourists, making it easier for tourists who travel to Lembah Indah Malang to find characteristics, form a sense of satisfaction, and increase interest. To visit the Beautiful Valley of Malang.

The results showed that Service Quality significantly affected tourist satisfaction in Lembah Indah Malang. This also means that the higher the quality of service related to the expectations and needs of tourists, the higher the satisfaction value of tourists who travel to Lembah Indah Malang. Service Quality is also a variable that has a more dominant influence on tourist satisfaction. This means that the fulfilment of the needs and desires of tourists and the suitability of delivery by Lembah Indah Malang has met the expectations of tourists. The implementation of the results of research on service quality in this study is that the existence of various service qualities in terms of excellence, quality, and suitability of quality has a direct impact on tourist satisfaction through facilities in tourist destinations,

Tourist satisfaction is an evaluation by tourists formed as a result of tourists who have compared the performance results with their expectations. If it fails to meet the needs and expectations of tourists, it is assumed to be dissatisfied with the services a tourist destination provides. Implementation of the research results that discusses tourist satisfaction in this study is to create a sense of satisfaction in tourists who travel to Lembah Indah Malang, which is a complex factor in a tourist destination. This is because tourist satisfaction is the key to success for tourist destinations with long-term competitiveness.

## **Conclusion**

Conclusions can be drawn, including Simultaneously Aesthetic Experiential Qualities and Service Quality have a positive and significant influence on tourist satisfaction in Lembah Indah Malang. This means that if the Aesthetic Experiential Qualities are good and the Service Quality is good, it will increase tourist satisfaction. Tourist satisfaction will be formed if the Aesthetic Experiential Qualities are good and the Service Quality obtained by tourists exceeds what is expected. Partially, the Aesthetic Experiential Qualities variable has a positive and significant influence on the satisfaction of Lembah Indah Malang tourists. This means that Aesthetic Experiential Qualities with indicators of scenery, cleanliness, tranquillity, art/architecture, and good authenticity will result in increased tourist satisfaction. Tourist satisfaction will be formed if the Aesthetic Experiential Qualities received by tourists are the same or more than expected. Partially, the Service Quality variable has a positive and significant influence on the satisfaction

of Lembah Indah Malang tourists. This means that if Service Quality with indicators of physical evidence, reliability, responsiveness, assurance, and empathy is good, it will increase tourist satisfaction. Tourist satisfaction will be formed if the Service Quality obtained by tourists is the same or exceeds what is expected. Service Quality is a variable that contributes more significantly to the satisfaction level of tourists from Lembah Indah Malang compared to Aesthetic Experiential Qualities.

The suggestions that can be given are for the Lembah Indah Malang tourist destination is expected to improve Aesthetic Experiential Qualities because based on the results of this study Aesthetic Experiential Qualities positively and significantly affect tourist satisfaction. Improving Aesthetic Experiential Qualities can be done by paying attention to the quality of the aesthetic experience (such as cleanliness, scenery, harmony, art/architecture, and authenticity), then must also improve Service Quality because based on the results of this research, Service Quality is positive and significant. Influence on tourist satisfaction (such as: increasing the ability of Lembah Indah Malang officers to serve visitors.

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## **Strategy Analysis of Digital Tourism Development as Tourism Promotion in Likupang, North Sulawesi.**

**Jeni Fransiska Mamut<sup>1</sup>, Fitri Nur Indah Sari<sup>2</sup>, Rafly Rahmat Fauzy<sup>3</sup>**  
*<sup>1,2,3</sup> D4 Student of Tourism Destinations, University of Merdeka Malang*  
*Raflyrhmt01@gmail.com*

### ***Abstract***

The development of an increasingly advanced era has an impact on the advancement of digital technology. The tourism sector is no exception, which is an effective and reliable strategy in promoting various destinations. With digital tourism, it is not only recommending, directing, introducing, but also spreading the real beauty of tourism widely to get an increasing number of tourists according to tourism needs. Digital tourism can be said as the current trend. The purpose of this research is to find out the development strategy of digital tourism as a promotional medium for tourism in Likupang, North Sulawesi. The method used in this study uses qualitative methods. The analytical method used in analyzing the development of digital tourism in Likupang, North Sulawesi is using the SWOT analysis method by analyzing strengths, weaknesses, opportunities and threats.

**Keyword:** *Digital Tourism, Analysis, SWOT*

### **Introduction**

#### **Background**

The development of an increasingly advanced era has an impact on the advancement of digital technology. The tourism sector is no exception, which is an effective and reliable strategy in promoting various destinations. With digital tourism, it is not only recommending, directing, introducing, but also spreading the real beauty of tourism widely to get an increasing number of tourists according to tourism needs. Digital tourism can be said as the current trend. With the digital tourism trend, it will become the tourism sector and the creative economy. The Ministry of Tourism has designated Go Digital or Digital Tourism as the Top 1 Ministry Program. Digital has become an inevitable necessity and the facts show that through digital everything can be

done quickly. Tourism marketing and promotion programs are now 50 to 70% using digital mechanisms.

The Likupang tourism area, North Sulawesi, has natural beauty that has the potential to become one of Indonesia's leading tourism destinations in the world class. Tourist destinations include the expanse of green hills, beautiful white sand beaches, underwater which is still very awake. Located about 48 km from Manado City, there are many things to explore in Likupang. The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) sees its tourism potential by establishing Likupang as one of the 5 Super Priority Destinations in Indonesia. The government seeks to increase the development of the tourism sector and creative economy in Likupang by continuing to encourage infrastructure development from roads, clean water, to adequate electricity and internet network access. Distribution of brochures or pamphlets is a conventional method where the costs required are very large and are not effectively carried out at this time, so it is deemed necessary to use more effective promotional methods, one of which is through internet promotion or better known as digital tourism.

Digital Tourism is one of the effective strategies to promote various destinations and their special tourism potential in Likupang, North Sulawesi through various platforms. That is, Digital Tourism not only introduces an area but also spreads the beauty of tourism widely to increase the number of tourist visits that will come to Likupang, North Sulawesi. In addition, it turns out that current technological developments have made the tourism industry and the creative economy one of the sectors that have experienced rapid digitization in recent years. By supporting the running of digital tourism at the Likupang location, North Sulawesi, there are internet and wifi access services that the community can use to support their work. Based on this description, the author considers it necessary to discuss the development of digital tourism as a means of promoting Likupang tourism by looking at the relationship of strength factors, weakness factors, opportunity factors, and threat factors using SWOT analysis. From the SWOT analysis, it can be seen what internal and external factors affect the development of digital tourism in Likupang, North Sulawesi so that it can be used to determine strategies and policy directions for digital tourism development at the research location.

## **Research Objectives**

### **1. PROBLEM AIM**

The purpose of this study was to determine the development strategy of digital tourism as a promotional medium for tourism in likupang, north Sulawesi.

### **2. BENEFIT OF RESEARCH**

1. This research provides benefits for various stakeholders involved in analyzing to develop science in digital technology
2. This research provides benefits for the tourism and culture office of Likupang, North Sulawesi to develop digital tourism as a medium for tourism promotion in Lakupang, North Sulawesi.
3. This research provides benefits as a literature study material in research in developing tourism objects to utilize digital media for further researchers.

## **Literature Review**

Digital Tourism or commonly called E-Tourism is the use of information and communication technology that is used or utilized to improve and develop a Tourism Industry. What is meant by the concept of Digital Tourism is that the tourism sector can use digital information to increase the Attraction, Amenity, Ancillary, and Accessibility of a tourism such as providing and improving services or making regulations and marketing management to facilitate access to information in the form of technology.

Reviews and concepts of Digital Tourism in Indonesia are still getting less attention from various actors or from the tourism sector. Although the spread and use of technology for the tourism sector is very broad, digital tourism is still considered a development system that must be tested and studied further to find out what functions and benefits the tourism sector can get from digital tourism. The existence of the internet for the tourism sector in Indonesia can be a solution in facilitating performance improvement for tourism development in Indonesia. The internet can make the world community easily access the dissemination of information about tourism development that can be done anytime anywhere and can be done by anyone. Until now the use and utilization of the internet has spread in Indonesia, even in villages and remote areas already using the internet as a tool to access information and communication tools. The communication tool in question is a mobile phone support tool that already has application

development using the role of the internet in it. This is very useful for everyone and every industry, especially the tourism industry.

### **Methodology**

The research method is a scientific way to identify and learn how to work to find the truth. According to Sugioyono (2004:4) the research method is a way to obtain data with specific uses and purposes in research. The method used in this study uses qualitative methods

The analytical method used in analyzing the development of digital tourism in Likupang, North Sulawesi, is using the SWOT analysis method by analyzing strengths, weaknesses, opportunities and threats. The results of this SWOT analysis can be used by the government in determining the direction of policies and strategies in tourism development.

Strength is a special ability possessed by Digital Tourism in Likupang so that there is superior ownership based on comparisons by business actors in the market.

1. Weaknesses are deficiencies or limitations of skills, abilities and resources that are a barrier to Digital Tourism Likupang tourism.
2. Opportunity is an opportunity and opportunity that does not come twice and comes only in a very short time, so it takes the right and efficient time to see opportunities for Digital Tourism Likupang.
3. Threat is an environmental or regional desire that is not profitable and can harm Digital Tourism Environmental Tourism.

### **Data collection technique**

The data collection technique used in the research in Likupang was carried out using a literature study which was carried out by collecting library data, such as reading and taking notes and processing research materials. The data collection technique using Literature Study in this study serves to observe the strategies, decisions and policies of the government. In addition, the technique of collecting data through literature study is useful for solving problems by tracing the sources of writings that have been previously written about Likupang tourism.

## Results and Discussion

SWOT analysis according to (Gürel & Tat, 2017) SWOT compares strengths, weaknesses, opportunities and threats. Strengths and weaknesses are reviewed to identify current and future opportunities and threats. The clearer the knowledge of strengths and weaknesses, the smaller the opportunities that are not achieved. Through an external analysis of the development of digital tourism as tourism promotion on the Likupang coast, it will be clear what characteristics will be obtained clearly regarding what policy evaluations are in the SWOT analysis which of course is able to minimize in order to reduce the impacts that should not occur and are not desired. The evaluation included will clarify the comparison between the company's capabilities and the key success factors objectively to identify strengths and weaknesses or what will be referred to as the company's strategic factors. The strategic factors or SWOT are then combined and then made a strategy that is in accordance with the SWOT aspects to increase and prevent the decline in natural potential due to the presence of the construction of facilities that offer services that implement digital tourism around the Likupang beach. For a competitive advantage, of course, the development of digital tourism is a threat. Besides that, the presence of digital tourism is present as a tourism booster for Likupang so that the coronation as super priority tourism can be felt by all parties and is able to become sustainable tourism while still paying attention to the natural conditions around it so that the development of digital tourism is guided by the provisions that are feasible to apply.

Based on the results of research by looking for references from the internet in the form of journals, articles, and websites, the results of the above research will be discussed in the form of a description.

- a. Strength in the area The tourist area of Likupang, North Sulawesi has a very beautiful tourist panorama with many green trees surrounding it. Likupang has a very natural natural beauty that can be felt by visiting tourists. Then the Likupang tourist location makes tourists feel safe and comfortable when visiting each tourist attraction.

In the description above, it is in accordance with the opinion of Soekadijo (2000) in Anjela (2014) which explains that the requirements for a good tourist attraction must be met: (1) The presentation (presentation) must be appropriate; The tourist attraction can be said to be successful if it creates an impression on tourists, so that tourists feel satisfied. Satisfaction does not only depend on the tourist attraction itself,

- but on the way it is presented or presented to tourists. To achieve a good presentation (2) leave a good impression; the longer tourists enjoy a tourist attraction the better. So in an effort to get a good impression on tourists from the tourist attraction so that it can last as long as possible. The effort that can be done, for example, is to increase the impression on objects that are not easily damaged and the data is taken home by tourists, so that every time he sees the object he will remember it again.
- b. Weaknesses in the Likupang tourist attraction area, North Sulawesi, lack of accessibility and qualified facilities for a tourist attraction, for example, some roads and bridges are damaged to access there, and most of the roads are rocky if tourists are not careful in driving a vehicle. The Likupang area, North Sulawesi, despite being the 5 super priority destinations, lacks promotion and marketing for tourist objects.
- In the opinion of Nyoman S. Pendit (2003:33) Tourism can also provide a direct impetus to the progress of the development or improvement of ports (sea or air), roads, local transportation, hygiene or health programs, pilot projects of cultural and cultural facilities and environmental sustainability and so on. All of which can provide benefits and pleasure for both the community in the area concerned and for foreign visitors. Tourism can also provide encouragement and contribution to the implementation of development projects in various sectors for countries that have developed or developed economies, which in turn the tourism industry is a reality in the midst of other industries.
- c. Opportunities in the Likupang Region, North Sulawesi. Becoming a super priority tourism that has an impact on many employment opportunities for the surrounding community by selling food or selling services to find out the tourist attraction area, besides that there are connecting destination routes for international tourists. The central government and local governments fully support to develop the area to the fullest. Opportunities are conditions of opportunities to develop in the future that occur, conditions that occur are opportunities from outside the organization, projects or business concepts, such as competitors, policies. (Freddy, 2014)
- d. Threats (Threats) in a tourist attraction area that has a very beautiful tourist panorama with many green trees that surround it, and is surrounded by many hills, it becomes a threat of landslides in the rainy season when the rainy season arrives which will result

in accessibility. Then the emergence of other tourist objects that are more attractive to tourists because they are eaten by the times.

Threats are conditions that threaten from outside. This threat can disrupt the organization, the project or the business concept itself (Freddy, 2014). Hunziker and K. Krapt in 1942 stated: tourism is the totally of the relationship and phenomena arising from the travel and stay of strangers (Ortsfremde), provide the stay does not imply the establishment of a permanent resident. What is meant by tourism is the whole of the symptoms caused by the travel and stay of foreigners and the provision of temporary accommodation, provided that the residence does not stay permanently and does not earn income from activities of a temporary nature.

### **SWOT analysis matrix table**

#### **Weakneses**

1. For the beauty of the beach, the shipping garbage can pollute the sea at any time, causing piles of garbage
2. Funding is still very lacking so that tourists who drive and through road access still have to be careful because there are still unpaved roads.
3. Service providers are still very lacking
4. Network is not good
5. Export and Import processes are still difficult to handle due to inadequate port conditions.

#### **Strength**

1. The uniqueness and beauty of the tourist attraction
2. Beautiful scenery and cool air
3. Very strategic location
4. Become the center of attention of the central government so that the control of policies in the regions is really monitored
5. Very friendly people

### Opportunities

1. The coronation as a super priority tourist destination makes the visit rate increase and makes many people more curious to visit
2. Employment opportunities for the local community
3. Making tourism actors continue to compete so as to increase promotions related to good content
4. Attract tourists to enjoy all itineraries programmed by a travel agent
5. The community can take the courage to voice new innovations

### Threats

1. Environmental damage due to arbitrary development
2. People will lose their rights if tempted by offers from investors
3. A lot of vacant land will be used for the construction of large buildings and ignore the policy if the contract has already been signed where there are benefits for some parties

### Conclusion

The government seeks to increase the development of the tourism sector and creative economy in Likupang by continuing to encourage infrastructure development from roads, clean water, to adequate electricity and internet network access.

Digital Tourism is one of the effective strategies to promote various destinations and their special tourism potential in Likupang, North Sulawesi through various platforms. The establishment of Likupang as a super priority destination attracts the attention of many parties, this is supported by the construction of facilities for tourists, Likupang specialties are also varied such as Goroho Banana complete with roa and lalampa sauce, tinutuan seasoning, panada. The development of the tourism sector and the creative economy in Likupang still needs a lot of encouragement and increased development and attention to many things such as road infrastructure, clean water to adequate electricity so that all these goals and expectations can be realized through policies and can be felt by all parties, especially stakeholders such as the community, government and investors.

## Suggestion

The quality of the internet network is still underdeveloped, which is still an obstacle for the development of digital tourism which needs to be sought to increase visits, as well as adequate facilities. Digital tourism is considered important because it is able to provide benefits so that the use of the latest technology is felt to be sustainable, not only that digital tourism exists to improve service quality and is able to disseminate information that invites and informs related policies for tourism actors and creates innovation and can encourage people to see opportunities, for example, to be more active in the MSME sector so that incoming funding from the government is used as well as possible so that all aspects listed and explained in this journal provide benefits for the tourism and cultural office of the Likupang Region, North Sulawesi to develop digital tourism as a medium tourism promotion in Lakupang, North Sulawesi.

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## **3. Website Article**

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## Mapping and Positioning of Learning Materials in Tourism Studies

*I Putu Anom<sup>1</sup>, Ida Ayu Suryasih<sup>2</sup>, Ida Bagus Suryawan<sup>3</sup>*

*Universitas Udayana*

*putuanom@unud.ac.id<sup>1</sup>, idaayusuryasih@unud.ac.id<sup>2</sup>, idabagussuryawan@unud.ac.id<sup>3</sup>*

### **Abstract**

*The debate about tourism science has entered a new phase with the Declaration of Tourism Science on August 24, 2006 in Jakarta which stated that based on various studies, tourism has met the requirements as a science based on the philosophy of science. Tourism has now developed into a subject of knowledge that deserves to be discussed scientifically to produce scientific knowledge. The benefits of compiling study materials related to existing science in the Tourism Study Program and determining the positioning of the study program compared to existing tourism-related study programs. This research is a follow-up to the determination of the nomenclature of the tourism study program in 2017 and 2019. The development of teaching materials needs to be carried out systematically based on interrelated steps to produce useful teaching materials. Tourism in Indonesia has existed since the Dutch colonial era, precisely since 1910-1920 with the issuance of a decision by the Governor General of the Netherlands named VTV (Vereneiging Touristen Verker) to commence travel activities to the Dutch East Indies (Indonesia-present). The tourism sector according to the standard classification of the Indonesian business field (KLBI) in 2020 is included in the group of arts, entertainment and recreation. In general, the Decree of the Minister of Research, Technology, and Higher Education of the Republic of Indonesia Number 257/M/KPT/2017 concerning Names of Study Programs in Higher Education, study programs related to tourism are included in the applied science cluster. The scope of study refers to tourism development efforts consisting of tourism destination development, industrial development, marketing development and tourism institutional development. Regarding the application of the scope of tourism studies, it is generally divided into 2 fields of education, namely vocational education and academic education.*

**Keyword:** Tourism Science, Learning, Tourism Studies

## **Introduction**

### **Background**

Since almost two decades there has been a debate about tourism science. At the beginning of the development of tourism in Indonesia, it was believed that tourism was related to vocational aspects. The discourse on tourism science in Indonesia was first raised by Nyoman S Pendi through his writing in the Bali Post, March 23, 1983. In 1985 a tourism scientific seminar was held at Udayana University, Bali, by presenting scientists from various disciplines as an effort to change the mindset about science. However, tourism at that time was still only used as an object of study of established science. The efforts of Udayana University, STP Bandung, and several other universities, institutes, and high schools to open a tourism undergraduate program have always been countered with the main reason that tourism is not a discipline [1].

The debate on tourism science has entered a new phase with the Declaration of Tourism Science on August 24, 2006 in Jakarta which stated that based on various studies, tourism has met the requirements as a science based on the philosophy of science, so that in the Tourism Education Coordination Meeting consisting of academics, associations, and the government, agreed to state: first, tourism is an independent branch of science; second, the S1, S2, S3 programs of Tourism Science in various higher education institutions are eligible to be granted permission by the Ministry of National Education, both as faculties within a university or as an independent institution [2].

The study of the tourism phenomenon is a new thing that has begun to be widely discussed in academic circles. The term tourism or tourists appeared around the early 19th century, used to describe the phenomenon of people moving for vacation [3]. In general, there are three main perspectives related to tourism studies [4]. First, the intradisciplinary perspective, where tourism is studied by several disciplines that were previously independent separately. Second, the interdisciplinary perspective where tourism is a study of several scientific disciplines together. Third, the perspective of tourismology or tourism science as an independent science where tourism is a separate science that is independent.

The challenges of the development of tourism science are increasingly challenging from year to year. Udayana University as the first and only higher education institution until 2016 which has a Faculty of Tourism, already has tourism scientific education levels from diploma,

undergraduate, to postgraduate programs at the S2 and S3 levels. As an undergraduate education level, the Tourism Studies Program has twice received a higher education accreditation rating with an A grade. In 2022, it is targeted to increase the accreditation rating to international accreditation. For this reason, as an educational institution, the determination of learning materials that are up to date and still refers to science must be prioritized. For this reason, it is important to study and formulate the positioning and mapping of these learning materials. The determined learning materials will become a basic stipulation of the main learning materials that will be given to students so that better and measurable management of the Institute can be carried out in the coming years.

### **Research Objectives**

The purpose of this activity is to determine the technical study materials that will be given to students. The positioning and mapping process carried out will provide the position and position of the tourism study program compared to other study programs in tourism science. The benefits of compiling study materials related to existing science in the Tourism Study Program and determining the positioning of the study program compared to existing tourism-related study programs.

### **Literature Review**

Previous research studies are very important to do to compare the following research studies which are bound and used to sort out the focus and locus of research. The initial study was entitled "Design of Educational Tourism Models in Tulip Village Tourism Objects" (I Rahmat Priyanto, Didin Syarifuddin, Sopa Martina, 2018) and the second study "Design of Educational Tourism Attractions in the Green Village of Banjarmasin City" (Congratulations Riadi, Ellyn Normelani , Ahmad Alim Bachri Nur Hidayah, Yulika Puspita Sari, 2020). The study in this study uses the theory of Security of Stranger (Tefler, 2000) and the concepts applied which include: the concept of tourist destinations (Law on Tourism No. 10, 2009), Child Friendly Tourism (KPAI), Rural Tourism (Law on Tourism, 2011 ).

## Methodology

This research is located in a number of tourism destinations that experience different developments at each stage. The research will be conducted in the province of Bali as a tourist destination that has undergone a stage of development. Tourism destination of West Nusa Tenggara Province as a tourism destination which is undergoing consolidation. Tourism Destinations in the South Sulawesi Province which are currently in the development stage. All of these provinces will be a source of data in the process of distributing questionnaires and the interview process so that the formulation of the basic competency requirements needed for tourism graduates will be known.

The data obtained in this study through data collection techniques such as: Observation, namely data collection by direct research, observing or seeing ongoing events [2]. The observation technique in this study was carried out to get a clear picture of the situation and condition of the object of research. This observation is supported by recording and documentation in the form of photos of tourist activities. The in-depth interview referred to in this study is to conduct direct question and answer, where questions have been prepared beforehand between researchers and informants, both primary informants and key informants who have been appointed, the informants are the community and managers of tourist attractions. Through in-depth interviews, deeper information will be obtained to be able to answer the problems discussed. Literature study is a data collection technique in the form of collecting data from archives such as literature or books, such as research results, the number of tourist visits, where the data is data that supports this research.

The technique of determining informants in this study is the Purposive Sampling technique, which is a method of determining informants which is carried out intentionally for certain purposes and on the consideration of the researcher [2]. Key Informants are people who have knowledge, in-depth understanding of certain elements/sectors of people's lives that are the object of research. In this study, the key informants are the managers of tourist attractions, the agencies related to tourism and associations related to tourism.

The development of teaching materials needs to be done systematically based on interrelated steps to produce useful teaching materials. Educators often ignore this systematic procedure for developing teaching materials because they assume that if they are made properly according to the material to be taught, then teaching materials can be used effectively in the

learning process. Even though there are several steps that the instructor must take before arriving at the conclusion that the teaching materials have been developed well, and the teaching materials used are indeed good. The five main steps in the procedure for developing good teaching materials are as follows: analysis, design, development, evaluation and revision.

## **Results and Discussion**

### **Tourism History**

Tourism in Indonesia has existed since the Dutch colonial era, precisely since 1910-1920 with the issuance of the Decree of the Governor General of the Netherlands named VTV (Vereneiging Touristen Verker) to start traveling activities to the Dutch East Indies (Indonesia-present). At first VTV activities were formed to increase trade between Europe and Asian countries including Indonesia, the Indian Ocean at that time was used as a route that was often used by foreigners to travel, especially trade activities. but with the passage of time and the development of the times, many Europeans who visited Indonesia not only carried out trade transactions but also wanted to travel to several tourist attractions in Indonesia. After independence, Indonesian tourism gradually showed an increase. During the period of Repelita I to Repelita IV, tourists in Indonesia increased drastically, even exceeding the target of 11,626,000 tourists from the original target of only 3,000,000 people. Pendit [4], explained that the term tourism was first introduced by two humanists around 1960, namely Moh. Yamin and Prijono. These two humanists gave input to the government at that time to change the term tour to suit the typical language of the archipelago. The term tourism itself comes from the Sanskrit language, namely *Pari - Wis (man) - Ata* or a combination of meanings Full, Complete, Circular. - House, property, Village, Community - Go, Continuously, Wander. Which when interpreted as a whole, tourism is Go Completely, leave the House (Kampung) to go around continuously.

### **Tourism Classification**

The Tourism Work Sector according to the Indonesian standard classification of business fields (KLBI) in 2020 is included in the group of Arts, Entertainment and Recreation. This category includes activities that are broad enough to meet the needs of the arts/culture, entertainment and recreation of the general public, including live performances, operating historical sites, gambling, sports and recreation.

In particular, the fields of work related to tourism include tourism service jobs, tourist transportation, tourist attractions and tourism accommodation. The tourism service sector consists of travel retail, currency exchange, tour operators, tourist boards. The transportation sector consists of: Coach, aviation, rail, waterways. The field of work related to attractions consists of Museums, theme parks, zoos, heritage sites. The accommodation sector consists of hotels, hostels, holiday parks.

The development of the world of tourism education has provided an overview and grouping of fields of work related to tourism. In general, the field of work is divided into vocational and managerial. In addition to the school education process, the implementation of the course has good opportunities and prospects as a provision of skills possessed by workers. The implementation of courses for postgraduates is more focused on management areas such as international tourism, hospitality, heritage and sustainability, ecotourism, rural development, tourism marketing, tourism human resources.

### Tourism Kerja

Tourism development as referred to in Article 7 of Law Number 10 of 2009 concerning Tourism includes: (1) tourism industry, (2) tourism destinations, (3) tourism marketing, and (4) tourism institutions. The four pillars need to be carried out simultaneously, in balance, and not in a sequential order.

The nomenclature of the Tourism Study Program is determined by referring to Attachment I to the Decree of the Minister of Research, Technology and Higher Education of the Republic of Indonesia Number 257/M/KPT/2017 concerning Names of Study Programs at Higher Education. This study program grouping becomes a reference in knowing the pattern and grouping of tourism science. Based on this regulation, tourism science or studies is classified into the applied science family with the following classification:

1. Architecture, Design, And Planning, In The field of regional planning, in the Tourism Planning Study Program at Masters level
2. Tourism Studies Program with Educational Levels S1, S2 and S3
3. Applied programs consisting of:
  - a. Tourism Planning and Development Study Program (applied program) with Applied Masters Education level

- b. Hospitality Management Study Program (applied program) with Applied Master's level of Education

Based on this grouping, in general, study programs related to tourism fall into the applied sciences group. With this condition, this classification becomes the material for consideration of how the process of classification and concentration of tourism science.

#### Tourism Scope of Work

Tourism science is designed to provide a theoretical understanding of tourism. Tourism studies (as applied studies of tourism) are designed to improve our ability to manage destinations effectively and, in doing so, improve the well-being of the residents of tourism destinations. We hope that an overview of the material we use to distinguish between tourism science and tourism studies will help (J.R. Brent Ritchie, Lorn R. Sheehan and Seldjan Timur). Researchers suggest that tourism education and research be tailored to the needs of the professional business environment.

There are two main streams in tourism education and training programs. the first is a stream of science that seeks to prepare consultants, researchers and academics to play an optimal role in every career level and field of work. Both streams of management include the study of content and processes for effective tourism management. Ritchie et al asserted that the tourism science program aims to comprehensively master tourism and tourism science.

The challenge of the study of tourism is that the meaning of theory, both in general and in particular, applies to tourism issues. Ronald N. Giere [5] defines a theory as “consisting of two elements: (1) the population of the model, and (2) the various hypotheses that relate the model to systems in the real world. Such links are not like correspondence rules which link terms to things or terms to other terms. Rather, they are similarity relationships between the whole model and some real system. The identified real system is similar to one of the models.

Imre Lakatos [6] defines a model as “a set of initial conditions (perhaps along with some observational theory) which are known to be replaced during further development of the program/research, and the public even knows, more or less, how.” In this sense a model appears to be an appropriate and natural precursor to a theory.

Tourism science is designed to provide a theoretical understanding of tourism. Tourism studies (as applied studies of tourism) are designed to improve our ability to manage destinations effectively and, in doing so, improve the well-being of the residents of tourism destinations.

## Tourism Work Map

Tourism Science generally describes the movement of tourists, interactions with local residents and their implications for tourist destinations. Tourism science consists of 3 main groups, namely policies that discuss services, organization, planning, development and supervision. Furthermore, the discussion of the region in tourism which includes facilities, infrastructure, utilities, and transportation. The discussion about the tourism business includes marketing, financing, services and human resources.

The scope of tourism studies refers to the tourism development policies that have been set. This mechanism refers to the views of a number of experts that the scoping of tourism studies should be more adapted to existing policies and regulations in an area. The scope of study refers to tourism development efforts consisting of tourism destination development, industrial development, marketing development and tourism institutional development.

## Conclusion

The scope of the study materials used in tourism scientific learning in existing conditions is more for tourism planning, travel and accommodation and restaurant management. Tourism science consists of 3 main groups, namely policies, regions and tourism businesses. Scoping is more about how tourists, local communities and tourism activities are carried out.

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## **Tourism Development in Increasing The Number of Tourist Visits on Tidung Island Kepulauan Seribu**

**Ani Puspawigati**

*Diploma Kepariwisata Universitas Merdeka Malang*  
anipuspawigati91@gmail.com

### ***Abstract***

The number of tourist visits is the main indicator of the success of tourism development. Data on the number of tourists is often associated with projected data and information supporting foreign exchange receipts, occupancy of tourist facilities, and the impact on local community tourism service businesses. Therefore, it is necessary to have sustainable development to support the potential of the Kepulauan Seribu. The target of marine development of the Kepulauan Seribu especially Tidung Island, cannot be separated by paying attention to biological sustainability which is its main potential where it requires political, natural and human resources support as well as adequate finances. The method used in this study is descriptive qualitative by determining samples using purposive sampling. All potential resources owned by Tidung Island require alternative development, based on considerations of social, economic, cultural conditions of the community, and environmental conditions. The development of this area is based on conformity with the development vision of the Kepulauan Seribu, which is to realize a "sustainable Marine Life Fields and Parks" and integrated in one area.

**Keyword:** Tourism Development, Increasing Number of Tourist

### **Introduction**

#### **Background**

Various parties have different views and targets for tourism development. Some emphasize the aspect of increasing opportunities for global interaction, some emphasize the expansion of business opportunities. Some consider cultural promotion and development to be the main thing, while on the other hand mention economic income targets as indicators and targets that must be pursued. All of them are correct so that tourism development becomes a priority program in various cities / countries in the world. Of course, many parties also agree that the number of

tourist visits is the main indicator of successful tourism development. Although it cannot be used as the only determining factor, data on the number of tourists can also be related to projected data and other secondary information such as foreign exchange receipts, occupancy of tourist facilities, impact on local community tourism service businesses, and so on. As the capital of Indonesia, DKI Jakarta's tourism is not only tourism on the mainland such as the National Monument which is an icon of the city of Jakarta, Taman Mini Indonesia Indah (TMII), Taman Impian Jaya Ancol, Dunia Fantasi, museums and so on but DKI Jakarta also has marine tourism located in the Kepulauan Seribu. Since then much progress has been made both physical development and non-physical development, the dynamics and mobility of the population have continued to improve over time. Kepulauan Seribu also seeks to align itself with other areas on land, namely by empowering its nautical potential. Based on this, the Tourism and Culture Office of the Kepulauan Seribu Administration Regency strives to realize it through tourism activities in the form of marine tourism programs that maximize the potential of marine tourism in the Kepulauan Seribu to be used as a marine tourism destination that is no less interesting than marine tourism in other regions. One of the advantages of marine tourism in the Kepulauan Seribu is because it is located close to the center of government and is the main gate for foreign tourists visiting Indonesia. Based on this, it can be seen how the performance of local governments empowers their tourism potential which is then felt by the central government and the surrounding community. However, based on current observations and conditions, not many tourists have made the Kepulauan Seribu a leading marine tourist destination after Raja Ampat in Irian Jaya, Wakatobi and others. Kepulauan Seribu is an asset as well as a mandate for DKI Jakarta.

### **Research Objectives**

The development plan needs to be done carefully considering that the islands are labile islands where some of them are inhabited islands. The development target is also inseparable by paying attention to biological sustainability which is the main potential of the Kepulauan Seribu which requires political, natural and human resources as well as adequate financial support. Planning is not just preparation, but is a process of activities that continuously follow and color activities to the achievement of goals. Therefore, there is a need for sustainable development to support the potential of the Kepulauan Seribu. The Kepulauan Seribu Administration Regency area has 11

islands designated as residential islands, one of which is Tidung Island. All potential resources owned by Tidung Island require alternative development based on considerations of social, economic, cultural conditions of the community and environmental conditions that can provide added value, especially for the people on Tidung Island and support efforts to restore and maintain the environment on Tidung Island.

### **Literature Review**

Marine tourism is not only related to water activities carried out by tourists, but is also called a transitional area as a medium for the meeting of land and ocean including the ecosystem in it. According to Goeldner and J.R. Brent (2007), tourism as a process, activity, and outcome arising from the relationships and interactions between tourists, tourism suppliers, host governments, host communities, and surrounding neighborhoods involved in attracting and accommodating visitors. Marine tourism activities can be carried out in seascapes dominated by waters both on the surface of the water and in the water. Activities such as surfing, fishing, diving, and so on can also be done in rivers and lakes. Similar activities, if carried out not in coastal and marine environments, cannot be categorized into marine tourism. There is a more suitable term for tourist activities in inland waters, namely tirta tourism. The explanation above explains explicitly the location/destination that is the destination for tourists, namely coastal and marine ecosystems. This location has attractions in the form of diversity of marine life, unique physical landscapes, social, and cultural coastal communities, and environments that are different from the mainland. Based on the results of research conducted by Nabila, et al. (2018) the results of their research show that Umbul Ponggok has good attractions, amenity and accessibility of tourism so that it can be said to be a tourist attraction. But some indicators of first aid posts, travel agencies and parking lots still do not meet. The management of Umbul Ponggok tourism is in one hand, namely BUMDes Tirta Mandiri making management centralized on one party. Through a SWOT analysis, an alternative strategy that can be given is to always innovate attractions that are unique and different from other tourist attractions. Insani, et al. (2019) concluded that there are 4 alternative strategies used to develop tourism potential, namely 1) optimization of existing potential, 2) cooperation between all parties involved, and 3) improving the quality of infrastructure and facilities in order to increase competitiveness, 4) building partnerships to accelerate economic growth. In line with the results of research conducted by Nugraha & Lussie

(2020) which shows that one way that can be used to develop tourism is to use the SO strategy, which is to focus on the strengths and opportunities of the tourist attraction being developed. In the context of developing marine tourism at Pantai Mulut Seribu, researchers also said that promotional activities, community participation, and cooperation between the government and the community also need to be carried out to realize maximum tourism development.

## **Methodology**

The method used in this study is descriptive qualitative. Qualitative research is a natural research and the data produced is descriptive with sample determination using purposive sampling, which is a sample determination technique with certain considerations because this technique is more suitable for qualitative research or studies that do not generalize. Researchers determine criteria regarding which respondents can be selected as samples. This research was carried out by direct observation as a collection of field data based on the author's observations, which was then used as report material, and to complete the data and reports the authors also used interviews as data. Information obtained by providing a number of questions to the management as supporting data. In addition, the author also collects data by studying literature. Data collection by reading and studying books related to the theme of writing.

## **Results and Discussion**

### **Natural Conditions and Infrastructure of Tidung Island**

The natural conditions for Tidung Island with its strength in the condition of coral reefs and the clarity of seawater can be a potential to be developed into coral reef tourism (snorkeling). With the preservation of the natural environment, Tidung Island will always present a beautiful natural panorama.

Improving land and marine environments, for example coral reefs to prevent abrasion rates. In terms of socio-economic, the development of environmentally based tourism (natural resources) will be able to support the creation of two benefits at once in a balanced and proportional manner, namely:

#### **1) Socioeconomic Society**

The advantage for local residents to engage in tourism business to earn income (the multiplier effect is to contribute to the regional economy).

2) Preservation of tourism assets owned (maintaining the environmental quality of natural resources that are tourist attractions).

Natural panoramas are the main potential for the development of the area on Tidung Island. This potential can be developed as a marine natural tourism by exploring the natural beauty of Tidung Island. Water games can be added such as canoeing, flying boats, sea walkers and other tourist activities that exist no longer just as a game but also as educational tours and environmental preservation. This conservation tour can apply the concept of sea farming such as seaweed planting, mangrove planting, coral reef planting and fish farming.

### **Homestay**

It can be developed as an integrated lodging with centralized management so that homestay managers can contribute to the development of the area. Existing restaurants can be developed as culinary tours by exploring the richness of typical Tidung Island culinary that can add to the selling value. Thus, culinary tourism and lodging that are good in management and development can add to the attraction of not just accommodation.

### **Accessibility**

Development of public transportation network to make it easier for tourists to reach Tidung Island from other islands in the Kepulauan Seribu and vice versa. It is possible that Tidung Island can be reached not only through sea transportation but also by air transportation. Equitable distribution of road infrastructure has the opportunity to increase tourism on Tidung Island coupled with good road network planning so that it can direct tourists to all tourist areas on Tidung Island.

### **Amenity (Supporting Facilities)**

Maintenance of facilities that can support tourist activities on Tidung Island has the opportunity to add to the comfort of tourists when in the Kepulauan Seribu tourist area. Extensive publications and promotion systems open up opportunities for Tidung Island as a major international tourist destination in the Kepulauan Seribu. The construction of existing infrastructure is not only a support for tourist activities but can also support the activities of the local community so that the community can feel the benefits or benefits of the Tidung Island tourist area.

## Conclusion

All potential resources owned by Tidung Island require alternative development, based on considerations of social, economic, cultural conditions of the community, and environmental conditions. The development of this area should be based on conformity with the development vision of the Kepulauan Seribu, which is to realize a "sustainable Marine Life Field and Park" and be integrated in one area. As a small island, Tidung Island has limited resources, a high level of vulnerability to disturbances, and a slow recovery rate in the event of damage. In addition, it must also be considered how the relationship between Tidung Island and other islands around it. Therefore, planning for the determination of new allocations and functions on Tidung Island must be carried out carefully with the aim of improving the quality of planning.

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**Effect of Product Quality and Purchasing Power on Customer Satisfaction of  
Tempe Chips Sanan Malang City**

**Reny Puspitasari**

Tourism Diploma Program, University of Merdeka Malang  
reny.puspitasari@unmer.ac.id

***Abstract***

This study aims to determine the effect of product quality on customer satisfaction, purchasing power on customer satisfaction and the simultaneous influence of product quality and purchasing power on customer satisfaction of kripik tempe Sanan Malang City. The population in this study were consumers who purchased tempeh chips in Sanan Kota Malang with a total sample of 100 respondents. Data analysis techniques use multiple linear regression analysis. Based on the results of the analysis, it can be seen that product quality has a significant influence on customer satisfaction. Purchasing power has a significant influence on customer satisfaction and product quality and purchasing power have a significant influence on customer satisfaction.

**Keyword:** *Product Quality, Purchasing Power, Customer Satisfaction*

**Introduction**

**Background**

Customer satisfaction with services is influenced by purchasing power derived from an assessment of the quality of results, the quality of interactions and the quality of the environment. Satisfaction is built by instilling a good perception. Perceptions that can be formed from consumers include perceived value, and perceived quality (Nursyamsiah, 2011). Purchasing power is an important factor and root that is able to provide satisfaction for its customers related to the results of word-of-mouth behavior such as complaints, recommendations and exchanges or moves. Purchasing power as an effort to realize convenience for customers so that customers feel that they have received more value than expected. Customer expectations are an important factor, the quality of service that is closer to customer satisfaction will provide more expectations and vice versa (Sulistyawati, 2015). There are many strategies that entrepreneurs or capital owners can carry out in the face of increasingly strong competition, one of which is how they

understand the behavior of consumers who are going to or have purchased their products (Kotler, 2018). Entrepreneurs or owners of capital must also know the characteristics of consumers in general to provide good and decent product output to consumers, so that consumers feel satisfied and not disappointed when buying these outputs. The influence of product quality, service quality, and price can increase consumer satisfaction and maintain consumer loyalty to the product or service used. According to Assauri (2015), product quality is a statement of the level of ability of a particular brand or product in carrying out the expected functions and as a material to meet basic human needs. To meet consumer needs, companies must carry out strategies in terms of measurement, namely by dividing products, such as grouping foods into several categories, for example taste quality, quantity or portion, menu variations or variations in the types of food offered. It is undeniable that the distinctive taste, portions that match expectations and tastes, as well as the large number of food variants offered will make consumers interested in making repeated purchases and maintaining satisfaction with the product (Kotler and Keller, 2016).

Pawenang (2016) states that purchasing power is the ability of society as consumers to buy the goods or services they need. According to Madura (2000), the theory of purchasing power parity focuses on the relationship of inflation with the exchange rate, that the exchange rate will adjust over time to reflect the difference in inflation between the two countries, consequently the purchasing power of consumers to buy domestic products will be equal to their purchasing power to buy foreign products. That is, the exchange rate of the currency will change in reaction to the difference in inflation between the two countries and the purchasing power of consumers when buying domestic products will be equal to the purchasing power of the Import from another country.

## **Literature Review**

### **Customer Satisfaction**

For business people, satisfaction is seen as one of the dimensions of market performance. Increased customer satisfaction has the potential to lead to long-term and short-term sales growth, as well as market tides as a result of repurchases. Meanwhile, customer dissatisfaction poses various risks, such as boycotts or forms of protests from various consumers, customer complaints, competitor reactions, government intervention. According to Kotler and Keller

(2012:177) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between their expected performance or results. Fandy Tjiptono (2012: 146) states that customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception of the performance (results) of a product with its expectations.

### **Product Quality**

In the business world something that is required of a product is one that can meet or satisfy the needs or desires of consumers, both tangible and intangible. The definition of a product that can be offered to the market to get attention, purchase, use or consumption that can meet the needs. According to Kotler & Keller (2018), a product is everything that can be offered to a market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas. According to John W. Mullins and Orville C. Walker (2013), a product can be defined as anything that satisfies a desire or need through use, consumption or acquisition.

### **Purchasing Power**

M. John (2013) defines ability as a person's talent for performing mental or physical tasks. The ability of purchasing power can be summed up the capacity of consumers to buy the number of goods requested in a market with a price level at a certain income and in a certain period of time. Consumers will buy according to the quantity and quality that consumers want without caring too much about the price.

### **Methodology**

The research methodology used is a type of explanatory research. The population in this study was customers of Sanan tempeh chips in Malang City. The sampling technique is judgmental sampling, according to Singgih and Tjiptono (2016) that is, it is a non-probability sampling technique with appropriate people and selected by the researcher based on the special characteristics possessed by the sample so that it is seen as having a relationship with the characteristics of the sample needed by the researcher which can be known directly when the research process is carried out on the object of study. In this study, the primary data used were responses or answers from respondents obtained through the distribution of questionnaires that had been compiled previously. Data analysis techniques using multiple regression analysis are used to make predictions about how variables are bound when the value of free variables is

lowered or increased and measure how much influence the free variable (X) has on bound variables (Y).

## Results and Discussion

In this section, statistical results are presented regarding the effect of product quality and purchasing power on customer satisfaction of Tempe Sanan Chips Malang City, with the results of research that has been processed by a computer through the SPSS program with multiple regression analysis partially and simultaneously.

**Tabel 1**  
**Recapitulation of Multiple Regression Analysis Results**

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	-.336	1.117	-.301	.764
	Product quality	.503	.062	8.131	.000
	Purchasing power	.528	.061	8.682	.000

Source: Primary Data Processed, 2022

From Table 1, then partially each free variable affects customer satisfaction of Tempe Sanan Chips Customers Malang City (Y). From the equation of multiple linear regression lines, it can be interpreted that:  $a = -0.336$  is a constant value, namely the estimated customer satisfaction of customers of Sanan tempeh chips Malang City, If the free variables i.e. product quality and purchasing power have a value equal to zero.  $b_1 = 0.503$  is a slope or coefficient of direction of the product quality variable (X1) which affects customer satisfaction of customers of Sanan Tempe Chips Malang City (Y), meaning that the product quality variable has a positive effect on customer satisfaction of Customers of Sanan Tempe Chips Malang City, if other variables are considered constant. This means that by being more precise in determining product quality, customer satisfaction of customers of Sanan tempeh chips in Malang City will increase.  $b_2 = 0.528$  is a slope or coefficient of direction of purchasing power variable (X2) that affects customer satisfaction Of tempeh Chips Sanan Malang City (Y), this means that the purchasing power variable has a positive effect on customer satisfaction of customers of Sanan Tempe Chips

Malang City, if other variables are considered constant. This means that with the better or increasing purchasing power, customer satisfaction of Tempe Sanan Chips Customers in Malang City will increase.

The results of the study can be seen that there is a significant influence between product quality and customer satisfaction of kripik tempe Sanan Malang City, meaning that with changes in product quality, it will affect changes in customer satisfaction. According to Kotler and Armstrong (2012) states that product quality is an amount of money billed for a product and service. Product quality is a monetary unit or other measure (including other goods or services) that is exchanged for the right of ownership or use of a good or service. Product quality affects customer satisfaction. If the quality of the products offered too high and the quality of the product is not good, it will lower customer expectations on the product and make customers disappointed or dissatisfied. The results of the study support the results of research conducted by Sintya, et al. (2018) and Gofur (2019) which show that product quality has a positive and significant influence on consumer satisfaction.

### **The Effect of Purchasing Power on Customer Satisfaction**

The results of the study can be seen that there is a significant influence between purchasing power and customer satisfaction of kripik tempe Sanan Malang City meaning that with changes in purchasing power, it will affect changes in customer satisfaction. The purchasing power of consumers is the ability to pay to obtain the desired or necessary goods or services. Purchasing power shows a person's ability to consume a product. The purchasing power between one person and another must be different. This can be seen from the person's status, occupation, income, and so on. The ability of purchasing power is described through real per capita expenditure. Purchasing power also has a close relationship with an item or product. If the goods or products have a low price, then people's purchasing power of the goods will also increase. This applies as to the law of demand. Demand is the quantity of goods demanded on a particular market with a certain level of price and in a certain period of time supported by purchasing power. Purchasing power is the ability of the consumer to purchase the desired number of goods, which is usually expressed in the form of money. Putong (2003) stated that consumer purchasing power is defined as the ability of consumers to buy the large number of goods requested in a certain market, with

a certain price level, at a certain level of income, and in a certain period will provide support in the satisfaction that will be felt.

### Conclusion

Based on the results of the analysis, it can be seen that product quality has a significant influence on customer satisfaction of Sanan Tempe Chips Malang City, the existence of a significant influence shows that the better the product quality, customer satisfaction. The results of the analysis can be seen that purchasing power has a significant influence on customer satisfaction of Sanan tempeh chips in Malang City. This means that with the better purchasing power, the customer satisfaction of Sanan Tempe Chips in Malang City will increase. From the results of the analysis, it can be seen that product quality and purchasing power have a significant influence on customer satisfaction of Sanan tempeh chips in Malang City.

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