

PERFORMANCE IMPROVEMENT STRATEGIES INDONESIAN TOURISM SECTOR

Tutik Winarsih^{1*}, Fariz²

¹ STIE YAPAN, Surabaya, Indonesia

² STIE YAPAN, Surabaya, Indonesia

*Corresponding Author: fariz@stieyapan.ac.id

Abstract: Indonesia's tourism sector still has shortcomings such as inadequate infrastructure. In terms of human resources, Indonesia needs to have competitive skills and abilities, such as increasing productivity and the ability to speak English. Therefore, this study was conducted to examine the current Indonesian tourism sector and find solutions to reduce the existing gap. The purpose of this research is to study and analyse the factors that influence the performance of the Indonesian tourism sector, namely marketing strategies, infrastructure development strategies, and tourism sector policies. The conclusions of the research are as follows: Marketing Strategy, Infrastructure Development Strategy, and Tourism sector policies that have been implemented have positively affected the number of foreign tourists. Recommendations for improving the performance of the Indonesian tourism sector are as follows: First, on infrastructure indicators, improving and enhancing infrastructure such as road construction, funding for supporting infrastructure. Second, improving tourist services, especially in terms of human resources. Third, empowering communities in locations that are tourist destinations (destinations) through tourism business activities.

Keywords: Tourism, Promotion, Infrastructure, Community Empowerment

1. Introduction

The tourism sector is one of the largest and strongest sectors in the world economy. The tourism sector is one of the main drivers of the world economy because there are several advantages that are able to provide substantial foreign exchange for the country, expand employment opportunities and introduce the country's culture. According to the United Nations World Tourism Organization (UNWTO), the tourism sector plays an important role in contributing 9% of the total world GDP. The tourism sector is able to attract a lot of workers, this makes the tourism sector one of the 11 jobs that absorb the most labour. In 2014 the tourism sector contributed 6% of total world exports or US\$ 1.5 trillion (UNWTO, 2014). The Indonesian government under the leadership of President Joko Widodo is very intensive in carrying out infrastructure development such as the construction of new toll roads, the addition of railway lines, the construction of airports and seaports and so on. The central government considers that infrastructure development in Indonesia is still far behind compared to other countries (Cabinet Secretariat of the Republic of Indonesia, 2017). The infrastructure development aims to respond to changes occurring in the industrial world as a whole. One of the changing industrial sectors is the tourism industry. The tourism industry is currently seen as a sector that is very profitable for Indonesia because of the large number of

tourism potentials that can be developed optimally (Cholik, 2017; Mariyono, 2017). One of them is that regional income receipts in an area that has a tourist destination will have the potential to increase as well (Incera and Fernández, 2015).

Various strategies and efforts were made to achieve the targets that have been set. One of them is doing tourism marketing. This activity includes a number of activities including identification of groups of tourists who already have the desire to travel in the future (potential demand). Besides that, it also coordinates and influences their wants, needs, and motivates them to what they like or don't like, both at local, regional, national and international levels. According to Yoeti (2005), the essence of tourism marketing is an effort made by tourism stakeholders, both private and government, to attract more tourists (foreign and domestic) to come, stay longer, and spend more dollars or rupiah on the tourist destinations visited.

Tourism stakeholders should be able to apply modern tourism marketing techniques and strategies. This is also included in the distribution channel by paying attention to advertising media that are in accordance with the targeted market. Tourism marketing is an important component in tourism development. Because tourism development includes the tourism industry, tourism destinations, marketing, and tourism institutions. Tourism marketing aims to make a destination or tourism product sellable for sale to consumers so that tourism objectives in this case are to improve the welfare of the surrounding community.

Tourism is certainly a product that is owned by almost every country in the world and Indonesia. The Ministry of Tourism is an institution that has the authority to manage these products. In making a visit, foreign tourists need a variety of supporting facilities and infrastructure. This is one of the factors that affect the level of foreign tourists visiting (Sri, 2013). An International Organization called the World Economic Forum (WEF) issues indicators for assessing the performance of each country's tourism sector or called the Travel and Tourism Competitiveness Index (TTIC). The TTIC index measures how the policies implemented by a country support the development and sustainability of travel and tourism (T&T), which will provide attractiveness and competitiveness of tourism among world countries. Based on the TTIC index, Indonesia is ranked 50th in the world and 4th in ASEAN after Singapore, Malaysia, and Thailand (World Economic Forum, 2015). Some things that still need to be addressed so that the performance of the tourism sector can increase include: facilities and infrastructure, management of the tourism sector such as human resources, and policies.

Indonesia's tourism sector is considered the most prepared to face competition because Indonesia has attractive tourism potential, but still has shortcomings such as inadequate infrastructure (roads leading to tourist sites or other). In addition, the construction of piers for anchoring cruise ships is also not adequate. In terms of human resources, Indonesia needs to have competitive skills and abilities, such as increasing productivity and the ability to speak English. These things are a gap in the Indonesian tourism sector. Therefore, this study was conducted to examine the current Indonesian tourism sector and find solutions to reduce the existing gap.

The purpose of this research is to study and analyse the factors that influence the performance of the Indonesian tourism sector, namely marketing strategies, infrastructure development strategies, and tourism sector policies. The contribution of this research is that the factors of marketing strategy, infrastructure development strategy, and tourism sector policies have an effect on increasing the number of foreign tourists, as well as recommendations for improving the performance of the Indonesian tourism sector. The results of this study can be used for stakeholders as a reference or guideline in providing an overview related to the condition of tourism in Indonesia which has great potential to be further improved so as to provide maximum results. The contribution of this research can be useful for collaborating

the various factors studied compared to only focusing on one factor. With proper coordination from stakeholders, it can create more advanced Indonesian tourism both quantitatively in the number of foreign tourists visiting and qualitatively such as the perception of pleasant tourist experiences and feelings when visiting Indonesia.

2. Literature Review

Literature Review

Tourism human resources can take advantage of their competencies to compete in the industrial era 4.0, namely using hard skill competencies to provide quality services due to the implementation of work tasks effectively and efficiently, because they master job descriptions well, achieve tangible aspects, such as a neat physical appearance. with makeup that is not excessive as a support service that will be appreciated by consumers (Meilani, 2016). In addition, the tourism workforce can also use soft skill competencies, which are interpersonal skills that can assist them in displaying optimal work behaviour. These soft skill competencies can be in the form of ethical values, culture, wisdom, social empathy, friendliness, compactness and patience with guests so that the expected service is appropriate, even more than what they want, so the service recipient does not hesitate to repeat because he has felt the much-expected satisfaction.

Approach by using education, training or counselling, tourism promotion requires truly professional skills in the field, considering the main purpose of this promotion is to influence the market so that sales targets are met. Therefore, there is also a need for education and training for the staff of the institutions that are the link in the tourism chain, or even the need for educational institutions that do educate those who are interested in tourism so that in the future they are expected to be able to use their knowledge professionally.

Infrastructure development can stimulate an increase in the performance of Indonesia's tourism sector so that it can compete with other ASEAN countries, such as Singapore and Thailand. Infrastructure development carried out such as road repairs, availability of transportation and road signs, improvement of facilities and infrastructure, as well as increasing access to information through internet media such as social media and the destination's official website, and information counters. The same thing was also stated by Masyono and Suhada (2015) and Amalia (2016), that many things must be prepared to support improving the performance of the tourism sector. Itamar et.al (2014) stated that limited access to infrastructure can be a limiting factor in the development of the tourism sector

Community empowerment (local communities) in locations that are tourist destinations (destinations) through tourism business activities is one of the development models that is getting a lot of attention from various groups and will become an important agenda in tourism development in the future. The importance of community empowerment in tourism development is an important spotlight according to world tourism experts. Murphy (1988), Dawyer, Forsyth and Dwyer (2010) in Sunaryo (2013:219) tourism development must be a community-based activity, with the main factor being that the resources and uniqueness of the local community in the form of physical and non-physical elements (traditional and culture) attached to the community must be the main driver in the tourism. Sunaryo (2013:218) states that in order to make tourism development run well and well managed, the most basic thing to do is how to facilitate the broad involvement of local communities in the development process and maximize the value of social and economic benefits from tourism activities for the local community. . Local communities have an equally important position as one of the stakeholders in tourism development, apart from the government and private industry.

Suansri (2003) mentions several principles of Community-Based Tourism that must be carried out, namely: 1) recognizing, supporting, and promoting community ownership in tourism; 2) involve community members from every stage of tourism development in its various aspects, 3) promote pride in the community concerned; 4) improve the quality of life; 5) ensure environmental sustainability; 6) protect the characteristics (uniqueness) and culture of the local community; 7) develop cross-cultural learning; 8) respect cultural differences and human dignity; 9) distribute the profits and benefits obtained proportionally to members of the community; 10) contribute a certain percentage of the income earned for community development; and 11) highlighting the authenticity of the community's relationship with its environment.

3. Method

This study uses a qualitative approach to describe descriptively the response of the Indonesian tourism sector to the factors that affect the performance of the Indonesian tourism sector, namely marketing strategies, infrastructure development strategies, and tourism sector policies. Sources of data used are secondary data in the form of policy documents, results of previous research, reports, exposures, and other relevant secondary sources. Related to this, this research is more of desk research in looking at problems to be dissected more in a descriptive analysis.

4. Result and Discussion

The development of existing technology also has its own influence on world tourism marketing, the competition is becoming increasingly fierce. Therefore, the evolution of tourism marketing must be carried out. The evolution of tourism marketing in question is by utilizing advances and technological developments, especially in the field of communication. In this digital era, information about everything that happens in various parts of the world can be obtained easily. This of course can be used as a medium to publish about Indonesian tourism, especially for promotion to foreign countries.

The travel and tourism sectors cover all tourism-related sectors, including hotel, culinary (restaurant), air transportation, land transportation, and creative sectors, except architecture and design. A backward linkage happens when the activity of an industry can give feedback effects on the development of the base sectors. Food processing, trade, and agriculture are the most related sectors in the backward linkage. The culinary sector has the highest output compared to other travel and tourism sectors. It drives the backward sectors to be more related to the culinary sector, such as food processing and agriculture. Besides the trade sector, the textile, clothing, leather, and footwear (TCLF) sectors have a medium linkage. All these sectors will be affected if there is a decline in the activity of the travel and tourism sectors. On the other side, a forward linkage happens when the activity of an industry can lead to the development of an advanced stage industry. Besides final use, other service sectors have high forward linkages with the travel and tourism sectors. Any change in the output of the travel and tourism sectors will affect the development of other service sectors that require input from this sector. Note that subsectors inside the travel and tourism sectors also have high backward and forward linkages. There is a high interindustry linkage across sectors inside the travel and tourism sectors.

Based on data from the Travel and Tourism Competitiveness Index (TTCI). Indonesia has the lowest indicators on infrastructure and natural and cultural resources. Accessibility is very important in ensuring the comfort of tourists. The lack of tourism accessibility is due to many regions that have not made tourism a leading sector and lack of access to information. Ways

to improve accessibility can be done by developing infrastructure, such as repairing roads, providing transportation and road signs, improving facilities and infrastructure, and increasing access to information through internet media such as social media and the destination's official website, and information counters. The infrastructure development can stimulate an increase in the performance of Indonesia's tourism sector so that it can compete with other ASEAN countries, such as Singapore and Thailand.

Another weak indicator that Indonesia has is natural and cultural resources. Indonesia is a country rich in natural resources and cultural diversity. These factors attract tourists to visit. However, Indonesia is still unable to maintain the sustainability of nature. This can be seen from the occurrence of major natural damage in Indonesia, such as forest fires, the near extinction of various types of protected animals (such as orangutans) for unhealthy business purposes in Indonesia. In addition, Indonesia is still weak in preserving nature. Many cultures have been lost and are no longer used, or Indonesian culture has been recognized by other countries.

There are three marketing strategies used to increase tourism visits in Indonesia, namely DOT, BAS, POSE. The customer portfolio strategy implemented by Indonesia is the DOT approach which stands for Destination, Origin, Timeline. The implementation of the DOT approach is carried out differently depending on the market. By the end of 2021, the Ministry of Tourism has targeted 20 million foreign tourist arrivals to Indonesia. Data compiled from BPS and which has been further processed by the Ministry of Tourism shows that there are five major markets for foreign tourists who come to Indonesia. The top five markets are Singapore, Malaysia, China, Australia and Japan.

What is quite striking from the data is the number of visits from Chinese tourists. When compared between 2018 and 2019 data (before pandemic era), the increase in Chinese tourists was 42.22%. Apart from China, there are four other countries whose visitation rates from 2018 to 2019 jumped quite significantly based on data released by the Ministry of Tourism (2022), including Russia (43.19%), India (29%), Germany (13.30%), and the United States (13.11%). Foreign tourists from Russia rose from 69,377 in 2016 to 99,338 in 2019. Foreign tourists from India jumped from 336,575 to 434,198. Travelers from Germany rose from 218,237 to 247,271. Meanwhile, from the United States, it rose from 269,550 to 304,878 (Ministry of Tourism of the Republic of Indonesia, 2022).

The second strategy used in marketing Indonesian tourism is BAS. BAS stands for Branding, Advertising, Selling. The branding of Indonesian Tourism is Wonderful Indonesia with a picture of a bird consisting of five colours. The creation of the Wonderful Indonesia branding provides a special attraction for Indonesian tourism. Apart from being an important component in Indonesian tourism marketing, it also provides an identity for Indonesian tourism. Wonderful Indonesia branding is an image of Indonesian tourism in foreign markets with five main theme pillars of Wonderful Indonesia branding communication. The five themes are given to give identity to tourist attractions ranging from nature to adventure tourism, which consist of: (1) Nature Wonders: natural attractions, mountains, sea, etc. (2) Culture Wonders: artistic attractions, culture, heritage (3) Sensory Wonders: culinary appeal, health, entertainment; 4) Modern Wonders: fascination with technology, lifestyle, transportation (5) Adventurous Wonders: fascination with adventure, sports, exploration. The impact of the strengthening of the Wonderful Indonesia branding will of course make Indonesian tourism marketing also strengthen.

The third strategy used in Indonesian tourism marketing is collaboration with the media. The strategy is POSE (Paid Media, Own Media, Social Media, Endorser). In accordance with the POSE concept that has been proposed by the Minister of Tourism, namely on "S" namely Social Media. At this point, it is explained about the management of social media. The development of the era also causes the diversity of social media. Tourism publications are

also carried out according to the target markets of tourists, there are several main markets, such as Singapore, Malaysia, Japan, South Korea, China, Australia, and the Middle East. Online publication is carried out on these markets by involving local websites. In addition to local sites, publications are also carried out by utilizing global sites. One of the data that will be displayed is data on one of the main markets, namely Singapore. Publications in online media for the Singapore market are carried out on Straitstime.com, Google, TripAdvisor, bbc.com, and Lonely Planet

The Indonesian Ministry has conducted several broadcasts on several television stations such as Astro TV, National Geographic Australia, Channel News Asia, TLC, CNN, and many more. Broadcasts on electronic media in China include the Channel News Asia television channel, FOX Channels, Discovery Channel, and National Geographic. In every TVC production or video used for publication, the Ministry of Tourism also uses an endorser to carry out the process of making videos, and as a host for one of the events.

Along with the increasing number of foreign or domestic tourist visits which have a positive effect on the economy. It should be followed by an increase in tourist services, especially in terms of human resources. Because one of the most important resources even as one of the determining factors in global competition, especially in the digital era, is human resources (HR), because HR will be able to play an important role in competing in creating innovation and building creativity. If the condition of the quality of Indonesian tourism human resources is weak, it can set a bad precedent for tourists later, because Indonesian tourism cannot survive only with its natural beauty.

The Ministry of Tourism of the Republic of Indonesia in 2022, has increased competence both in terms of capacity and professionalism of the tourism workforce, it is realized as many as 65,000 tourism workers have been certified, meaning the level of the achievement is 100%, because the target and realization of fit is 65,000 people (Ministry of Tourism, 2022). In addition, basic training and civilizing are also carried out tourism in schools for elementary, middle, high school/vocational school teachers, competency training also given to industrial communities (homestays) in tourist destinations with Theory; techniques for marketing homestays, managing small businesses (homestays), excellent service training for owners and managers as well as, training for employees of Angkasa Pura 1 and Angkasa Pura 2 with hospitality materials and no less interestingly, the Goes to Campus tourism program which includes training for college students and Tourism Vocational School students in order to improve the quality of superior and competitive Tourism HR with global standards.

Tourism human resources can take advantage of their competencies to compete in the industrial era 4.0, namely using hard skill competencies to provide quality services due to the implementation of work tasks effectively and efficiently, because they master job descriptions well, achieve tangible aspects, such as a neat physical appearance. with makeup that is not excessive as a support service that will be appreciated by consumers (Meilani, 2016). In addition, the tourism workforce can also use soft skill competencies, which are interpersonal skills that can assist them in displaying optimal work behaviour. These soft skill competencies can be in the form of ethical values, culture, wisdom, social empathy, friendliness, compactness and patience with guests so that the expected service is appropriate, even more than what they want, so the service recipient does not hesitate to repeat because he has felt the much-expected satisfaction.

Approach by using education, training or counselling, tourism promotion requires truly professional skills in the field, considering the main purpose of this promotion is to influence the market so that sales targets are met. Therefore, there is also a need for education and training for the staff of the institutions that are the link in the tourism chain, or even the need for educational institutions that do educate those who are interested in tourism so that in the future they are expected to be able to use their knowledge professionally.

Infrastructure development can stimulate an increase in the performance of Indonesia's tourism sector so that it can compete with other ASEAN countries, such as Singapore and Thailand. Infrastructure development carried out such as road repairs, availability of transportation and road signs, improvement of facilities and infrastructure, as well as increasing access to information through internet media such as social media and the destination's official website, and information counters. The same thing was also stated by Masyono and Suhada (2015) and Amalia (2016), that many things must be prepared to support improving the performance of the tourism sector. Itamar et.al (2014) stated that limited access to infrastructure can be a limiting factor in the development of the tourism sector.

In addition, Indonesia needs to manage and preserve its culture and nature. The right way so that Indonesia can increase its natural and cultural resource index is to organize a big event about Indonesian culture that can attract foreign tourists, for example through a cultural festival. Another way is to raise people's pride in culture, and maintain historical relics, ancient objects, historical buildings. In addition, preserving traditional arts such as music, drama, dance, clothing, and traditional ceremonies. Local wisdom and culture can be an attraction for tourists to visit. This includes the uniqueness and distinctive competencies that the tourism sector in Indonesia can offer (Widagdyo, 2017).

Community empowerment (local communities) in locations that are tourist destinations (destinations) through tourism business activities is one of the development models that is getting a lot of attention from various groups and will become an important agenda in tourism development in the future. The importance of community empowerment in tourism development is an important spotlight according to world tourism experts. Murphy (1988), Dawyer, Forsyth and Dwyer (2010) in Sunaryo (2013:219) tourism development must be a community-based activity, with the main factor being that the resources and uniqueness of the local community in the form of physical and non-physical elements (traditional and culture) attached to the community must be the main driver in the tourism. Sunaryo (2013:218) states that in order to make tourism development run well and well managed, the most basic thing to do is how to facilitate the broad involvement of local communities in the development process and maximize the value of social and economic benefits from tourism activities for the local community. . Local communities have an equally important position as one of the stakeholders in tourism development, apart from the government and private industry.

Suansri (2003) mentions several principles of Community-Based Tourism that must be carried out, namely: 1) recognizing, supporting, and promoting community ownership in tourism; 2) involve community members from every stage of tourism development in its various aspects, 3) promote pride in the community concerned; 4) improve the quality of life; 5) ensure environmental sustainability; 6) protect the characteristics (uniqueness) and culture of the local community; 7) develop cross-cultural learning; 8) respect cultural differences and human dignity; 9) distribute the profits and benefits obtained proportionally to members of the community; 10) contribute a certain percentage of the income earned for community development; and 11) highlighting the authenticity of the community's relationship with its environment.

Based on this opinion, it can be seen that Community-Based Tourism (CBT) is very different from tourism development in general (mass tourism). In CBT, the community is the main actor in the tourism development process, with the main goal of improving people's living standards as has been implemented in Banyuwangi Regency and in Kulon Progo. If these factors continue to be improved it will improve the performance of the sector Indonesian tourism and in the end the Wonderful Indonesia branding is increasingly popular in the

ASEAN region and the international arena, so that the number of tourists to Indonesia is increasing.

In the interface of technology, tourism service providers focus more on delivering web and smartphone-based products and services. To support this, providers should optimize the use of Artificial Intelligence (AI), big data, and virtual reality to facilitate data access in every transaction. To maintain security, transactions are equipped with blockchain technology. Presumably, the internet of things platform is an important concern since it simplifies exchanging data and information and connecting with authorized software for all counterparts. In particular, the decentralization of Small Medium Enterprise (SME) in tourism is also an important pillar in the development of sustainable tourism. In terms of market needs in tourism, demand for products and services continues to increase annually. This is supported by the uniqueness of tourist destinations and the strength of their branding. This request is accommodated by service providers by paying attention to optimal cost reduction, the use of asset sharing, and determining prices according to customized conditions. With this in mind, the value proposition is continuously maintained and increased with a digital-based collaboration system. From the provider's perspective, market needs must be facilitated due to the changing behavior of tourists. The cost factor also considers the good congruence between the assets used, the costs incurred by all parties and the satisfaction received by the user. From a regulatory perspective, the government needs to establish strict rules and protect the safety and comfort of guests and business owners eventually.

5. Conclusions

The conclusions from the research are as follows: Marketing Strategy, Infrastructure Development Strategy, and Tourism sector policies that have been implemented have positively affected the number of foreign tourists. So far, the branding carried out by the government through the Ministry of Tourism is quite effective in boosting foreign tourist visits, especially China. Meanwhile, the number of tourist arrivals from the other big four countries, namely Singapore, Malaysia, Australia and Japan, was relatively stable and there had not been a spike like China, which increased by 42.22%.

Recommendations for improving the performance of the Indonesian tourism sector are as follows: First, on infrastructure indicators, improving and enhancing infrastructure such as road construction, funding for infrastructure that supports tourist accessibility. In addition, in indicators of natural and cultural resources, the government needs to encourage people to be more concerned about the environment and culture in order to create environmental and cultural sustainability. Second, improving tourist services, especially in terms of human resources. Approaches using education, training or counselling, tourism promotion require truly professional skills in that field. Third, community empowerment (local communities) in locations that are tourist destinations (destinations) through tourism business activities is one of the development models that is getting a lot of attention from various groups and will be an important agenda in tourism development in the future.

References

- Amalia, L. D. A. P. (2016). Efektivitas ASEAN Tourism Strategic Plan 2011-2015 di Indonesia. *Jurnal Analisis Hubungan Internasional*, Vol. 5 (1): 258-267.
- Aripradana., & Widayaningsih, N. (2006). Strategi Pengembangan Sektor Pariwisata Kabupaten Banyumas. *Eko-Regional*. Vol. 1 (2): 73-84.
- Badan Pusat Statistik (BPS). (2019). Jumlah Kedatangan Wisatawan Mancanegara ke Indonesia menurut Pintu Masuk, 1997-2019. Jakarta: Badan Pusat Statistik.

- Cholik, M. A. (2017). The development of tourism industry in Indonesia: Current problems and challenges. *European Journal of Research and Reflection in Management Sciences*, 5(1), 49–59
- Incera, A. C., & Fernández, M. F. (2015). Tourism and income distribution: Evidence from a developed regional economy. *Tourism Management*, 48, 11–20.
- Itamar, H., Alam, A. S., & Rahmatullah. Strategi Pengembangan Pariwisata di Kabupaten Tana Toraja. *Government: Jurnal Ilmu Pemerintahan*. Vol. 7 (2): 91-108.
- Kementerian Pariwisata.(2022). Panduan Logo Branding Wonderful Indonesia dan Pesona Indonesia.Jakarta : Kementerian Pariwisata.
- _____. (2022). Data Kunjungan Wisatawan Mancanegara Bulanan Tahun 2018.
- _____. (2022). Data Kunjungan Wisatawan Mancanegara Bulanan Tahun 2019.
- Masyono, S. A., & Suhada, B. (2015). Strategi Pengembang Sektor Kepariwisataan di Kabupaten Lampung Timur. *Derivatif*. Vol. 9 (1): 129-139.
- Romli, M. A S.(2012). *Jurnalistik Online: Panduan Mengelola Media Online*. Bandung : Nuansa.
- Scot, Noel; Ann Suwaree Ashton; Ding, Peiyi; Xu, Honggang.(2011)Tourism branding and nation building in China. *Internasional Journal of Culture, Tourism and Hospitality Research; Bradford* Vol. 5, Iss. 3, 227-234.
- Sofa, Hanni.(2015). *Pemasaran Pariwisata Mancanegara di Era Digital*. Jakarta : Kementerian Pariwisata.
- Sujatmiko, Eko.(2014).. *Kamus IPS*. Cetakan I.Surakarta : Aksara Sinergi.
- Sri, A. A. P. (2013). Faktor-Faktor Yang Memotivasi Perempuan Sebagai Pengelola Pondok Wisata Di Kelurahan Ubud, Kabupaten Gianyar. *Jurnal Analisis Pariwisata*. Vol. 13 (1): 1-10.
- Widagdyo, K. G. (2017). Pemasaran, Daya Tarik Ekowisata dan Minat Berkunjung Wisatawan. *Esensi: Jurnal Bisnis dan Manajemen*. Vol. 7 (2): 261-276.
- World Economic Forum, W. (2015). *The Travel & Tourism*. Geneva: World Economic Forum.
- Yoeti, Oka A.(2005).*Perencanaan Strategis Pemasaran Daerah Tujuan Wisata*. Jakarta : Pradaya Paramita