



Proceedings of World Tourism Day Indonesia 2022

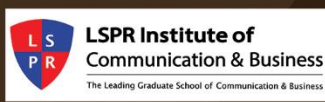
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Conference*
"Rethinking Tourism"

Jakarta, 26-27 August 2022

Editor:

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REMARKS FROM WTD

On behalf of the World Tourism Day Indonesia (WTD Indonesia) Foundation, and PATA Indonesia Chapter, it is a great privilege to present the first World Tourism Day Indonesia 2022 hybrid International Conference entitled “Rethinking Tourism” to the speakers, authors and delegates of the event. We hope that you find it useful, exciting and inspiring.

As stated by UNWTO Secretary-General, that World Tourism Day 2022 theme embodies an essential step for fully realizing our sector’s enormous and unrivalled potential to deliver positive change and opportunity for people everywhere, while at the same time meeting our responsibilities to sustainability and climate action. Rethinking Tourism means reassessing every part of our sector – what we do and why we do it. It also means rethinking how we communicate what we do and why we do it.

The conference which in line with UNWTO World Tourism Day 2022 aims to provide an opportunity for participants and speakers to share experiences and information, and discover new challenges along with new solutions to the challenges facing tourism post pandemic COVID-19.

The rapid development of new information technology, artificial intelligence and Meta has changed the way we think and live. It is also changing the way we travel. There are so many questions and concerns about how to promote the sustainable tourism development in the era of digital economy. This international conference is committed to promote the sustainable tourism development by exploring the future trends of global tourism development, sharing brilliant ideas and stimulating good awareness about the importance of tourism research.

The submissions of the call-for-papers had been overwhelming. We would like to express our heartfelt gratitude to all of the reviewers who helped us maintain the high quality of manuscripts/abstracts which included in the proceedings published by the coordinator of 19 university partners. We would also like to extend our sincere appreciation to the 19 university partners and their team, as well as the committee members who have committed and worked hard for the success of this two days conference held on 26-27 August 2022.

We are now optimistic and full of hope about getting the proceedings of the WTD Indonesia 2022 international conference “Rethinking Tourism” covered by international journal Scopus in due course. We appreciate that the authors of this conference may want to maximize the popularity of their papers. And we will try our best to support them in their endeavors.

Let us wish that all participants of the WTD Indonesia 2022 International Conference “Rethinking Tourism” have a wonderful and fruitful time at the conference.

Dr. Agus Canny, M.A., M.Sc.
President, WTD Indonesia Foundation

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TOPIC
COMMUNITY BASED TOURISM

THE CONCEPT OF COMMUNITY BASED TOURISM IN KAMPUNG BEKELIR TANGERANG ON THE COMMUNITY ECONOMY

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Abstract: The tourism sector is one of the contributors to Indonesia's National Income, with a target of 1.8 million foreign tourists and a Tourism Foreign Exchange of 0.47 billion US dollars in 2022. Bekelir village is famous for its mural village tours, three-dimensional paintings and graffiti with creative designs, unique and instagramable. The purpose of the study was to identify and analyze the economic benefits created by the application of the CBT concept in Bekelir Village. The research methodology is CBT approach, using non-probability sampling with purposive sampling technique. Bekelir village does not have anything to be proud of, but with the CBT tourism community it makes this village lively and colorful, giving rise to business opportunities for the people in Bekelir village, it can be seen that there are new jobs and additional income obtained from the many local tourists and tourists. outsiders who came to Bekelir Village. Based on the value of Keynesian Income Multiplier, Ratio Income Multiplier type I and Ratio Income Multiplier type II show values above standard or greater than 1, this indicates that there is added value given from this tourism object to the surrounding community in the form of increased income from business ventures. which is conducted. There is an increase in welfare felt by the community in Bekelir Village, thus opening up new job opportunities and developing the community's economy, in this case, MSMEs.

Keywords: Community Based Tourism; Ratio Income Multiplier.

PARTICIPATORY RURAL APPRAISAL APPROACH ON TOURISM OBJECT LEUWI HEJO CURUG

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Abstract: Indonesia has potency resource natural abundant tourism, very dear when potency tourist this in vain and not utilized optimally, one of them is object Tour waterfall Leuwi Hejo the moment this managed by the community and Forest Non- Governmental Organizations as well as Perhutani. Destination study is knowing factor booster and inhibitor development object tour waterfall Leuwi Hejo and how much big contributions made to income community and income original area Bogor Regency. Methodology study with PRA (*Participatory Rural Appraisal* approach) with method Triangulation. Search and data processing with use method *non-probability sampling* with technique *purposive sampling*. From the results study so obtained fact that factor booster object tour waterfall Leuwi Hejo is a beautiful natural panorama, cool and fresh air and have clean and tasteful water cold / fresh that can be enjoy for visitors object travel. Factor blocker object tour waterfall Leuwi Hejo namely the development program object travel still _constrained by some thing as well as access the path that doesn't support. Existence object tour this has give impact economy to Public with creation field work and activities economy society. Development Object Tour waterfall Leuwi Hejo is manage and maintain object tour with well, as well build facilities and infrastructure as well as infrastructure.

Keywords: Participatory Rural Appraisal.

HUMAN RESOURCES ACCOMPANIMENT OF HOMESTAY MANAGEMENT IN PEMUTERAN VILLAGE BALI

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Abstract: Human resource accompaniment (HRA) in homestay management is one of the Government's programs to improve the quality of human resource accompaniment (HRA) in tourist villages in Indonesia after the Covid-19 pandemic. The research was conducted to improve the quality of human resources in the field of Homestay Management to meet the demand for sustainable tourism in Pemuteran Village Gerokgak District Buleleng Regency Bali. This condition attracts researchers to research human resource accompaniment (HRA) in the field of homestay management using interpretive ethnographic methods and practical and collaborative action research methods. In obtaining research data, researchers used triangulation techniques by conducting participatory observations, in-depth interviews, and documentation through the assistance of human resource accompaniment (HRA) homestay management. Then the data are managed and analyzed in the form of meaningful qualitative data. Based on the results of research when carrying out human resource accompaniment (HRA) in the field of homestay management, it is necessary to standardize homestay management consisting of a standard operating system (SOP) for Reception, SOP for Room Reservations, SOP for Room Maintenance, SOP for Rooms, and SOP for Purchase of Homestay Packages. This research still has to be sustainable in accelerating the recovery of tourism and the economy of rural communities, homestay entrepreneurs, stakeholders, village governments, the tourism office of Buleleng Regency, and the Bali Provincial Government.

Keywords: Local Wisdom; Homestay Management; Human Resources; and People's Economy.

WANUREJO VILLAGE DEVELOPMENT THROUGH BALKONDES IN BOROBUDUR DISTRICT MAGELANG REGENCY, CENTRAL JAVA

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Abstract: Wanurejo Village is one of the villages located in the Borobudur Temple Area. The village is a "Culture and Craft" Village which has its own uniqueness. Wanurejo Village was appointed as a Tourism Village because of its unique culture and history. Every May 17, a Cultural Performance is held which is commemorated as the birthday of the Wanurejo Village. The purpose of this research is to see how the development of a tourism village is empowered to improve the economy in the village. Empowerment has been carried out by the surrounding community in collaboration with the Village Government, Village Tourism Board, Tourism Office, Ministry of Tourism, BUMN, and NGOs. This research was conducted by applying a qualitative approach with descriptive research and collecting data by conducting interviews with tourists, village managers and through literature review from previous research results. The supporting factor of this village is because of its very strategic location, which is the entrance to the Borobudur Temple. Until now, traditional culture and art are still maintained. In addition, artists who still maintain and develop traditional arts and culture and are supported by the level of community participation in empowerment are quite high. Some of the factors that hinder the empowerment strategy in tourism villages are the increasing egocentric nature that appears in individuals and the facilities of tourism actors are still very limited. The results of the study indicate that in empowering a tourist village, careful planning is certainly needed in order to advance the economy in the village, through Balkondes, being a good medium or container to improve the economy of a tourist village that shows the advantages of the attractiveness of the destination, of course the parties related to be a pioneer in empowering the tourist village.

Keywords: Balkondes; Empowerment; Wanurejo Village; Development.

RURAL TOURISM PLANNING BASED ON SISTER VILLAGE CONCEPT AT MAIN GATE AREAS OF BOROBUDUR HIGHLAND, INDONESIA

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Abstract: Planning for a village as an object and tourist attraction is more often designed based on spatial planning with administrative boundaries. This condition is clarified by the categorization of tourism villages by the government as the achievement of independent village entity. This paper aims to identify the potential of the village as an object and tourist attraction that has the authenticity of tourism without looking at the administrative boundaries of one village. The analysis unit sees 2 (two) villages that have been selected based on the function of the area as a buffer zone for the entrance to the Borobudur Highland area. Researchers found that the planning on tourism areas in rural areas can not be supported by 1 (one) village only. The research will have implications for the planning of tourist village areas that prioritize sister village-based collaboration.

Analysis result was collected through descriptive research method with qualitative analysis approach. It is expected to be able to shows an accurate and actual condition related to the potential of Sedayu Village and Benowo Village, Purworejo Regency. The villagers became the population with Pokdarwis as the sample for this study. It helps in understanding resources and capabilities that may be the competitive advantage value. The right strategy for the destination's development can be selected based on the results of the SWOT analysis. The idea of this research initiate to connect the villages using sister village concept to fulfill many aspects of community resilience components especially in tourism sector.

Keywords: Planning; Tourism Village; Tourism Ecosystem; Community; Sister Village.

EXPLORING ENGLISH COMMUNICATION NEEDS IN A TOURISM VILLAGE: WHAT DO THE LOCAL COMMUNITIES SAY?

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Abstract: Local community empowerment in tourism villages is required to enhance community participation in community-based tourism (CBT). English learning programs in tourist villages are generally carried out as incidental community service programs. Because of time constraints and insufficient methods, the results are subpar. Therefore, an effective and efficient English learning model designed specifically to improve the communicative competence of the community managing tourist villages is required. This study aims to bridge government programs to improve tourism human resources, particularly in the community of Cibuntu, a tourist village in Kuningan Regency. The ADDIE model (Analysis, Design, Development, Implementation, and Evaluation) is used as a reference and conceptual framework in this study. This study intends to carry out the first stage of the ADDIE model, namely the Analysis stage, to identify the English needs of the Cibuntu community. To this end, a descriptive qualitative research method was employed. The information was harnessed by observing and interviewing members of local communities who involved in tourism activities. In addition, interviews with the local tourism office were conducted to determine the profile of foreign tourists. The results demonstrated the community's need for English competence, their current English skill, and the English skills they wish to achieve. Based on the results of the needs analysis stage, the next stage of ADDIE should be carried out in the following research.

Keywords: Need analysis; ADDIE; Tourism Village; ESP.

WOMEN'S PARTICIPATION IN THE DEVELOPMENT OF KEMBANGARUM TOURISM VILLAGE, SLEMAN, YOGYAKARTA

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Abstract: This research is motivated by the presence of women who as an actors in the development of tourist villages. This study aims to increase the level of women's participation in developing the tourism village of Kembangarum. This study used a qualitative method aimed at determining the level of women's participation in the development of a tourism village in the Tourism Village of Kembangarum with a total of 12 participants consisting of 10 women, 1 manager and 1 as a headman. The results of the study found that women's participation in tourism activities was still not optimal as seen from the participation process consisting of decision making, activity implementation, evaluation and utilization of the results which were not comprehensive. Even though, the activities held in the Kembangarum Tourism Village can improve the quality of life of the women who live around the Kembangarum Tourism Village, especially in economic and social aspects. This research was conducted to develop women's participation in order to optimize women's involvement in village development through activities organized by managers in Kembangarum Tourism Village.

Keywords: Participation; Woman; Tourism Village.

PLAYFUL INTERVENTIONS? USING GAMES IN PARTICIPATORY TOURISM PLANNING: A SYSTEMATIC LITERATURE REVIEW

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Abstract: The use of games in the context of participatory tourism planning has not been widely explored by many researchers in the tourism sector. The area for exploration in this field is still very large. This study aims to look at the opportunities and challenges of using games in the context of participatory tourism planning. Systematic Literature review was conducted with a focus on the SCOPUS database using keywords related to the words game and tourism planning as well as planning. This study found that there were contributions of games to be used as innovation tools and to face many challenges in the tourism planning area. This research sees the potential in participatory tourism planning. Games can play a crucial role in bringing different stakeholders to talk to each other more casually to achieve the objective of the planning.

Keywords: Game; Serious Game; Participatory; Tourism Planning.

TOPIC

FOOD AND GASTRONOMY TOURISM

KIPO AS A GASTRONOMIC TOURISM IN YOGYAKARTA CITY

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Abstract: Kipo is made from glutinous rice flour which is then baked and wrapped in banana leaves. Kipo has existed since the days of Ancient Mataram and Islamic Mataram. The aim of this study was to analyze the philosophy, tools, and materials used in making kipo, as well as how to make it potential for gastronomic tourism. The research method used in this research is qualitative, where the object of this research is kipo. Meanwhile, the subjects in this study were kipo sellers, gastronomists, and cultural experts. The sample population in this study was kipo which was selected using purposive sampling with the following criteria: a) Kipo is a traditional food that is rarely found; b) Kipo is a type of traditional Yogyakarta food that is unique in the manufacturing process; c) Kipo has a high philosophical value. Data collection techniques in this study used in-depth interviews, observation, documentation, and literature studies. Data analysis in this study uses the model popularized by Miles and Huberman (1992) namely data reduction, data presentation, and conclusion drawing. The results showed that kipo has a long history and is attached to Javanese culture which is marked by the green color of kipo which symbolizes prosperity. Kipo also has a unique way of processing and using local ingredients. Based on the history of kipo which includes the plot and basic ingredients, kipo has a story that can have potential as gastronomic tourism.

Keywords: Gastronomic Tourism; Kipo; Traditional Food.

GASTRONOMY TOURISM: MENOREH FOOD FESTIVAL IN EMBRACING LOCAL CULTURE TO WORLD CLASS CULINARY SMES

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Abstract: Culinary is one of cultural identity in some regions. Several people has motivations to go travel due to culinary interest. The purpose of this paper is to analyze about the development of SMEs in culinary sector with qualitative approach according to observation and case study in Menoreh Food Festival event. The method of this research is using qualitative method with observation while the event was going on. Kulon Progo is one of region in Yogyakarta. International airport of Yogyakarta now is located in Kulon Progo which means that every tourist who comes to Yogyakarta by airline will reach Kulon Progo region for their first step. Tourism Government Office Kulon Progo has many programs to improve tourism in Kulon Progo, one of them is improving gastronomy tourism by holding Menoreh Food Festival event. Menoreh Food Festival is annual event that invited as much as possible culinary SMEs to join cook competition. In this year, cassava is required ingredient as condiment of the menu in order to append local gastronomy cultural value. This event has professional Indonesian chef for the judge such as Chef Marinka, Chef Muto, and Chef Anton. Judges comment and evaluation helps SMEs participants to develop their culinary business. This program also involves Gusti Kanjeng Bendara Raden Ayu Adipati Paku Alam X, an empress of Paku Alam Empire, Kulon Progo regen, Drs. Sutedjo, and Mr. Fajar Gegana as vice-regent to evaluate SMEs culinary in competition context also collaborate with Jogja TV. This event also has their purpose to embrace local culture to world class culinary which means they have outlook that Kulon Progo gastronomy with local people will be worldwide like another Indonesian culinary that successfully becomes intangible cultural heritage. According to this research, the conclusion is a program named Menoreh Food Festival in Kulon Progo could improve the quality of culinary SMEs without forgetting local gastronomy cultural value to be world class quality. Furthermore, this program also promote Kulon Progo tourism destination as the host of the event. At the end, conclusions are drawn and several suggestion will be offered according the topics to provide opportunity for future research.

Keywords: Gastronomy Tourism; Local Culture; World Class Culinary SMEs; Menoreh Food Festival.

SATAY AS A CULINARY HERITAGE OF INDONESIAN GASTRONOMY

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Abstract: Satay is a culinary heritage of Indonesian gastronomy and is a part of Indonesia's traditional culinary heritage. There are various types of satay in Indonesia, almost every province has a dish of satay dishes with each historical background, different spice blends, and processing. This study aims to obtain an overview of satay as a culinary heritage of Indonesian gastronomy with various types and flavors.

This research was conducted using a qualitative descriptive method with data collection techniques through in-depth interviews, participatory observation, literature studies, and documentation studies.

The results showed that there are several types of satay in Indonesia, including: Satay Madura, Satay Padang, Satay Ambal, Satay Ponorogo, Satay Tegal, Satay Blora, Satay Buntel, Satay Makassar, Satay Lilit, Satay Pusut, Satay Maranggi, Satay Kere, Satay Lalat, Satay Duck Tambak, Satay Soft, Satay Klopo, Satay Rabbit, Satay Bandeng, Satay Rembiga, Satay Klathak, Satay Ragey, Satay Loso, Satay Banjar, Satay Shells. Each type of satay has its own history, types of spices, processing methods, and flavors. Until now, satay as one of the typical foods of Indonesia's gastronomic culinary heritage is in demand by domestic and foreign tourists, but it has not been recognized as a world culinary heritage as Rendang Padang. Strategic efforts are needed, especially from the government as well as satay entrepreneurs and stakeholders to preserve and popularize it, so that Indonesian cuisine as a whole can be recognized as a world culinary heritage.

Keywords: Satay; Culinary Heritage; Gastronomy; Preservation.

DEVELOPMENT OF LAMBANOG (COCONUT VODKA) BASED CONCOCTION AS AUTHENTIC COCKTAIL DRINK IN THE PROVINCE OF THE PHILIPPINES

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Abstract: The purpose of the study is to develop Quezon's authentic cocktail drink to promote the local product in Quezon Province using lambanog based and local ingredients in selected municipalities of 1st and 2nd districts in Quezon province specifically Mauban, Pagbilao, Sampaloc, Tayabas, Infanta, Sariaya, and Lucena City. This is a Research and Development type of study which focused on developing products that will contribute to the industry of the province. Owners, managers, and bartenders were the respondents of the study. The methodology used in the study was Research and Development using a developed lambanog based concoction focused on three phases namely the generating phase where all ingredients/materials for the development of local lambanog concoction were gathered, followed by the development phase where the concoction according to the acceptance of the taste and physical attributes of the lambanog cocktail were created and developed, and lastly was the field try-out phase where the acceptability of the lambanog-based concoction to the market were tested. As to the result of the study, among the varieties of the different types of ingredients in Quezon province gathered by the researchers as modifiers, the tanglad, butterfly dried ternate, bignay, mulberry fruit, katmon, liputi, and passion fruit were proven to have a good blend with the lambanog concoction when it comes to its appearance, taste/flavor, and odor/smell. Among the three cocktail drinks, Cocktail 2 with concoction of lambanog, bignay, mulberry fruit, katmon, liputi and simple syrup got the highest acceptance level when it comes to its appearance. While to its taste/flavor and smell/odor, cocktail 1 with the concoction of lambanog, buko, tanglad, and butterfly dried ternate got the highest acceptance level.

For the study to be more beneficial to the community as well as the lambanog and hospitality industry, further study is recommended which will focus on the marketability of the lambanog cocktails to be participated by the business establishment owners, staff, and customers.

Keywords: Authentic; Beverage; Cocktail; Concoction; Lambanog; Research and Development.

LOCAL'S PARTICIPATION IN EVOLVING GASTRONOMY TOURISM IN UBUD AND BEYOND

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Abstract: Ministry of Tourism has designated Ubud as the destination to be brand as a UNWTO gastronomy destination prototype. In realizing a gastronomy destination that is inclusive and holistic, the participation of the community is something that deserves attention, because the community has a large share and plays a direct role in integrating its culinary and local attributes that will create an image as well as unique gastronomy destination. This study aims to analyze the local's participation in evolving gastronomic tourism in Ubud and beyond by assessing the local readiness and identify the potential of its gastronomy attributes. This research identifies the local's participation by assessing the level of their readiness, through interviews with key informant including community leaders, governments, organizations and related practitioners also observations. Interviews with community and local's representatives, including village's chiefs and Pokdarwis' leaders at 13 tourism villages in Ubud district and beyond, who are members of BUMDes Bersama Gianyar Aman also conducted. Data analysis was performed through the Community Readiness Model approach by Kelly et al (2003) and Plested et al (2006) and were analyzed with qualitative descriptive analysis techniques. The results showed that the level of local readiness is at the fourth stage. At this stage, it means that the locals are ready to develop gastronomy tourism in Ubud and beyond, even though it is still at pre-planning level. The leadership dimension is the most influential dimension in influencing the level of local's readiness. Meanwhile, the dimension of community efforts becomes an aspect that needs to be improved in responding to local's readiness, by increasing awareness and involvement in various efforts, through socialization and training activities.

Keywords: Gastronomy Destination; Local's Participation; Community Readiness Model; Tourism Village; Ubud.

THE EFFECT OF SEMANGGI FOOD QUALITY, SOCIAL MEDIA INSTAGRAM ON PURCHASE INTENTIONS WITH FOOD IMAGE AS INTERVENING VARIABLE; CASE STUDY OF Z GENERATION IN SURABAYA

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Abstract: Local food plays a major role in promoting the culture of a tourist destination and it can be the image of ethnicity in the particular place. This study learns the factors that affect Z Generation's Purchase Intention of traditional Semanggi food. The purpose of this study is to observe the effect of independent variables (Food Quality and Social Media Instagram) on intervening variable (Food Image) and dependent variable (Purchase intention). 167 questionnaires were used for data collection and PLS-SEM analysis was used to analyze the data. The result of this study shows that Food Quality, Social Media Instagram and Food Image have significant relationship with Purchase intention. Food Image was also proven to have a mediating role in the relationship between Food Quality and Social Media Instagram towards Purchase Intention.

Keywords: Food Quality; Social Media Instagram; Food Image; Purchase intention Z Generation; Semanggi Food.

THE EFFECTIVENESS OF LOCAL FOOD AS A CULINARY TOURISM ATTRACTION FROM CONSUMPTION VALUE AND CONSUMER SATISFACTION (CASE STUDY: PANDE EGI RESTAURANT)

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Ni Wayan Astri Utami**

Abstract: Related to tourism, food is an element of a travel experience. This paper will explore the role of local food as the attraction of a destination. The role of local food will be seen through the factors that shape consumer behavior and consumer satisfaction with local food that has been consumed. This research uses qualitative and quantitative data types. Sources of data in this study are primary data and secondary data. Data collection in this study was carried out through the distribution of questionnaires, interviews, and observations. The use of the Structural Equation Modeling (SEM) method to examine the relationship between variables, especially those related to tourism, has often been used. Where in this study sampling was done when the researchers made observations. Questionnaires were distributed to 100 consumers of Pande Egi Restaurant from November to December 2021. In-depth interviews were conducted with Mr. Pande as the owner. As for the results of this study, there are two factors that have a significant effect on the behavior of local tourists to buy local food (attention toward local food) at Warung Babi Guling Pande Egi. The behavior of local tourists to buy local food (attention toward local food) positively and significantly affects the intention to recommend local food and the intention to return to Warung Babi Guling Pande Egi as a culinary tourism destination.

Keywords: Tourism; Local Food; Local Tourist; Behavior.

TOURIST MOTIVATION TO VISIT BUMI LANGIT AS A PERMACULTURE GASTRONOMIC TOURIST ATTRACTION IN MANGUNAN BANTUL, YOGYAKARTA

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Abstract: Bumi Langit is a gastronomic tourism object that applies the concept of permaculture. Permacultur is a concept of integrated and organic agriculture that applies the principle of balance in a sustainable and sustainable way of life. This study aims to apply the concept of miss helix as a component of gastronomic tourism at the Bumi Langit stall as a permaculture gastronomic tourist attraction. The research method used is a qualitative method, while data collection techniques are carried out by interviews, observations, literature studies and documentation studies. From this research, it is expected to be able to arouse the motivation of tourists to return to Warung Bumi Langit because this object is the only tourist attraction that applies the principles of permaculture in Yogyakarta.

Keywords: Bumi Langit; Permaculture; Motivation.

SATE AMBAL AS A POTENTIAL FOR GATRONOMIC TOURISM IN KEBUMEN REGENCY, CENTRAL JAVA

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Abstract: Ambal sate is one of the typical foods of Kebumen Regency whose raw materials are broiler, brown sugar, and tempe. The uniqueness of this Sate Ambal comes from the way of processing, sous raw materials, taste, and aroma that are different from satay in general. Kebumen Regency not only has unique specialties. However, there are many natural and artificial tourist destinations that can be companion tourism in the development of gastronomic tourist attractions.

This study aims to: determine the gastronomic components of Sate Ambal; knowing the role of salapan cinyusu/Nona Helix in the management of Ambal satay gastronomic tourism; knowing the potential of gastronomic tourism attraction; find out gastronomic tour packages that can be developed from Sate Ambal. The research method used is a qualitative research method with data collection techniques through observation, interviews with stakeholders, documentation, and questionnaires.

The results of the study showed that there were nine gastronomic components in Sate Ambal, the role of salapan cinyusu in the management of Ambal satay gastronomic tourism, knowing that Sate Ambal has the potential to be a gastronomic tourist attraction in Kebumen Regency, and designing a gastronomic tour package in Kebumen Regency.

Keywords: Sate Ambal; Gastronomy; Tourist Attraction; Traditional Food.

TOPIC
POST PANDEMIC TOURISM

ENVIRONMENTAL SUSTAINABILITY ON PURCHASED DECISION TOURISM BUSINESSES IN PUNCAK

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Abstract: The purpose of this paper is to obtain an understanding of the interconnection of Certified Cleanliness, Health, Safety and Environmental Sustainability On Purchased Decision Tourism Businesses In Puncak. In this paper, the sample was 200 respondents from the tourists who experienced at least one time of visiting Puncak. The statistical finding there is positive and strong relationship between Certified Cleanliness, Health, Safety and Environmental Sustainability On Purchased Decision Tourism Businesses In Puncak. The finding of this study firstly, Certified Cleanliness, Health, Safety and Environmental Sustainability very important On Purchased Decision Tourism Businesses In Puncak. Suggestion for tourism businesses in Puncak makes a certification of Clean, Health, Safety and Environment. Secondly, the age of respondent between 25 years old until 44 years old with 83 respondents from a total of 200 respondents or 41.5 % from all respondents, this opportunity for tourism businesses in Puncak to promote a tourism sustainability for young generation. Thirdly, according the income of respondent < 3.000.000 IDR with 50 respondents from a total of 200 respondents or 25.0 % from all respondents, the income of respondent 3.000.000 IDR – 5.000.000 IDR with 73 respondents from a total of 200 respondents or 36.5 % from all respondents, suggestion for tourism businesses in Puncak to maintain the price is not higher than other tourist destinations and it is advisable not to increase the prices. Fourthly, according experienced visiting Puncak, more than four time experience of respondent visiting Puncak with 129 respondents from a total of 200 respondents or 64.5 % from all respondents, suggestion for tourism businesses in Puncak to maintain products, services and innovate by implementing tourism sustainability businesses.

Keywords: Certified Cleanliness; Health; Safety and Environmental Sustainability; Pandemic Covid-19; Purchased Decision; Puncak.

SUSTAINABILITY (CHSE) IN HOMESTAYS AT CIBUNTU TOURISM VILLAGE KUNINGAN DISTRICT, WEST JAVA

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Abstract: As part of the development of tourist villages, homestays are part of a tourism amenity that combines affordable lodging and authentic local culture. The existence of homestays is very closely related to Tourism Villages, including the Cibuntu Tourism Village, Kuningan Regency, West Java. This research evaluates homestay business management and implementation of CHSE in the village during the Covid-19 pandemic and tourism recovery efforts in Cibuntu Tourism Village. The theory used in this research is D. Janianton, P. A. Kusuma, and D. Mutiarin (2021) regarding the post Covid-19 recovery strategy. In addition, the CHSE theory also uses the definition of CHSE according to the Ministry of Tourism and Creative Economy (2020). This research was conducted using a literature study and interviews with local tourism village managers. This research is expected to provide input for homestay managers to help prevent and control COVID-19. At the same time, related tourism villages can improve the implementation of the CHSE protocol to increase a sense of security and comfort for visitors and the local village community.

Keywords: Pandemic; COVID-19; CHSE; Homestay; Tourist Village.

RECOVERY EFFORT IN ALAMENDAH TOURISM VILLAGE AFTER THE COVID-19 PANDEMIC

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Abstract: The COVID-19 pandemic has affected several industries, one of them is the tourism industry such as hotels, restaurants, retailers and various tourist attractions in Indonesia were closed due to this pandemic. One of the affected tourist attractions is the Alamendah Tourism Village, which is located in Bandung Regency, West Java. This study aims to determine the marketing strategy as a recovery effort in the Alamendah Tourism Village during the COVID-19 pandemic. The marketing strategy carried out in this study is from the 7P aspect in the marketing mix, namely Product, Place, Promotion, Price, People, Physical Evidence, and Process. This study uses a qualitative approach with descriptive analysis methods, the resource persons in this study consisted of the managers of the Alamendah Tourism Village, the Bandung Regency Culture and Tourism Office and Tourists. The results of this study indicate that the marketing strategy carried out by the Alamendah Tourism Village before and during this pandemic had positive changes, which initially only depended on offline marketing to become online and added new tour packages, namely Virtual Tours.

Keywords: Marketing Strategy; Marketing Mix; Tourism Village; COVID-19.

TRAVELLING DURING THE COVID-19 PANDEMIC: MITIGATING THE NEEDS AND WANTS

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Abstract: The research is to study the domestic tourists' considerations and perceived risks and how they allay the disharmony that occurs between the desire to travel and to stay at home because of the pandemic situation, to their decision making in traveling to Bali. Data were collected through questionnaires to 96 domestic Bali tourists and interview with 5 individuals from them to gain deeper insights on the travel decision-making process between January-February 2022, a point where the COVID-19 case in Indonesia rose once again after its stagnant low case report in the third quarter of 2021. Regression analysis was performed and suggest that there is an impact between the perceived risk on purchase decision-making. In addition, results revealed that for the most part, these domestic tourists tend to set aside their worries about COVID-19 and other safety concerns so that their choice to visit Bali can be more prominent, essentially because of feeling weary with the pandemic situation which makes them feeling the urgency to escape from the "routine".

Keywords: Cognitive Dissonance; Perceived Risk; Travel Behaviour; COVID-19; Coronavirus.

RESILIENCE AND REBUILDING BALI TOURISM

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Abstract: Bali, as a tourism destination hit by the impact of the Corona Virus spread around the world. Tourism industry in Bali contributes to high rate of unemployment that turn out to the major fall of economic development in Bali. Through several theories such as, Sustainable Livelihood Approach (SLA), Socio-Ecological System (SES), Integration Model and Adaptive Cycle, this research will be conducted in a qualitative method. This research examine literature review and case studies from other countries that have history in facing crisis. The Development tourism on the island of Bali has pass a number of exam in 20 years last (2002-2022), start from action terrorism (Bali Bombing 1 in 2002 and Bali Bombing 2 in 2005), and most recently is COVID-19 pandemic (2020-present). Bali Island can said has succeed through disasters and crises related action terrorism.

Keywords: Resilience; Rebuilding; Tourism; Bali.

TOURISM DESTINATION RESILIENCE: A STUDY CASE OF BALI DURING THE COVID-19 PANDEMIC

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Abstract: Covid-19 has destroyed the stability of the world economy. It also overturns all economic theory and establishment inexorably. Tourism gets the hardest hit, and Bali, being the most touristic destination in Indonesia, was disrupted and collapsed. The purpose of this study is to identify how bad the condition of Bali's economy is due to the inertia of tourism. It also sees how Bali can survive the effects of covid-19. The research started with a literature study on covid-19 from various sources, gathered and analysed to understand the pandemic causes better. The cohesiveness of the Bali tourism industry as a pioneer of the new normal movement and CHSE (Cleanliness Health, Safety and Environment) strengthened by government policies has made Bali able to overcome the crisis in the tourism sector as well as become the most successful tourism destination in controlling the Covid-19 pandemic.

Keywords: New Normal; CHSE; Bali; Covid-19; Government Policies.

MANAGING THE OPTIMAL NUMBER OF EMPLOYEES OF STAR-RATED HOTELS IN SOLO ON FINANCIAL EFFECTIVENESS DURING THE COVID-19 PANDEMIC

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Abstract: Human resource planning in hotel operations is always adjusted in carrying out operations to be appropriate and in accordance with the objectives of hotel management, including employee governance which is the main source of hotels in carrying out operations. To carry out these activities, business managers really need information from a reliable information system through a financial accounting information system that is always experiencing growth and developments in the need for accurate information. This study aims to review and find out employee management in accordance with the optimal number of employees in each department related to job description and standard operating procedures that are able to survive in any situation, including during the current Covid-19 pandemic. To achieve this goal, the study used qualitative descriptive. In this study, the respondents were hotel employees who really understood related to the policy of managing the optimal number of employees, better known as unpaid leave (leave outside the dependents given by the company to its employees) from 8 star hotels in Solo Raya. Data collection techniques in this study with direct observation, structured interviews and literature studies. The results obtained from the management of the optimal number of employees applied are, the hotel is able to maintain operational sustainability, the hotel's cash flow conditions are maintained properly and the company's profitability is still achieved. Based on the results of data analysis and discussion descriptions, it was concluded that with the management of the optimal number of employees through this unpaid leave application agreement, the company can make financial efficiency in terms of fix costs, and keep the company from experiencing liquidity difficulties.

Keywords: Management; Financial Effectiveness; Hotels.

TOPIC
TOURISM MARKETING

NICHE MARKET IN FANGIRLING PHENOMENON. THE CASE OF SPECIAL EVENT MARKETING BY “ARMY” FANGIRLS COMMUNITY IN BALI

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Abstract: Specific segmentation in managing the target audience in events can take advantage of phenomena or trends that are currently happening in society. One of the current familiar phenomena to millennials and gen Z is the phenomenon of "fangirling." Fangirl is a nickname for a group of girls who are highly dedicated to their idols and even become obsessed with them. Idol can be a real person or a fictional character (Fitriyani, 2016). This paper contains how the impact of using the fangirling phenomenon in marketing of a music event. The purpose of this article is to provide an overview of the implementation of the niche marketing strategy by the fangirls community carried out by ARMY Kuta Bali. By using qualitative research methods which describe the actual situation that occurred during the research and combined with theoretical references from both journals and articles related to business strategies. The findings of this study shows that fangirls who join a fandom have great potential to buy tickets to events held specifically for their favorite idols, being repeaters and also promoting event to other fangirls.

Keywords: Event; Niche Market; Niche Strategy; Fangirling; ARMY; BTS.

STRATEGI PEMASARAN DESA WISATA NGLANGGERAN, DESA WISATA WUKIRSARI DAN DESA WISATA PENTINGSARI DIMASA PANDEMI COVID-19

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Abstract: This research is motivated by how the marketing strategy of Nglanggeran Tourism Village, Wukirsari Tourism Village and Pentingsari Tourism Village conducted by each tourism village manager in the pandemic period. The author conducted research with a formulation of the problem of how the marketing strategy of Nglanggeran Tourism Village, Wukirsari Tourism Village and Pentingsari Tourism Village during the *covid-19* pandemic and before the *covid-19 pandemic*. The type of research used is qualitative study with descriptive methods. Theory of data collection through interviews, observations and documentation. While data analysis, the author uses a SWOT analysis approach.

This research can be concluded, that the marketing strategy used by the manager of Nglanggeran Tourism Village, Wukirsari Tourism Village and Pentingsari Tourism Village is by using *7P marketing mix*. The marketing strategy of the managers of the three tourist villages in terms of *Product, Price, Place, Promotion, Process, People* and *Physical Evidence* received a positive response from tourists this is evidenced by the increase in visitors every year. But for the manager of Wukirsari Tourism Village there are still some points that need to be improved, namely *Promotion* and *People*, the promotion activities of tourism village managers have not been maximal in the use of social media as promotional media and there are still minimal young people who contribute to the management of tourist villages, in terms of *Price*. Tourism village managers have a target of middle-class and above-class tourists specifically for batik writing products. While Nglanggeran Tourism Village and Pentingsari Tourism Village have a target of tourists to all social classes and urban communities.

Keywords: Marketing Strategy; Nglanggeran Tourism Village; Wukirsari Tourism Village; Pentingsari Tourism Village; SWOT Analysis.

LEVERAGING BRAND AWARENESS WONDERFUL INDONESIA THRU CO-BRANDING: A BRAND TRACKING FROM TIKET.COM

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Abstract: Collaboration, is one of the partnership strategies that are currently widely applied to achieve the goals of an organization more effectively and efficiently. In the aspect of tourism marketing, one of the government institutions implements collaboration through a co-branding strategy that aims to increase brand awareness of Wonderful Indonesia. The co-branding initiative, which is a form of strategic marketing partnership, is carried out by the organization to achieve 3 (three) strategic goals, namely 1) efficiency, by sharing resources in running co-creation programs, 2) synergy, to boost Wonderful Indonesia's brand equity. and 3) reach, by penetrating the market and exposing the Wonderful Indonesia brand through partner's customer base (Renstra Kemenparekraf 2020-2024).

Through the distribution of questionnaires to 200 respondents (N=200) which were the customer of tiket.com, using a random sampling technique, this study evaluates co-branding strategy and brand awareness of Wonderful Indonesia by calculating the brand awareness index. It is expected that stronger brand awareness could increase the the interest of tourists to travel. Also, stronger brand awareness is expected to increase the curiosity about Indonesian tourism and choose to travel domestically, thereby reducing foreign exchange leakage in which has increased year on year, the highest one is in 2019 at 11.321 million USD (Indonesian Balance of Payments Report 2019) , Bank Indonesia).

The method used in this study is PLS-SEM which is processed using SmartPLS 3 software. The results of the research there is a significant influence between co-branding and brand awareness on tourist arrivals. However, the calculation of the brand awareness index sum up that Wonderful Indonesia's brand awareness is still weak.

Keywords: Cobranding; Brand Awareness Index; Wonderful Indonesia.

SOUTH KOREA DESTINATION IMAGE IN THE EYES OF PROSPECTIVE INDONESIAN TOURISTS: A CASE STUDY OF SOUTH KOREA DRAMA

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Abstract: Film-Induced Tourism phenomenon has become studied by many scholars. Several studies have advancing by trying to link Film Induced Tourism with Destination Image. This research trying to combine the role of the creative economy (film) with tourism (destination image) to synergize each other. The purpose of this research is to find out which factors of Destination Image are most affected through Korean Drama and what factors have a strong relationship so that it needs to be investigated in further research. The method used is descriptive quantitative research method with descriptive analysis techniques to determine which factors of Destination Image are most affected and factor analysis to encounter what factors have a strong relationship. The sampling technique in this study uses purposive sampling where the respondents who fill out the questionnaire are people who have watched Korean dramas. Questionnaires were distributed to 350 respondents through the distribution of electronic links. Based on the findings, it can be concluded that the most dominant factor perceived by respondents after watching Korean Drama from the Cognitive Image aspect is attributes related to the people of South Korea and from the aspect of Affective Image is unpleasant / pleasant. While the factors that have a strong relationship are distressing / relaxing , attributes related to the people of South Korea, historical and cultural attractions, dan community characteristics / infrastructure. Further research related to Destination Image using these factors in related with Korean Drama or other locations will be recommended in order to amend the studies of Destination Image in related with Film-Induced Tourism.

Keywords: Destination Image; Film Induced Tourism; Korean Drama.

THE ROLE OF YOUTH IN DEVELOPING TOURISM VILLAGE MARKETING IN THE POST-PANDEMIC

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Abstract: Good marketing will ensure the production process runs sustainably. Most tourism villages are generally driven and managed by the baby boomers' generation that has challenges, such as adapting to environmental changes, i.e., adopting information technology. However, researchers still rarely discuss how the development of tourism villages is driven by youth, even though youth are quick to learn, respond quickly, and adapt to environmental changes, including the adoption of information technology. Therefore, this research aims to explore further youth's role in developing creative and innovative marketing of tourism villages in the post-pandemic, especially in developing countries such as Indonesia. This research is a qualitative descriptive study. The subject of this study is a case study on youth as local actors in the Tourism Village of Nglanggeran, Yogyakarta Special Region Province. Interviews and field observations were conducted with selected informants; four youth actors as key informants. The four informants were chosen because they were very representative--tech savvy using information technology (digital) media and understand that they are marketers for their village. The research location is Nglanggeran Tourism Village, Gunungkidul Regency, Yogyakarta Special Region Province, Indonesia. Tourism villages want to develop in the post-pandemic, so the solution lies in the driving force (local actors)--being willing to learn, responding quickly, and easily adapting to the environment. The role of youth as local actors in the development of tourism villages in the post-pandemic is very substantial: (1) conduct digital marketing innovation (Social Media, Websites, YouTube, Virtual Tour, Digital Market Place); (2) creative Tourism Package readiness; and (3) building good relations and collaborating with various partners. However, not all tourism villages are driven by youth. Nonetheless, Nglanggeran can be a lesson learned and an excellent example to enrich best practices that can be adapted or applied to tourism villages, especially in developing countries, in this post-pandemic era. Further research is needed to discuss how the role of youth as local actors in tourism villages regenerates future generations.

Keywords: Role of Youth; Tourism Village; Marketing; Post-Pandemic.

EXPERIENTIAL QUALITY AND BEHAVIORAL INTENTIONS OF DOMESTIC TOURISTS, WHO VISIT JELEKONG VILLAGE

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Abstract: This research aims to analyze the effect of experiential quality which consists of escape, peace of mind, involvement, recognition, and learning on behavioral intention in Jelekong Village. The research method used is an explanatory survey with a cross-sectional method approach with a total sample of 130 consisting of tourists who have visited Jelekong Village during the Covid-19 pandemic. The data analysis technique used is multiple linear regression. The results of the study indicate that there is simultaneously a significant influence between experiential quality on behavioral intention. Partially, the peace of mind, involvement, and learning sub-variables have a significant effect on behavioral intention, but there is no significant effect on the escape and recognition sub-variables on behavioral intention. The learning dimensions got the highest score, while the escape dimensions got the lowest score. The response to behavioral intention in Jelekong Village is in the high category, the positive WOM dimension gets the highest rating and the dimension of willingness to pay more gets the lowest rating. The results showed that there was an influence between experiential quality on behavioral intention.

Keywords: Experiential Quality; Behavioral Intention; Jelekong Village.

THE IMPACT OF BRAND IMAGE AND FACILITIES ON GUEST'S BUYING INTEREST: A CASE STUDY OF THE APURVA KEMPINSKI BALI HOTEL

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Abstract: Tourism in Bali slowed down and the hospitality industry has been affected. This Phenomenon where the number of hotel guests decreased in certain months emerged due to the COVID-19 pandemic. Hence, the Author would like to find out the buying interest that is implemented at The Apurva Kempinski Bali. Thus, the purpose of this study is to determine the effect of brand image and facilities on buying interest at The Apurva Kempinski Bali. Buying interest can be influenced by many factors such as using the facilities and brand image variables as a factor influencing buying interest. the author uses quantitative method analysis. Through this study, the researcher wants to conclude that this research hypothesizes that, brand image and facilities affect the buying interest at The Apurva Kempinski Bali. This analysis includes classical assumption test, multiple regression analysis, hypothesis testing through t-test and f test, and analysis of the coefficient of determination (R²) with a total sample of 100 respondents using probability sampling. The results of the analysis using t-test can be seen that the two independent variables namely brand image (X₁) have a negative effect on the dependent variable namely buying interest (Y) with the coefficient value $t_{table} > t_{count}$, $1.984 > 1.940$. (X₂) has a positive and significant partial effect on the dependent variable namely buying interest (Y) with a coefficient value $t_{count} > t_{table}$, $5.126 > 1.984$. Then the results of the f-test can be seen that the two independent variables namely brand image (X₁) and facilities (X₂) together have a positive and significant effect on the dependent variable namely buying interest (Y) with the significant coefficient value $sig < 0.05$, $0.000 < 0.05$. The results of the analysis using a coefficient of determination is known that 35.2% buying interest can be obtained and explained by brand image, and facilities. While the remaining 64.8% is explained by the other variables that are not included in this study. As a conclusion, hope that the results of this study can be used as a reference for making strategies to increase the buying interest.

Keywords: Brand Image; Buying Interest; Facilities; Bali.

TOPIC

SUSTAINABLE TOURISM MANAGEMENT

MUPU JERUK ATTRACTIONS AS A SUSTAINABLE TOURISM ALTERNATIVE

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Abstract: Tourism acts as a leading sector that will help the recovery of other sectors in the tourism supply chain. The potential of agro-tourism becomes a sustainable tourism opportunity by playing an integrated 4A role. This study aims to analyze the potential of sustainable 4A tourism in special interest tourism. This study uses a qualitative descriptive method through data collection by means of observation, and in-depth interviews supported by a SWOT analysis from the side of sustainable tourism 4A (Attractions, Accessibility, Ancillary, and Amenity). The results showed that Mupu Jeruk provides a unique experience by picking fruit and getting education and entertainment that is integrated with the concept of tourism and has tourism potential to be developed into a tourist destination of particular interest as an alternative to fruit picking and edutainment tourism supported by 4A which can attract stakeholders. as a promised development prospect.

Keywords: Sustainable Tourism; Special Interest; Agrotourism.

SWOT ANALYSIS OF AGROTOURISM WITH SCIENCE AND TECHNOLOGY PARK CONCEPT IN ARJASARI, BANDUNG REGENCY

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Abstract: Science parks have been emerged and developed in the United States of America to linked the gap between research sectors and industry. For few decades ago, Science and Technology Park (STP) have been developing rapidly in most of countries in Asia. In 1976 Indonesia have established their very first science and technology park. Science and technology park in Indonesia became one of government strategy to stimulate innovation based on local resources. Bandung Regency is one of the regions in Indonesia that depend on their agriculture activities. Arjasari Area is one of sub district in Bandung Regency, where most of the area is a rural area that famous from its Clove, Coconut and Coffee plantation. Besides that, Arjasari have many agricultural activities such as Agriculture Wetlands, Dryland farming, Horticultural Agriculture, Clove, Coconut, Coffee Plantation, Production Forest and Middle Industrial Area. Bandung Regency Municipalities have a plan strategy to encourage rural area with tourism. Developing an agriculture science and technology is one of the strategies to boosting an innovation in agricultural sector while promoting the local product of this area. This research is qualitative research using SWOT (Strength, Weakness, Opportunity, Threat) Analysis. SWOT Analysis is used to describe the potential innovation and potential problems that may occurs in the future. Bandung Regency nowadays still lack of innovation in agriculture sector. Human Resources skill and competency of Bandung Regency's local community also still need to be empowering to improve. This lacking of human resources skill needs to be improved widely from many sectors. On the other hand, Bandung regency have a much potential on agricultural sector.

Keywords: Agrotourism; Science and Technology Park; Tourism.

CLIMATE CHANGE IMPLICATIONS ON STRATEGIC TOURISM DEVELOPMENT OF YOGYAKARTA DURING THE PANDEMIC COVID-19

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Abstract: The purpose of this research is the regional tourism development strategy in DIY Province to answer the challenges of climate change impacts related to the community's social life and tourism which was very slumped during the pandemic. What are the efforts of the community and government to restore tourism? The existence of diverse and unique potential of DIY's natural resources must be maintained and developed even during the pandemic. Strategic innovation to create regional competitive advantage through increasing community empowerment and the role of the Penta helix. This study uses qualitative research methods, through field observations, interviews, and empirical document data that are appropriate and relevant to the research objectives. The commodification of natural potential and the role of the Penta helix can encourage people to build micro-entrepreneurs, culinary businesses, restaurants, cafes, baristas, and online delivery businesses in DIY. In the future, this research is expected to be redeveloped as a reference for new tourism development strategies with more creative and adequate designs as a competitive advantage for tourism according to the demands of millennial tourism development.

Keywords: Climate Change; Strategic Development; The Pandemic COVID.

WHY SHOULD VISITORS TO BOROBUDUR TEMPLE NEED TO BE LIMITED? AN EFFORT TO KEEP TOURISM SUSTAINABLE

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Abstract: Visitors to Borobudur Temple are 3.99 million or an average of 10,929 people per day. The combination of visitor density and weather resulted in structural deformation and degradation of the temple rock. In addition, there are also tourist mistakes in appreciating the monument. Therefore, the aim of this study is to examine how much the physical carrying capacity of the monument is, as well as to determine strategic steps to keep tourism sustainable.

The technique used to calculate the physical carrying capacity (PCC) is to multiply the area of space by the needs required for a tourist to enjoy the tour comfortably, then multiply by the rotation factor. This study uses secondary data from various publications. The results of the study show that the PCC of Borobudur Temple is 391 people per day, only 3.59 percent of visitors attend every day, even though it is still far below the government quota set at 1,200 people per day. For this reason, managers need to change the orientation of mass tourism to become more qualified, provide education to visitors, and conduct management partnerships with local governments and local communities.

Keywords: Borobudur; Degradation; Tourist; Carrying Capacity; Sustainable.

EXCELLENT AND SUSTAINABLE TOURISM MANAGEMENT THROUGH THE BALDRIGE CRITERIA (CASE STUDY: MANGUNAN ORCHARD TOURISM ATTRACTION)

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Abstract: Optimizing organizational performance has a positive impact on the services provided. Various steps need to be taken in an effort to create a sustainable business. Organizational excellence is inseparable from several main factors, such as: performance, customer satisfaction, leadership, process management, employee involvement, learning, innovation, and social responsibility. Organizations must be able to assess their performance to explore various opportunities and be able to put themselves in a competitive situation. The Baldrige Criteria are a guide for organizations to evaluate performance and create superior and world-class management. This criterion consists of seven pillars, namely: leadership; strategic planning; focus on consumers and markets; analysis and knowledge management; focus on human resources; business process management; and results. This research was conducted to analyze the application of the Baldrige Criteria to the Mangunan Fruit Garden tourist attraction as an effort to create superior and world-class tourism management. A qualitative, descriptive research design was used in this study and was combined with the Baldrige Criteria instrument. Collected data for this study through in-depth interviews with several informants from management and employees. The results of the study explained that the management of the Mangunan Orchard was not in accordance with the Baldrige Criteria. Tourist attraction managers need to design the right strategy to create superior and world-class organizational performance.

Keywords: Sustainable Tourism; Organizational Performance; Baldrige Criteria.

GEPARK AS A SUSTAINABLE TOURISM CONCEPT: CASE STUDY AT GEPARK CILETUH-PALABUHANRATU, SUKABUMI REGENCY, INDONESIA

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Abstract: Climate change, global warming, and mass tourism are the main agenda of sustainable tourism. International tourism faces a significant challenge in maintaining its dynamic growth rate without harming the environment so that future generations can enjoy the same benefits as the experiences or values that are felt today. In dealing with the issue of sustainable tourism, geopark is here as an answer to these problems. Previously, the use of natural resources was carried out employing natural exploitation such as mining, land transfer, etc., but the paradigm has changed. Geopark sustainably utilizes natural resources, one of which is the protection of natural heritage and geotourism. This study aims to describe sustainable tourism development in Geopark Ciletuh-Palabuhanratu. The method used is a qualitative approach with observation, documentation, interviews, and literature studies. Studies show that the presence of Geopark Ciletuh-Palabuhanratu brings changes for the better. The change is seen in the active participation of the community in activities carried out to develop tourism potential at Geopark Ciletuh-Palabuhanratu. The results of this study are expected to provide an understanding for stakeholders in the tourism industry about the importance of applying the concept of sustainability to increase economic, environmental, and socio-cultural values in a sustainable and long-term manner.

Keywords: Geopark; Sustainable Tourism; Geopark Ciletuh-Palabuhanratu.

TOPIC

CONTEMPORARY ISSUES IN TOURISM

DOES SOCIAL RELATIONSHIP CAN EFFECT IN TOURISM INSTITUTIONALS MANAGEMENT IN KEPULAUAN TOGEAN? PERSPECTIVE BASED ON DISSOCIATIVE FACTORS ON SOCIAL REALATIONSHIP THEORY

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Abstract: This social relationship is not limited to how an actor or institution communicates or collaborates when a form of cooperation between institutions is established, but needs to be reviewed how a tourism institution has a contradictory, inconsistent, or frictional relationship with other institutions. In sociological theory this form of relationship is referred to as dissociative social relations. Management of tourism institutions is not only how to manage unidirectional relationships with other institutions, but how to unite contradictory daily work practices into harmony and minimize conflicts that hinder the process of developing tourist destinations, especially if the tourist destination is a tourist area located in the area. conservation. This area contains indigenous peoples, and various parties with different interests in it. The purpose of this study was to analyze the factors of social relations in the management of the Togeian Islands National Park area based on sociological theory in terms of dissociative social relations. The method used is a qualitative descriptive method which produces a form of data interpretation at the end of the discussion. Analysis of the results of in-depth interviews was conducted with 16 stakeholders. The results of this study are dissociative social relations which consist of the relationship of competition, contravention, and conflict are affecting all aspects of every institution, including how they make technical job desks in daily work. The implication of this research aims to fill the gap in social relationships in tourism institutions with many norms and rules to manage them.

Keywords: Social Relationship; Tourism Institutional; Dissociative Relationship; Conflict.

TOURISM AND THE BETTER IMAGE TOWARD JAPANESE; A STUDY IN PENANG, MALAYSIA

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Abstract: The relationship between Japan and Southeast Asia countries has drastically shifted from occupation to close cooperation since the end of World War II, particularly in terms of economics and trading. However, a collective memory rooted in the occupation period has been continuously reproduced across the generations through the education system. The article aims to study the role of tourism in enhancing a better mutual understanding between these groups. Employing the qualitative methods, findings from a series of observations and in-depth interviews in Penang reveal several interesting facts. *Firstly*, collective memories inherited from the Japanese colonization in the past still exist although the economic and political relationship with Japan has reached its best environment. *Secondly*, the role of direct interaction completed by the economic benefit from tourism is effective in breaking the cultural block between groups inheriting conflict in the past. Moreover, direct interaction between Japanese visitors and the host community in Penang has significantly produced better mutual understanding, compared to the perception of people who did not have any interaction with the Japanese visitors. It shows that tourism can be considered as the alternative cultural diplomacy to complete the puzzle of public diplomacy through its people-to-people interaction. In this case, successful cultural diplomacy will also directly influence and shape a stable political and economic relationship.

Keywords: Tourism; Interaction; Cultural Understanding; Memories.

PERAN PARIWISATA BERBASIS INDUSTRI DALAM PERKEMBANGAN BISNIS DI INDONESIA

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Abstract: Tourism has a lot of origins about tourist attractions, as well as the people. The community is basically an important role in the realization of a tourism place. There are local people who act as owners and managers and run their business in the tourism area, as well as the community as visitors from tourism places. In tourism there is a tourism industry in it, which is one of the largest and fastest growing industries in the world.

Tourism is part of business development in Indonesia, ranging from hotels in it, modern tourism, marine tourism and other tours, which play a role in the progress and development of business in Indonesia.

The increasing population growth, coupled with increasing economic needs, has made people develop creativity from their communities to develop businesses based on the tourism industry.

Keywords: Tourism; Industry of Tourism; Business.

TOURISM AND CREATIVE ECONOMY ENTREPRENEURS' RESILIENCE IN THE COVID-19 PANDEMIC IN WEST JAVA

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Abstract: In planning the development of tourism affairs in West Java Province, one of the issues that need to be identified is the impact of COVID-19 on tourism and creative economy entrepreneurs because this issue can currently affect the main performance indicators of tourism in an area. The purpose of this study is to look at the impact of the Covid-19 pandemic on tourism and the creative economy entrepreneurs and their efforts to survive during the pandemic. The qualitative research method was used by presenting data through a survey of 200 tourism and creative economy entrepreneurs in West Java and simultaneously conducting open interviews to dig deeper information from the structured questions on the survey instrument. The data analysis technique used is data triangulation analysis. The results show that the pandemic has had an economic impact on tourism and the creative economy entrepreneurs, in the form of a decrease in income to loss of income. Efforts made to survive include innovating in the business they run, using their savings, and looking for new jobs outside the tourism and creative economy sectors. Collaboration and assistance are needed in the form of business safety nets, forums for sharing knowledge in the form of online training, and to development of operational standards for tourism businesses and the creative economy that adapts to pandemic conditions.

Keywords: Tourism and Creative Economy Entrepreneurs; COVID-19 Pandemic; Tourism Resilience; West Java Tourism.

BOOSTING THE LIVELIHOODS OF SMALLHOLDER COFFEE FARMERS IN SOUTH SUMATERA PROVINCE, INDONESIA THROUGH COMMUNITY-DRIVEN TOURISM

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Abstract: This paper analyzes the livelihoods of smallholder coffee farmers in South Sumatera province, Indonesia. The independent variables of the study are sustainable agricultural practices and farmers' soft skills. While the dependent variable is the livelihoods of smallholder coffee farmers. This study will employ quantitative qualitative research methods. The study further analyzes the shift of activities of the smallholder coffee farmers to improve their livelihoods; how they are moving from one practice to another and how their income and livelihoods are significantly improved. The policy directive from the central government plays an important role to improve the livelihoods of smallholder coffee farmers—from conventional practice to sustainable coffee farming practice given the influence of modern technology. Based on the refined methodology and assessment tools, surveys and interviews will be conducted with the existing and potential farmers and farmer groups; overall, both conventional and digital platforms of data collection will be employed to gather the most accurate data and information possible. The study initially found that there is a change in funding assistance scheme given by central, provincial and municipal alongside with local and international NGOs and governments to the farmers considering the importance of improving the national coffee yield volumes dependent on the quality livelihoods of the farmers. Both technical and financial assistance are instrument for the agricultural policy and simultaneously used in development tool. By utilizing the triple bottom line analysis, this paper looks into the possibility of community-driven tourism that emphasizes the people, planet and profit values.

Keywords: Livelihoods; Coffee Farmers; Community-driven Tourism; Coffee Tourism; Triple Bottomline.

THE ROLE OF MICRO, SMALL AND MEDIUM ENTERPRISES IN ENHANCING COMMUNITY-BASED TOURISM: A PRE AND POST-PANDEMIC ASSESSMENT

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Abstract: Upon entering the post Covid-19 pandemic phase, tourism remains in the forefront of Indonesia's overall recovery strategy, along with the micro, small and medium-sized enterprises (MSMEs) that have also been the backbone of the country's economy, accounting for 60% of GDP, and are projected to further contribute up to USD\$140 billion by the year 2030 by adopting digital technology. The empowerment of MSMEs in tourism sector development lays the grounds for Community-based Tourism (CBT), and although CBT itself has increasingly gained traction in the Indonesian tourism research community in the past decade or so, there remains a great deal to be explored, particularly in relation to attaining sustainability in the face of global crisis such as the Covid-19 pandemic, that has forced all stakeholders in MSMEs and CBT to adjust in order to survive and sustain. This study aims to analyze the role of MSMEs in enhancing CBT, focusing on their business strategies prior to and following the onset of the pandemic. A descriptive qualitative method is utilized by means of content analysis and literature review, both from primary and secondary sources. The resulting analysis reveals that the role of MSMEs significantly contribute to enhance community-based tourism strategy before and after the pandemic. The study also reveals that following the Covid-19 pandemic, MSMEs' business and development strategies shifted toward increasing and improving utilization of digital technology and literacy across all MSME sectors.

Keywords: Post-Pandemic; Village Tourism; Entrepreneurship; CBT; MSMEs.

FAMTRIP DIFFABLE: AN INCLUSIVE TOURISM DEVELOPMENT AS AN EFFORT IN REALIZING DISABILITY-FRIENDLY TOURISM

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Abstract: In line with the urge for Inclusive Tourism Development, the tourism and hospitality industries have continuously faced a limited source of literacy on disability-friendly tourism. This is to achieve chance equality in the tourism sector. Other than facilities, inclusive tourism can be created and developed by creating a program or event. The program implemented can be designed to suit the needs of people with disabilities. “Fam trip Diffable” is one of the flagship programs organized by the Kulon Progo Regency Tourism Office to simultaneously publish or campaign for Inclusive Tourism Awareness which has been forgotten and abandoned and also educate people with disabilities in addition to traveling at the same time. Hence this paper aims to campaign the Disability-Friendly Tourism as one of the Inclusive Tourism Development movements that need to be considered. The “Famtrip Diffable” is one of the case studies in this qualitative approach research. With that, the Kulon Progo Regency Tourism Office can simultaneously promote the top tourist destinations in Kulon Progo Regency amid the pandemic. Considering this activity is carried out during the pandemic, of course, many things need to be considered such as health protocols and physical distance restrictions. Considering that this program involves many disabled friends ranging from deaf, mute, and blind people, this program is also designed to be able to adjust to the special needs of diffable friends. Such as collaborating with the Medical Team, Rescue, and Interpreter. Possible obstacles that may occur during the event can be prevented and overcome. This event also collaborates with Kompas TV in the Jalan-Jalan Lets Go” program which can expand publications, educate and inform the wider community about extraordinary programs by the Kulon Progo Regency Tourism Office. In summary, conclusions are drawn and some suggestions are offered regarding the topics that are likely to provide opportunities for future research directions.

Keywords: Inclusive; Tourism Development; Disability-friendly Tourism; Famtrip Diffable.

IDENTIFICATION OF VISUAL IMPAIRED CHILDREN'S RESPONSES TO RECREATIONAL GAMES IN SUPPORT OF INCLUSIVE TOURISM

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Abstract: Encouraging inclusivity in education and urban development is one of the goals in the Sustainable Development Goals (SDGs). The development of inclusive tourism is one way to push the SDGs goals to be achieved. Tourism basically includes several components such as attraction, accommodation and accessibility. In our community, especially children with disabilities, currently still have difficulties in enjoying tourism, this can be caused by all the three components of tourism such as attraction, accommodation and accessibility are not all disability-friendly. The development of disability-friendly recreational games is one way to support the attractiveness component so that it is accessible for people with disabilities. People with disability have many different condition based on their difficulties, one of which is people with visual impaired.

This study will discuss the response of children with visual impairments to some recreational games that designed specifically for their condition. The method in this research is to use observation and Applied Behavior Analysis technique where we can observe how the visual impaired children respond to some of the games that are offered. Based on the analysis, it was identified that visual impaired children can accept games that rely on other five senses such as hearing, smell and touch. Children with visually impaired condition also tend to be able to play games that have simple instructions and are not too complicated. But even so, visual impaired children still need assistance in doing recreation.

Keywords: Disability; Recreational Games; Inclusive Tourism.

TOPIC

HOSPITALITY AND TOURISM MANAGEMENT

THE IMPACT OF SERVICE QUALITY LOCAL GUIDE ON TOURIST SATISFACTION IN GREEN CANYON WEST JAVA INDONESIA

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Abstract: One way that local guides must do to provide satisfaction to tourists is to provide service quality . Therefore, the service quality of local guides is the main aspect in this study. A guide must have five factors, namely professional competence, interpersonal skills, organization skills, empathy and problem solving (Huang et al, 2010). The data analysis method used is multiple linear regression analysis using the F test, partial T test, and the R2 determination test. That the five variable competence of guide simultaneously affect tourist satisfaction at Green Canyon Pangandaran. Based on the value of the multiple linear regression equation and the results of the simultaneous F test, it is obtained that Fcount 28.434 >Ftable 2.31 then Ha1 is accepted. The result of the T test is that the dominating variable is the Professional Competence (X1) variable with a value of 25%, so Ha2 is accepted. The value of the coefficient of determination (R2) is 58.1%, while the remaining 41.9% is influenced by variables other than this research variable.

Keyword: Service Quality; Local Guide; Tourist Satisfaction.

INFLUENCE OF CREATIVE EXPERIENCE ON REVISIT INTENTION TO CREATIVE TOURISM IN BANDUNG CITY (SURVEY OF TOURISTS VISITING SAUNG ANGKLUNG UDJO)

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Abstract: Purpose - This study aims to analyze the effect of creative experience consisting of interaction, learning, escape, and involvement on revisit intention at Saung Angklung Udjo during the Covid-19 pandemic period.

Design/Methodology - With quantitative research methods and a total sample of 110 respondents consisting of consumers who made visits during the 2022 pandemic (January-March). The analytical technique used in this research is path analysis technique.

Findings - Based on the results of this study, it was found that simultaneously creative experience had a significant influence on revisit intention. Partially, the three dimensions of creative experience, namely interaction, escape, and involvement have a significant influence on revisit intention, but one dimension that does not have a significant influence is learning on revisit intention. All creative experience dimensions have an equal rating of 25%, then the respondents' responses to revisit intention at Saung Angklung Udjo are in the high category, then on the revisit intention majority of visitors are more interested in recommending (recommend it to other). Based on the results of the research that has been done, it can be concluded that there is an influence between creative experience on revisit intention at Saung Angklung Udjo.

Keywords: Creative Experience; Revisit Intention; and Saung Angklung Udjo.

ANALYSIS OF FACTORS AFFECTING THE SATISFACTION LEVEL OF VISITORS TO 'WATERBOOM TIRTA JAYA INDRAMAYU'

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Abstract: Indramayu Regency is an area with potential tourist attractions for tourists with a variety of natural, traditional, and artificial tourist destinations. Waterboom Tirta Jaya which is one of the artificial tourist destinations in Indramayu district. In recent years, fluctuations in the number of tourists visiting tourist attractions have tended to indicate that the management carried out by the Waterboom Tirta Jaya tourism manager is not optimal. Therefore, further studies are needed to determine the factors that influence the satisfaction of visitors visiting the place Waterboom Tirta Jaya tourism so that they can provide recommendations for strengthening tourism, especially for tourism recovery after the Covid-19 Pandemic. The research approach used includes literature study and surveys. The survey was conducted on visitors who have visited tourist attractions. Multiple regression analysis was conducted to identify the level of relationship between factors and respondents' satisfaction responses. Based on the results of the regression analysis, the largest regression coefficient value was obtained on the service condition factor (0.438). All of the identified factors have a positive effect on the level of visitor satisfaction, with the r^2 value for all factors simultaneously of 0.727 (strong determination).

Keywords: Factor Analysis; Satisfaction; Waterboom Tirta Jaya.

QUALITY VISITOR EXPERIENCE ON POST PANDEMIC EVENT: EVIDENCE FROM THE EVENT OF JAKARTA BIENNALE 2021

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Abstract: The Covid-19 pandemic that has hit the world since the beginning of 2020 has dealt a heavy blow to tourism activities globally, including the holding of tourism events such as festivals or exhibitions. The implementation of health protocols and CHSE as an adaptation step in organizing events makes the visitor experience different. This study aims to examine the quality of the visitor experience at the Jakarta Biennale 2021 event as the first major art exhibition event to be held offline with the CHSE protocol. The quality of the visitor experience is reviewed in 7 qualitative descriptive aspects, then the analysis is carried out using gap analysis. The findings show that there are gaps in the aspects of inclusion and refreshment, but overall the implementation of the CHSE protocol does not reduce the quality of the visitor experience at the Jakarta Biennale event. As an implication, the implementation of the CHSE protocol can be continued and applied in the organizing of other events.

Keywords: Quality Visitor; Visitor Experience; CHSE Protocol; Event Organizing; Post-Pandemic Event.

THE INFLUENCE OF LEADERSHIP STYLES TOWARDS EMPLOYEE MOTIVATION STUDY CASE: FRONT OFFICE DEPARTMENT OF THE RITZ-CARLTON JAKARTA PACIFIC PLACE

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Abstract: Nowadays the tourism industry has been recognized as a very important and profitable industry, especially in terms of the economy, in order to create a strong industry. We need good resources and human resources must be managed and nurtured carefully. Human resources in the company effectively depend on the ways in which leaders act in leading the company. Leaders have important and complex tasks, especially in Human Resources development. A leader must be sensitive to all his subordinates and realize that his subordinates are the most important asset in the company's productivity. The concept of leadership is not a form of instruction, but rather a motivation or trigger that can provide optimal inspiration for employees to improve performance. One of the factors is the motivation of the employees, work motivation is also closely related to the leadership style applied by the leadership applied in a company.

Unfortunately, the phenomenon in this hotel shows the part of dissatisfaction due to low work motivation causes employee performance to decline, delays in work, complains about lack of respect for employees at work and so on. This illustrates that dissatisfaction with one's need for work motivation is lacking and overpower leadership is one of the problems because it is too restrictive for its employees and does not appreciate every idea or input given by employees and most of the motivation of employees is more concerned with career paths and self-development but the leader cannot fulfill this and cannot protect ready employees and the result is high turnover employee. If the leader is able to provide motivation in accordance with what his employees expect, then the benefits of both parties can be achieved. Leaders can get excellent performance from their employees; employees also get what they expect such as job opportunities and self-development. Therefore, a leadership style that is suitable and in accordance with the employees of The Ritz-Carlton Jakarta, Pacific Place is needed. This study aims to examine the effect of leadership style on employee motivation at The Ritz Carlton Jakarta Pacific Place and the research design used in this study was qualitative with the population in this study consisting of 40 permanent Front Office employees. In the case of sampling, the saturated sampling method is used. Saturated Sampling is a sampling technique when all members of the population are used as samples (Sugiyono, 2015).

The questionnaires were analyzed using computerized data processing application software SPSS 22.0. The results showed that Leadership Style on the work motivation of Front Office employees at The Ritz-Carlton Hotel Jakarta Pacific Place and it was clear that the Pearson correlation coefficient was 0.648** meaning that there was a positive relationship between Leadership Style and work motivation of Front Office employees at The Hotel. Ritz-Carlton Jakarta, Pacific Place and there is a significant influence between the provision of Leadership Style and work motivation of Front Office employees. It means that the influence of Leadership Style on the work motivation of Front Office employees at The Ritz-Carlton Hotel Jakarta Pacific Place is 41.99% while 58.01% is influenced by other factors.

Keywords: Leaderships; Motivations; Keyword; Front Office Department; Hotel.

HUMAN RESOURCE DEVELOPMENT STRATEGIES IN IMPROVING THE EMPLOYEES' PROFESSIONALISM OF CANGGU DREAM VILLAGE DURING THE COVID-19 PANDEMIC

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Abstract: The era of the COVID-19 Pandemic has resulted in companies having to update their strategies to survive in the business. Companies that can survive certainly need competent and professional human resources. This study discusses human resource development strategies for improving employee professionalism. The objectives of this research were (1) to examine the implementation of the professional development programme of Canggu Dream Village employees during the COVID-19 Pandemic, and (2) to formulate effective strategies for human resource development in improving the professionalism of Canggu Dream Village employees. The theory used in this study is the 4R Crisis-Normalcy Model which consists of Redefining, Relooking, Redesigning, and Reincorporating. Informants in this study were selected using the purposive sampling technique. The research data were carried out by interview, observation, and documentation study. The data analysis technique used in this study was qualitative technique that consists of data reduction, presentation, and conclusion. The results of this study revealed that (1) the implementation of the professionalism of Canggu Dream Village employees during the COVID-19 Pandemic is to conduct additional training for employees and (2) the effective human resource development strategies for improving employee professionalism in Canggu Dream Village consist of 4-R they are (a) Redefining, (b) Relooking, (c) Redesigning, and (d) Reincorporating.

Keywords: Human Resource Development; Employee Professionalism; 4-R Strategy.

THE INFLUENCE OF SERVICESCAPE AND ACCESSIBILITY TOWARD CONSUMEN SATISFACTION COFFEE SHOP IN GARUT CITY

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Abstract: Coffee shop has a strategic location, which is at the center point of Garut city. This research is intended to determine the effect of servicescape and accessibility variables on consumer satisfaction. The data in the study were obtained through the internet, article references and questionnaires distributed via the Google form link. After doing several tests in the SPSS application, the data showed that servicescape and accessibility had an influence on consumer satisfaction. The test results make operations at Coffee shop run well, because the elements contained in the two variables have a relationship with each other for the sustainability of this coffee shop business.

Keywords: Servicescape; Accessibility; Consumen Satisfaction.

ANALYSIS OF JAKARTA'S GUEST ON HOSPITALITY INDUSTRY TOWARDS SWISSÔTEL JAKARTA PIK AVENUE DURING PANDEMIC SITUATION

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Abstract: In the pandemic situation, an enormous industry has been affected by the effects of the changes in the economic status as well as the behaviour of the customer. The hotel industry has been the most affected industry since the pandemic. However, it was quite a while ago with the influence of the third vaccine or booster, that most people feel convenient conducting their activities in the hotel. Hence, this research paper will analyze the motivation and intention of the hotel guest in the Swissôtel Jakarta PIK Avenue as one of the five-star hotels using quantitative analysis method using Net Promoters and Fishbein from 61 respondents. This Net Promoter analysis helps the researcher to know the recommendation level of guests. Meanwhile, by using Fishbein analysis, it allows the researcher to investigate the motivation of intention in staying in Swissôtel Jakarta PIK Avenue using the attributes of Cleanliness and Sanitation, Health Protocols, Fully-Vaccinated Staff and CHSE (Cleanliness, Health, Safety and Environment Sustainability) Certification. Based on the findings, the researchers implied that 46% would like to recommend Swissôtel Jakarta PIK Avenue and Cleanliness and Sanitation is the only attribute that has not reached the standard of the benchmark.

Keywords: Hotel Industry; Hotel's Guest Motivation and Intention; Vaccine Booster; Health Protocols; CHSE Certification.

THE EFFECT OF DESTINATION IMAGE, SERVICE QUALITY, AND E-WOM ON TOURIST SATISFACTION AND REVISIT INTENTION IN KOMODO LABUAN BAJO NATIONAL PARK, WEST MANGGARAI REGENCY

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Abstract: This article discusses the direct and indirect effects of destination image, service quality, and e-WoM on the satisfaction and interest of returning tourists to the Komodo National Park. The COVID-19 pandemic that has occurred has reduced tourist visits due to various policies. After the government of Indonesia reopened tourism, Komodo National Park also started to reopen tourism activities. Therefore, tourism development is needed to attract tourists to visit again. This article collects data by distributing questionnaires to 100 people from a population of 44,543 tourists in 2020. The data analysis used is SmartPLS. The results of the study prove that the variables of destination image, service quality, and e-WoM direct influence affect satisfaction and there is interest in visiting again, which is 2,367. The conclusion of this article proves that there is an influence of destination image, service quality, and e-WoM on tourist satisfaction, either directly or indirectly. As a result, the higher the level of destination image, service quality, and e-WoM can affect tourist satisfaction and affect tourist interest in visiting.

Keywords: Destination Image; Service Quality; e-Wom; Satisfaction; The Interest In Returning.

TOPIC
SPECIAL INTEREST TOURISM

A SOCIOPRENEUR IN THE TOURISM DEVELOPMENT OF COMMUNITY EMPOWERMENT-BASED WELLNESS ECO-SPA. A CASE STUDY AT GRIYA CANTIK SPA PUTRI KEDATON YOGYAKARTA INDONESIA

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Abstract: The health of people's lives is currently being affected by the impact of Covid-19 pandemic, especially socio-economic problems. Social entrepreneurship (sociopreneur) is an important aspect to overcome the occurrence of the issues. Spa business is a new trend to build a business model in the current wellness era, the benefits achieved are not only from the financial side but also to develop innovative ideas in an effort to revive the socio-economic downturn of the community during the pandemic. Therefore, socio-spapreneurs can help overcoming socio-economic obstacles, especially in the Wellness Spa business. This socio-spa-preneur helps to solve the social needs of the community by providing services in maintaining health and fitness as well as the welfare and income of the community. This study aims to analyze how socio-spa-preneurs can be a force for socio-economic resilience of the community. The basic principles of Community Based Tourism (CBT) are related to economic, ecological sustainability, institutional strengthening, and fair profit sharing for all community members. The principle of economic sustainability above is a guarantee that Community Based Tourism (CBT) is able to create a mechanism that can keep the economy in a healthy and sustainable condition so that tourism can be a means to increase people's income/welfare. The principle of economic sustainability in community-based tourism is that every individual in the community is directed to be part of the tourism economic chain so that individuals are given the skills to develop small businesses. The principle of ecological sustainability relates to efforts to maintain environmental quality. Institutional strengthening is also an important principle because institutions are tools for all community members to gain access to become decision makers. The method applied in this study is descriptive qualitative with field research, so the role of sociopreneur has an important impact to be an agent of change in a spa business that has been established since 2008 in Yogyakarta. Putri Kedaton Spa conducts empowerment programs in the field of training and education of Spa products by prioritizing social values, business innovation and community activities. The role of SDGs or sustainable development can improve the system by creating solutions in society for better sustainability, especially to help the pandemic impact through Spa business innovation.

Keywords: Sociopreneur; Spa Innovation; Sustainable.

THE YOUNG GENERATION INTEREST IN STUDYING TRADITIONAL MUSICAL INSTRUMENTS AS A FORM OF CULTURAL LOVE AT BUNDA MULIA UNIVERSITY SERPONG

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Abstract: Traditional music is a hereditary heritage that we should support considering that Indonesia has a variety of cultures and arts that differ from region to another. One way to preserve the culture of the younger generation is to learn traditional musical instruments in general, such as gamelan, kolintang, angklung, sasando and others with the hope that these traditional musical instruments can still be used during cultural and artistic events or just for entertainment. But, with the development of technology today, many of these young generation do not even care and they do not even have a musical taste to learn this musical instrument, they even more interested in learning western music with its more interesting and modern presentation unlike traditional music which they think is outdated.

This research was made with the aim first, what factors influence the interest of the younger generation or students in this era of globalization in studying traditional musical instruments at Bunda Mulia University Serpong, second, how much interest students have in learning traditional musical instruments, and three what obstacles faced by students in playing traditional musical instruments and finally to find out which traditional musical instruments are in great demand by students at the University of Bunda Mulia Serpong.

The theory used in this study is the theory of interest and learning, while the research method used is a qualitative approach with data conducted through primary surveys, namely interviews and observations with Bunda Mulia University students from the hospitality and tourism study program by providing structured questions and interviews at students which were done online. As for secondary surveys such as library and journal studies to find supporting data related to the research theme.

The results of the study provide an answer that the factors that underlie students' interest in learning traditional musical instruments is curiosity or eager to know of something, also student are interested in learning traditional musical instruments because they have studied these musical instruments before, as for the obstacles faced by students in learning traditional musical instruments were influenced among others, by not having the talents or interests of students as well as incomplete musical instruments and lack of qualified teachers, however the traditional musical instruments that interest to students is the traditional instrument of Angklung because they are familiar to its strains and melodies as well as unique musical instruments because they are played by swinging them. Thus, it can be concluded that the younger generation of Bunda Mulia University Serpong is interested in learning traditional musical instruments.

Keywords: Interest; Young Generation; Traditional Music; Preserving Culture.

SUSTAINABILITY "AMBON CITY OF MUSIC" AS A MUSIC TOURISM DESTINATION

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Abstract: Ambon is designated as a music-based creative city by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. The music-based creative city was established because many national and international class singers came from Ambon. The government's commitment makes Ambon a cultural-based music city by establishing the branding of "Ambon City of Music". Ambon City of Music received recognition from UNESCO on October 31 for carrying out the Sustainable Development Goals (SDGs) 2030, namely social, economic, cultural and environmental sustainability. Covid 19 caused the sustainability of the creativity of the city of Ambon as a Music City to stop for a moment and completely changed. This study aims to analyse the sustainability strategy of "Ambon City of Music" as a music destination in realizing the SDGs goals in Ambon city and its surroundings. The research method used is qualitative. The data was obtained with a review of the strategic design and action plan for the tourist attraction of Ambon City of Music. An in-depth interview was conducted with the 3 people, namely the Director of Ambon Music Office as the Focal Point of Ambon UNESCO City of Music and the government, namely the tourism destination of the Ministry of Tourism and the creative economy as well as the community. The result of the analysis of the attractiveness of Ambon city music tourism is the ethnic culture music developed by the cultural music community in Ambon. The musical instruments developed are mostly made of bamboo, Tahuri, or clam trumpet (Kulibia) as well as other musical creativity. The sound of green is the basis for the sustainability of "Ambon City of Music" as a music tourism destination. The development of the sustainability of music tourism attractions is adjusted to the objectives of the SDGs involving all music tourism stakeholders in Ambon. The implication of this study is to provide an overview of the plan, implementation, and results of the sustainability strategy of the Ambon City Music destination as a tourist attraction that can attract domestic and foreign tourists.

Keywords: Ambon City of Music; Music Tourism; Sustainability Attractions Music Tourism.

LABUHAN RITUALS AND TOURISM OF SPECIAL INTEREST IN PARANGKUSUMO BEACH (A QUALITATIVE DESCRIPTION APPROACH)

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Abstract: Yogyakarta is one of the areas with a million charms and tourist attractions to offer. This cannot be separated from the existence of the Yogyakarta Palace which until now has been able to contribute both philosophically to Hermeneutics and philosophically phenomenological. This has an impact on special interest tourism for the development of tourism in the city of Yogyakarta, especially south side tourism. Rituals are performed on the south side of Yogyakarta, one of which is port. Labuhan is one of the elements of culture, as well as religion which is still well preserved as one of the cultural treasures.

This study aims to determine the Labuhan Ritual and Special Interest Tourism at Parangtritis Beach and Parangkusumo Beach (through a hermeneutic phenomenological approach). And mapped out the tourism development planning materials on Parangtritis-Parangkusumo Beach. Descriptive qualitative research method, data collection was carried out through participatory observation and in-depth interviews with informants of local residents (cultural actors and business actors) as well as tourists in the Parangtritis Beach and Parangkusumo Beach areas.

This research approach uses a hermeneutic phenomenology approach. Data analysis through data reduction, data presentation, and descriptive analysis. The results of this study indicate the relationship between the phenomenon of ritual Labuhan which was carried out at Parangtritis Beach - Parangkusumo, able to provide its own value for the level of visits by special interest tourists. This can be seen by the enthusiasm of the community to join in this ritual. Some of these special interest tourists mentioned that they attended this event to seek blessings because they believed that this ritual had something to do with inner peace and stability in choosing a way of life. One of the rituals carried out is by praying and meditating around the cepuri Parang kusumo. By performing rituals of prayer and meditation, some of these special interest tourists feel inner peace. However, there are also special interest tourists who mention that following this Labuhan ritual to understand the existing culture for study purposes, so they tend to see and document all existing activities for study reporting purposes. Meanwhile, when viewed from the local community, they follow this Labuhan ritual because it has become a tradition that is carried out in accordance with existing standards. The concept of blessing contained in this harbor procession, is believed to be able to provide peace and smooth fortune, depending on which side you see this hermeneutic phenomenon continues to develop and is maintained to this day. Meanwhile, recommendations for planning the development of Parangtritis Beach - Parangkusumo Beach are more focused on revitalizing cultural areas, area conservation, controlling prostitution, waste management and rearranging parking lots.

Keyword: Special Interest Tours; Tourism Development Planning; Phenomenology; Hermeneutics.

ANALYSIS OF THE POTENTIAL OF SPECIAL INTEREST TOURISM DESTINATIONS IN TISTA TOURISM VILLAGE, TABANAN REGENCY

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Putra**

Abstract: The development of tourist villages in Bali is considered crucial because it is a form of equitable distribution implementation of activities tours throughout Bali. Tourism activities in Bali are currently only centered in the southern part of Bali area. As a result, the progress of community-based tourism activities needs to be developed with the hope that the community will be able to contribute various stages of development. In addition, the purpose of developing a tourist village is to reduce the current amount of mass tourism. One of the tourism villages that is currently developing is Tista Tourism Village, located in Tabanan Regency. The issues raised include (1) how is the special interest tourism potential available in Tista village and (2) how is the development of the 4A component in Tista village. A qualitative approach is used in analyzing the potential of Tista Tourism Village to get the advantages of its development in providing economic profit and realizing people's economy. The results showed that Tista tourism village has special interest tourism potential in it and the development of the 4A concept in the village has gone very well and is able to support the development of tourism in this village.

Keywords: Tourism Village; 4A Tourism; Special Interest Tourism.

THE INFLUENCE OF DESTINATION IMAGE, PRICE, AND TOURISM FACILITIES ON TOURIST SATISFACTION (CASE STUDY OF ELDERLY VISITORS IN MEKARSARI FRUIT GARDEN)

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Abstract: Tourism is a sector that plays an important role in the country's economic development and tourism development has a very important contribution to the national economic development of a country. Destination image, price, tourism facilities, have an important role in tourist satisfaction. The purpose of this study was to determine the effect of destination image, price, tourist facilities on tourist satisfaction of the tourist park of Mekarsari both partially and simultaneously and to determine the variables that most influence the satisfaction of tourists in the tourist park of Mekarsari.

The technique of collecting data by distributing questionnaires based on purposive sampling and the sample that was collected was 100 respondents. The analysis technique used in this study is the analysis of validity and reliability tests, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression, coefficient of determination, t test, F test. This model test uses the SPSS22 application.

The final result shows that the partial variables affect the satisfaction of tourists in the tourist park of Mekarsari. And the results of the simultaneous variables show that the independent variables consisting of Destination Image (X1), Price (X2), and Tourist Facilities (X3) have a significant effect on Tourist Satisfaction of the tourist park of Mekarsari.

Keywords: Destination Image, Price, Tourist Facilities, Tourist Satisfaction.

TOURISM DEVELOPMENT IN NANGGULAN IN RELATION TO BOROBUDUR SUPER PRIORITY DESTINATION

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Abstract: Nanggulan is one of the districts in Kulonprogo Regency, Special Region of Yogyakarta. Nanggulan became famous for having views of the expanse of rice fields and the Menoreh mountains. On the other hand, Nanggulan is located between the Sentolo-Borobudur route from Yogyakarta International Airport. The aim of this research is to find the suitable tourism development approach in Nanggulan in relation with Borobudur Super Priority Destination. This research is conducted using descriptive qualitative method, with data collections through interview and field observation. Results of this research are Nanggulan has tourism potential in form of natural and culinary tourism, agrotourism, and natural fiber crafts. However, tourism activities phenomenon in Nanggulan encountered during the research is that Nanggulan is only an excursion destination. The existence of a toll road development plan from Yogyakarta International Airport to the Trans Java toll road which also connects the Borobudur area makes it difficult for Nanggulan to be positioned as a transit destination. A possible alternative for tourism in Nanggulan is to become an excursion destination for the spatial pattern of base camps, both in Yogyakarta and Borobudur.

Keywords: Excursions Destination; Basecamp Tourism Pattern; Nanggulan; Borobudur Super Destination Area.

MANAGEMENT EFFORTS THAT AFFECT ORGANIZATION PERFORMANCE TOURISM BUSINESS?

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Abstract: Tourism business owners seek to improve their management by analyzing the management of tourism businesses in Indonesia, especially in the cities of Bandung and Bali. The problem of this study is to determine what factors affect the organization performance of tourism businesses in Indonesia. The population in this study were all tourism business owners (including star and non-star hotels and tourism village) in the city of Bandung and Bali. The research method used is a non-probability sampling technique with a purposive sampling method. The number of samples was 200 respondents. The questionnaire was distributed from January 2020 until March 2020. The results or findings of this study indicate that all research hypotheses have a positive influence on organization performance. The fifth hypothesis is rejected because tourism activities do not have a clear tendency to be concentrated on the main tourist attractions in Bandung and Bali. It is possible for tourists to switch to other places, although the supply and demand of the tourist attractions are completely new (never been visited). The fifth hypothesis suggests that tourists feel bored with the same tourist destinations, so they need new tourist destinations with a different atmosphere.

Keywords: Managing Tourism Business; Management; Organization Performance.

TOPIC
SMART & DIGITAL TOURISM

AN ANALYSIS OF DIGITAL MARKETING STRATEGY: CASE STUDY ON DIGITAL MEDIA IN CITY PROMOTION

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Abstract: Bandung is the capital city of West Java which is one of the tourist destinations in Indonesia. The development of tourism in Bandung has challenged the Department of Tourism and Culture of the city to formulate a marketing strategy in order to continue to compete with other cities in Indonesia. This study analyzed the digital strategy of the Bandung Culture and Tourism Department on Instagram, Facebook, Youtube, and Website. The type of research used is descriptive qualitative. The method used is a case study. The informant in this study were 6 respondents, consisting of the Head of Marketing, Promotion Facilitator, Content Creator, Youtube admin, Instagram marketing admin, and Website admin. Data collection techniques used interview, observation, and documentation studies. The observation technique was carried out on digital media owned by the Bandung City Culture and Tourism Office, namely Instagram, Facebook, Youtube, and Website. The triangulation used in this research is source triangulation.

The research results of the Bandung City Culture and Tourism Department involve the role of digital to support marketing and information dissemination. The Bandung City Culture and Tourism Department markets tourist attractions, culture, and the creative economy online by maximizing the use of the features on each platform. The marketing strategy carried out is focused on using Instagram and Youtube to provide information about attractions in the city of Bandung. Based on the results of the study there are still obstacles, one of them is the lack of branding unity with every tourist attraction in the city of Bandung.

Keyword: Digital Marketing Strategy; Dinas Kebudayaan dan Pariwisata Kota Bandung.

A WEBPAGE DEVELOPMENT OF ECOTOURISM DESTINATIONS IN A PHILIPPINE PROVINCE

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Abstract: The study aimed to create a website on the interesting places that travelers want to visit for leisure, business, and other related purposes within the province of Southern Luzon, Philippines. This contains gathered information on developing a webpage of ecotourism destinations in the province. This practical study was designed for ecotourists so they will have easy access to reading, locating, and experiencing the Quezon Province. This provides the necessary information that travelers and even students need in visiting a tourist destination which is considered the product information of each particular destination. This research employed analysis of the available data from the government offices, academic institutions, professional blogs, and responses gathered from online surveys participated by tourism students, travelers, residents, tourism office personnel, and local government officials to perform the profiling, designing, and developing the framework of this research and development study. As a result, the researchers developed a webpage as an output of this study. The appropriate design was based on the areas of usability, speed, aesthetics, contents, contact information, maintenance availability, and mobile-friendly features which are highly considered in this research project.

Keywords: Ecotourists; Ecotourism Destination; Research and Development; Travel; Webpage.

LEARNING EXPERIENCE CONCEPT AT MUSEUM GEDUNG JUANG 45 BEKASI DISTRICT AS A DIGITAL MUSEUM

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Abstract: This study describes the digital museum concept and discovers visitors' learning experiences at Gedung Juang 45 museum, Bekasi district. The method used in this research is descriptive qualitative with a learning process and learning outcome approach to obtain the phenomena' in-depth results. This study aims to show various efforts by museum managers to provide the learning process through interesting and engaging museum activities and various technology provided in the form of, the Digital Map, Interactive Book, Air Wall of the Ancient Sundanese Kingdom, and various interactive media. Moreover, the learning outcomes obtained by visitors are the technology used to produce new knowledge and new abilities in using technology so that they could engage in the learning process. Although it's not too significant in changing behavior, this museum can be a good reference for the learning process for the community so that the purpose of the museum being an engaging educational center can increase knowledge for visitors to become one of the alternative educational tours for Bekasi Regency.

Keywords: Museum; Museum Digital; Learning Experience.

IMPLEMENTATION OF DIGITAL MARKETING AS A TOURISM PRODUCT MARKETING STRATEGY DURING THE COVID-19 PANDEMIC CASE STUDY : PT. TOURINDO GUIDE INDONESIA (PIGIJO)

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Abstract: As is currently known, the Covid-19 pandemic is increasingly concerning, tourism business actors engaged in the tourism sector and the creative economy are affected. Digital Marketing Strategy is the solution in this pandemic, PT. Tourindo Guide Indonesia, TBK (Pigijo) is one company that has successfully implemented this strategy. This study aims to see how the successful implementation of the Digital Marketing strategy carried out by Pigijo, so that later it can be implemented by other tourism business actors during the Covid 19 pandemic.

This research was conducted from June-July 2021 in Depok City and DKI Jakarta using qualitative descriptive research methods with primary data collection techniques including in-depth interviews, field observations, and supported by secondary data collection of documents.

From the results of research on the marketing strategy of PT. Tourindo Guide Indonesia, TBK (Pigijo), it is known that Pigijo uses the STP (Segmenting, Targeting and Positioning) strategy in the early stages of its marketing strategy. After successfully carrying out the STP strategy, then Pigijo developed his product marketing strategy using the Digital Marketing strategy. Through this Digital Marketing strategy, Pigijo uses many platforms, but Pigijo's mainstay is through the official website platform and Pigijo's Instagram account.

Keywords: Marketing; Marketing Strategy; Digital Marketing; Tourism Products; Covid 19.

THE INFLUENCE OF IMPLEMENTATION OF SMART TOURISM DESTINATION ON TRAVEL INTENTION MILLENNIAL GENERATION TO BANDUNG CITY

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Abstract: The millennial generation is the first generation to grow up in the digital era. The millennial generation tends to like travel activities which are strongly influenced by technological developments. Bandung City is one of the destinations that applies the concept of smart tourism destinations to provide convenience support for tourists in carrying out their activities. The availability of various types of convenience in carrying out tourist activities makes the millennial generation to be more selective in making decisions to visit tourist destinations. This study was conducted to determine whether the application of smart tourism destinations has an influence on the travel intention of the millennial generation to visit Bandung City. The research method used is descriptive quantitative with simple linear regression analysis technique. This research was conducted by distributing questionnaires to 150 respondents with a purposive sampling approach. The results of the study show that the implementation of smart tourism destinations has an effect on the travel intention of the millennial generation in Bandung City. The results of this study are expected to be a reference in developing tourism in Bandung City through the application of smart tourism destinations.

Keywords: Smart Tourism Destinations; Travel Intention; Millennial Generation.

VIRTUAL TOUR BATAK MUMMY IN TOBA DISTRICT

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Abstract: During pandemic situation tourist activities were slowing down, the tourist destination were very quiet and empty. It happened everywhere around the world including in Lake Toba. However these situations should not stop people from doing the activities online, therefore digital tourism is the option during this Covid-19 pandemic situation. Lake Toba is one of super priority tourist destination in Indonesia and it has a lot of potential things to be explored, shown, and introduced because Lake Toba are very rich with the beautiful scenery and unique traditional cultures especially from Batak Toba culture. One of the potential thing found in Lake Toba, located in Tambunan Baruara Village, by far it is known as Batak Mummy. Batak Mummy is the late Raja Pandua Elam who died for 93 years and we still can see his body kept in the cemetery with good conditions like Mummy. The Story of Batak Mummy observed and introduced via Virtual Tour also directly guided by local presenter as the person who hold key to the cemetery with story telling method. From this Batak Mummy's story we understood about the culture heritage from Tambunan Family, one of the society living in the village and become the name of the village.

Keywords: digital tourism, virtual tour, culture heritage

MEDIA FRAMING ON DESTINATION AWARENESS CAMPAIGN OF LABUAN BAJO AS A SUPER PRIORITY TOURISM DESTINATION (DPSP)

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Abstract: Since March 2022, the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) has launched the Tourism Awareness Campaign (KSW) as well as Online Marketing Training and Development and Service Quality Improvement in 6 Priority Tourism Destinations as an effort to encourage increased community participation and local businesses in the tourism sector. The six destinations; four are Super Priority Destinations, namely Lake Toba, Borobudur-Yogyakarta-Prambanan, Mandalika, and Labuan Bajo, and two Priority Tourism Destinations namely Bromo-Tengger-Semeru and Wakatobi. The purpose of this study is to find out how the actual media framing in Indonesian online media is on the issue of the Tourism Awareness Campaign, especially at the Labuan Bajo Destination, NTT. The government's attention to the Labuan Bajo area with various infrastructure developments seems very serious. Still, this attention must, of course, be in line with support from the mass media. A campaign is successful if there is a change in the attitudes and behavior of the campaign audience. One of the supporters of the campaign's success is if the media also provides support and news that aligns with the campaign objectives. Media framing (media framing) is the process of framing news by the media that refers to the situation and conditions that exist in society but using media glasses. This research was conducted on four media which are the most accessed media by the public in Indonesia. The news analyzed comes from March-July 2022 because March 2022 is the initial month of KSW's launch. The results showed that none of the four media framed the news with news sources from the KSW program in the field. 2 media only quoted the release of the central government's program plan. However, the realization in the area did not appear.

Keywords: Media Framing; Campaign; Destination Awareness Campaign; Tourism; DPSP.

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