

PROCEEDINGS



THE 1st INTERNATIONAL CONFERENCE ON TOURISM AND ENTREPRENEURSHIP (ICTE) 2019

**"Heritage, Hospitality, and Sustainable Practice in
Tourism Marketing and Retail Service"**

Belitung, Bangka Belitung, Indonesia

October 24th – 25th, 2019

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GREETING FROM THE RECTOR OF BANGKA BELITUNG UNIVERSITY

Dr. Muh. Yusuf, M.Si.
Rector, University of Bangka Belitung
INDONESIA



Dear Minister of Research, Technology and Higher Education,
Your Excellency Governor of Bangka Belitung Province,
Distinguished experts,
Ladies and gentlemen.

Good morning.

It is an honor and privilege for me to welcome you, on behalf of Universitas Bangka Belitung (UBB), to The 1st International Conference on Tourism and Entrepreneurship (ICTE, 2019).

This conference is jointly organized by Goodwood publishing, Belitung Geopark, and the regional government of Belitung. As the first series, this ICTE 2019 will present participants with an ambiance to communicate and share their research and leading academics, practitioners and doctoral students, within the broad field of tourism and entrepreneurship. This conference will be held on October 24 – 25, 2019 in Belitung, Indonesia.

This conference's theme "**Heritage, Hospitality, and Sustainable Practice in Tourism Marketing and Retail Service**". It is the chance that Bangka and Belitung is currently in progress to promote our tourism. Local government greatly concern with the development of tourism marketing and entrepreneurship. Bangka Belitung University also has some departments focusing on marketing and entrepreneurship. We also believe that tourism and entrepreneurship is related to each other's and such a warm issues to discuss with, of course all areas can take a part of this conference.

For all of participants, I am warmed and encouraged by your overwhelming support in these conferences for sharing your work. I do sincerely hope that you will enjoy these two days of the conference. I hope that this will be the first of many ICTE conferences on your scientific and social agenda. We hope you can enjoy this conference, share your experiences and ideas, and also enjoy the beauty of this island. There is a local idiom stated that if you already come and drink this islands water, you will come again, and again.

Rector
University of Bangka Belitung,
Dr. Ir. Muh. Yusuf, M.Si

**GREETING FROM THE DEAN OF ECONOMICS FACULTY OF BANGKA
BELITUNG UNIVERSITY**

Dr. Reniati, SE., M.Si.
Dean, Faculty of Economics
University of Bangka Belitung
INDONESIA



Assalamu'alaikum Wr. Wb.

Dear All Executive Boards, the honorable guests, and distinguished audiences

On behalf of the International Conference on Tourism and Entrepreneurship (ICTE) 2019 co-host, let us deliver an honored warm welcome to all participants particularly to those who have submitted papers and attending this event.

Alhamdulillah, praise the Lord because of the presence of his permission were we still given favors health and an opportunity to be able to attend the ICTE (International Conference on Tourism and Entrepreneurship) 2019 in Laskar Pelangi, Belitung Island.

Thanks and outstanding appreciate for Belitung Geopark, Goodwood Publishing of call-cooperation for the sake of International Conference event's realized. Truly an honor for the Faculty of Economics University of Bangka Belitung (FE UBB) is given the trust to support the success of this event. Once again, Bravo for 9 University that collaboration in this event, that is: the Faculty of Economic and business of UNILA, Udayana, UPI, Undana, Polban, Tazkia Institute, Podomoro University, Budi Luhur University, and Malahayati University. The selection of the Belitung as the Venue of activities is not without reason. In accordance with the theme of the ICTE 2019 " Heritage, Hospitality and Sustainability Practice in Tourism Marketing and Retail Service", Belitung represents a region of which its economic growth rests on the concept of Green Economy. By carrying the tag line that already is global, "Negeri Laskar Pelangi", Belitung will become one of the favorite tourist destinations in the world. In the era of Tin Post, Belitung will switch from areas with potential mining into areas with tourism potential. The practical side of the business, tourism is very supportive of the efforts of all of us in applying the concept of the green economy, which certainly supports the creation of environmental sustainability.

No. Body's perfect, therefore I'm personally delivered the apology over the technical deficiencies in the course of the event.

As a final remark, we would do very much appreciate to all the organizing committee for the excellent contribution to make this event well prepared and success.

Wishing you all have a great time here with us. Please do enjoy Indonesia hospitality. Welcome to Indonesia, welcome to Belitung as a famous island.

Wassalamu'alaikum Wr. Wb.

Dr. Reniati, SE.,M.Si

SHORT BIOGRAPHY – PROF. KONSTANTINOS ANDRIOTIS

(Middlesex University)

Name: Prof. Konstantinos Andriotis



Qualification:

- Post Doc (Tourism Marketing), Hellenic Open University
- PhD (Tourism Development and Planning), Bournemouth University
- MSc (International Hospitality Management), University of Strathclyde

Experiences:

He edits the International Journal of Tourism Policy and the book series Tourism Development and Management - Issues and Approaches. He is author of five books and over 35 peer reviewed articles and book chapters. He is regular reviewer for 19 journals and member of the Editorial Board of 21 journals. His work has appeared in various journals including: Annals of Tourism Research, Journal of Travel Research, Tourism Management and Journal of Sustainable Tourism. He has authored five books entitled, "Sustainability and Alternative Forms of Tourism", "Marketing of Tourism Enterprises", "Tourism Development and Planning", "Management of Tourism Enterprises: A Strategic Approach" and "Quantitative Research and Data Analysis using SPSS v.11.5". He has acted as Chairman and member of the Organising and Scientific Committees of various international conferences. He has an h-index of 16 and more than 1000 citations.

SHORT BIOGRAPHY – ASSOCIATE PROFESSOR HUSSAIN RAMMAL

(University of Technology Sidney)

Name: Associate Professor Hussain Rammal

Qualification:

- PhD (The University of Adelaide)
- MBA (Flinders University)
- B.Com (The University of Melbourne)



Experiences:

Hussain Rammal is Director of the Master of Business Administration (MBA) and coordinator for the Bachelor of Business - International Business programs. He is Associate Professor of International Business and Strategy at UTS Business School and was also the coordinator for the Higher Degrees by Research program in the Management department in 2016-2018.

He was one of the Chief Investigators (CI) on the study titled: "Australia and the European Union: A study of a changing trade and business relationship". The study was supported by the Australian Research Council (ARC) funded linkage projects. He has also authored reports for the Association of Southeast Asian Nations (ASEAN) Secretariat, and the Export Council of Australia.

He is co-editor of *Review of International Business and Strategy* journal published by Emerald. He is also the editor of the book series *Emerging Issues in International Business and Global Strategy*, published by World Scientific. He is on the editorial boards of leading journals including *International Business Review*, and *Accounting, Auditing and Accountability Journal*. He was Vice President of Australia and New Zealand International Business Academy (ANZIBA) in 2014-2017. He is also co-moderator of the Academy of Management's International Management division Connect site.

**SHORT BIOGRAPHY – ASSOCIATE PROFESSOR DR. MOHAMED MOHAMED
KAMAL MOUSTAFA BATTOUR**

(Universiti Sains Islam Malaysia)

Name: Associate Prof. Dr. Mohamed Mohamed Kamal Moustafa Battour

Qualification:

- PhD (Destination Marketing), University of Malaya
- MSc (Marketing), Tanta University
- BSc (Business and Accountancy), Tanta University



Experiences:

Dr. Battour is Associate Professor at Tanta University-Egypt. He holds BSc in Business and Accountancy (Egypt), MSc in Marketing (Egypt), and PhD in destination marketing (UM/Malaysia). His area of expertise includes destination marketing, Halal tourism, Islamic marketing. He has been a speaker on matters of Islamic marketing and Halal Tourism for many conferences.

SHORT BIOGRAPHY – DYAH EROWATI

(Director of Belitong Geopark)

Name: Ir. Dyah Erowati, MSc.

Qualification:

- S1 Bandung Institute of Technology
- S2 Oregon State University

Experiences:

- 1993-1999 Material Manager ARCO Indonesia (Oil and Gas company)
- 1999-2003 BP Indonesia (Oil and Gas Company) Executive Supply Chain Management Consultant
- 2003-2016 Director of Petrogas East Java
- 2016-2019 Head of Belitong Geopark Management



SHORT BIOGRAPHY – Dr. Drs. I Nyoman Sunarta, M.Si

(Dean of Faculty of Tourism, Udayana University)

Name: Dr. Drs. I Nyoman Sunarta, M.Si

Qualification:

- S1 Gadjah Mada University
- S2 Gadjah Mada University
- S3 Udayana University



Experiences:

Dr. I Nyoman Sunarta is The Dean and Senior Lecturer of Faculty of Tourism of Udayana University. Besides, He is one of tourism experts in Indonesia. One of his researches has been implemented for about 9 years in Bali Tourism.

CONFERENCE SCHEDULE

The 1st International Conference on Tourism and Entrepreneurship (ICTE) 2019

Date: Thursday, October 24th 2019

Place: Swiss Belresort, Tanjung Binga, Belitung

07.30-08.00	Registration
08.00-08.30	Arrival of delegates/invited speakers
08.30-09.00	Opening Dance Performance
09.00-09.30	Opening Address <ol style="list-style-type: none"> 1. Dean of Economics Faculty, Bangka Belitung University 2. Regent of Belitung 3. Rector of Bangka Belitung University
09.30-10.00	Coffee Break
10.00-11.00	Keynote Speaker 1 Prof. Konstantinos Andriotis (Middlesex University UK-Professor in Tourism/Chief Editor of International Journal of Tourism Policy)
11.00-12.30	Parallel Sessions-Paper Presentations
12.30-13.30	Lunch
13.30-15.30	Forum Discussion: Sustainable Practice in Tourism Marketing and Retail Service <ol style="list-style-type: none"> 1. Prof. Mohamed Battour (Professor in Tourism USIM Malaysia- Associate Editor- Journal of Islamic Marketing) 2. Dr. Drs. I Nyoman Sunarta, M.Si (Dean of Faculty of Tourism, Udayana University) 3. Dyah Erowati (Director of Belitung Geopark)
15.30-16.00	Afternoon Tea
16.00-17.30	Parallel Sessions-Paper Presentations
17.00-19.45	End of Day 1
19.45-22.30	Gala Dinner

The 1st International Conference on Tourism and Entrepreneurship (ICTE) 2019



Date: Friday, October 25th 2019

Place: Swiss Belresort, Tanjung Binga, Belitung

08.00-09.30	Parallel Sessions-Paper Presentations
09.30-10.30	Keynote Speaker 2 Ass Prof. Hussain Rammal (University of Technology Sydney/Chief Editor of International Business and Strategy)
10.30-10.45	Coffee Break
10.45-12.15	Parallel Sessions-Paper Presentations
12.15-13.15	Lunch
13.15-14.45	Parallel Sessions-Paper Presentations
14.45-15.00	Afternoon Tea
15.00-16.30	Discussion Forum: Publishing in Academic Journal 1. Prof. Konstantinos Andriotis - Chief Editor of International Journal of Tourism Policy 2. Prof. Hussain Rammal - Chief Editor of International Business and Strategy) 3. Prof. Mohamed Battour - Associate Editor of Islamic Marketing
16.30-17.00	Best Paper Awards & Closing Ceremony
17.00-18.00	Coaching Clinic Manuscripts for Publication

Date: Saturday, October 26th 2019

Place: Belitung Island

PARALLEL SESSION SCHEDULE

**Session 1
Room I
Thursday, October 24th, 2019
11.00 – 12.30**

Paper ID	Presenter	Title	Affiliation
37	Marcel Kordoš	Slovak Tourism Development under the Industry 4.0 Approach	Alexander Dubcek University in Trenčín, Slovak Republic
12	I Made Sendra	EMERGING CULTURAL TOURISM BASED ON CHINA'S TRACES OF HERITAGE IN BALI	Udayana University
57	Sahala Panjaitan	THE OPTIMIZATION LEVEL OF HOME INDUSTRY: THE CASE OF BATIK HOME INDUSTRY IN PEKALONGAN, CENTRAL JAVA INDONESIA	University of Lampung
62	Vincent Sylvester	IMPACT ON SERVICE QUALITY BY GUEST RELATIONS TOWARDS CUSTOMER SATISFACTION	Podomoro University
113	Falihatul Ibriza Purnidya Anugrah	EMPOWERING CULTURE POTENTIAL IN TANGGERANG: LENGGANG CISADANE AS ART TOURISM PERFORMANCE	Indonesia University of Education
92	Ilham Junaid	'ANJOROKU' CREATIVE INDUSTRY: BEST PRACTICES FOR COMMUNITY EMPOWERMENT	Makassar Tourism Polytechnic



		THROUGH TOURISM MICRO BUSINESS	
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**Session 1
Room II
Thursday, October 24th, 2019
11.00 – 12.30**

Paper ID	Presenter	Title	Affiliation
117	Kun Sila Ananda	COASTAL ENVIRONMENTAL CONSERVATION THROUGH PRODUCT BUYING: A GREEN BRAND POSITIONING STRATEGY OF KOPI MANGROVE COFFEROVE PAMEKASAN	State University of Malang
10	Dian Pramita	ANALYSIS OF CHILD FRIENDLY TOURISM ACTIVITIES IN UBUD DISTRICT GIANYAR REGENCY BALI	Udayana University
139	Irbiana Hanim Tahir	THE IMPACT OF WEB ATTRIBUTES ON MILLENIAL TRAVELLING DECISION	Universiti Kuala Lumpur Business School, Malaysia
49	Afrina Sari	IMPROVEMENT OF SALES "HOTEL PRODUCT" THROUGH ADVERTISING AND SALES PROMOTION (CASE: PT CANDRA KARYA)	Budi Luhur University
145	Maulita Sari Hani	COMMUNITY-BASED WHALE SHARK TOURISM	Conservation International Indonesia

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		DEVELOPMENT IN SALEH BAY, WEST NUSA TENGGARA	
140	Julia L.D. Bessie	DEVELOPMENT STRATEGY OF CULTURE-BASED ECOTOURISM (Study on the Making of Sugar Plate in Kelurahan Lasiana, Kupang)	University of Nusa Cendana

**Session 1
Room III
Thursday, October 24th, 2019
11.00 – 12.30**

Paper ID	Presenter	Title	Affiliation
73	Rainier Hendrik Sitaniapessy	MARKET SEGMENTATION OF MILLENNIAL AND MOTIVATION IN TOURISM: STUDY IN MALUKU ISLANDS	Pattimura University
125	Sharina Osman	FACTORS INFLUENCING THE USE OF E-WALLET AMONG MILLENNIUM TOURIST	Universiti Kuala Lumpur, Malaysia
71	Fitri Abdillah	MEASUREMENT OF LOCAL COMMUNITY LIFE SATISFACTION AT EARLY STAGE TOURIST DESTINATION	Podomoro University
86	Juniarti	TENSION MANAGEMENT IN THE IMPLEMENTATION OF SUSTAINABILITY AGENDA	Petra Christian University

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7	Putri Kusuma Sanjiwani	LOCAL GOVERNMENT POLICY IN ERADICATING THE TOURISM MAFIA IN BALI PROVINCE	Udayana University
131	Darman Saputra	ANALYSIS OF FACTOR IDENTIFICATION IN CAPTURE FISHERIES BUSINESS IN PERMIS SOUTH BANGKA	University of Bangka Belitung

**Session 2
Room I
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16.00 – 17.30**

Paper ID	Presenter	Title	
8	Ni Nyoman Sri Aryanti	COMMUNITY BASED CULINARY TOURISM IN SANGEH	Udayana University
103	Devi Valeriani	POTENTIAL TOURISM DESTINATIONS OF KAMPUNG PELANGI NELAYAN	University of Bangka Belitung
59	Sari Lestari Zainal Ridho	PRO JOB TOURISM: AN IMPLICATION FOR SUSTAINABILITY	Sriwijaya State Polytechnic
60	Anton Harianto	PEKALONGAN CULINARY HERITAGE AS URBAN TOURISM	Podomoro University
58	Juju Masunah	REPACKAGING TRADITIONAL PERFORMING ARTS AS A FORM OF LOCAL EVENT TOURISM IN CIREBON PALACE	Indonesia University of Education
79	Douwes Lasmana	TREND OF FOODIE: THE FUTURE OF	Podomoro University



		LOCAL STREET FOOD IN JAKARTA	
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**Session 2
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Thursday, October 24th, 2019
16.00 – 17.30**

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135	Wenni Anggita	GENDER RESPONSIVE BUDGET ANALYSIS IN SAING VILLAGE	University of Bangka Belitung
154	Suardana Wayan	Tourism and Community Empowerment in Nusa Penida: A Behavioral Approach	Udayana University
147	Shamzani Affendy Mohd Din	A LITERATURE REVIEW ON THE ASSESSMENT OF AMBIENT AIRBORNE PARTICULATES AND MICROCLIMATE IN THE MUSEUM ENVIRONMENT	International Islamic University of Malaysia
34	Asep Syaiful Bahri	A PROFILE OF TOURISTS VISITING KUTA AND SEMINYAK BEACH, BALI	Podomoro University
48	Roy Setiawan	WORD CLASS HOSPITALITY MANAGEMENT IN TOURISM STRATEGY: THE	Airlangga University



		IMPLEMENTATION OF SERVANT LEADERSHIP	
114	Laras Ramadhania Putri	TOURISM PERFORMING ART IN THE 2019 LABUH SAJI CEREMONY AT PALABUHAN RATU, SUKABUMI REGENCY: FIXED AND CHANGED	Indonesia University of Education

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Paper ID	Presenter	Title	Affiliation
5	Apriana H.J. Fanggidae	VISITORS LOYALTY FORMATION FACTORS IN TOURISM OBJECT IN TIMOR ISLAND EAST NUSA TENGGARA PROVINCE	Nusa Cendana University
32	Marcel Kordoš	Expected changes in Slovak industry environment in terms of Industry 4.0	Alexander Dubcek University in Trenčín, Slovak Republic
64	Prita Andini	CORPORATE GOVERNANCE ON THE QUALITY OF DISCLOSURE OF COMPANY INFORMATION THROUGH THE INTERNET	Budi Luhur University
66	Rochania Ayu Yunanda	ECONOMIC IMPACTS OF A GIFT SHOPPING CENTRE IN A TOURISM DESTINATION: A SUCCESS STORY	Tazkia University



43	Arief Rianto Kurniawan	TOURISM DEVELOPMENT PARADOX OF INDONESIA: The irony of so called "Wonderful Indonesia" (The Human Rights Impact Study of the Tourism Development in Labuan Bajo)	Ministry of Law and Human Rights, Indonesia
106	Duwi Agustina	EXTENSION OF TECHNOLOGY ACCEPTANCE MODEL (ETAM): ADOPTION OF CRYPTOCURRENCY ONLINE TRADING TECHNOLOGY PRODUCTS USING THIRD PARTY APPLICATIONS IN INDONESIA	University of Bangka Belitung
161	Sarojini Imran	THE ROLE OF LOCAL LEADERS IN INCREASING THE CAPACITY OF TOURISM PLAYERS IN TERONG VILLAGE, BELITUNG ISLANDS	Pancasila University

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08.00 – 09.30**

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9	I Nyoman Sukma Arida	VILLAGE TOURISM IN THE VILLAGE DUALISM PHENOMENON IN BALI	Udayana University
63	Budi Riyanto	PACKAGING INNOVATION FOR SAPITAN, A	Podomoro University

		SIGNATURE DISH FROM PEKALONGAN	
89	Haretsebe Manwa	URBAN ENCLAVE TOURISM AND ITS SOCIO-ECONOMIC IMPACTS IN CITY OF CAPE TOWN, SOUTH AFRICA	North West University, South Africa
141	Ayu Wulandari	COMPARISON OF DEVELOPMENT OF THE TOURISM BUDGET AND ECONOMIC GROWTH IN BELITUNG ISLAND	University of Bangka Belitung
110	Thomas Stefanus Kaihatu	USER GENERATED CONTENT (UGC) AS A MODERATOR SHAPING INVOLVEMENT TOWARD DESTINATION ENGAGEMENT AND DESTINATION CHOICE INTENTION IN ECOTOURISM AMONG MILLENNIALS	Ciputra University
101	Syifaa Novianti	THE DIFFERENCES BETWEEN INTERNATIONAL AND DOMESTIC TOURISTS BEHAVIOUR IN REGIONAL TOURISM DEVELOPMENT PERSPECTIVE: A LESSON FROM AUSTRALIA	Bandung State Polytechnic
159	Yusuf	THE INFLUENCE OF USE OF SOCIAL MARKETING INSTAGRAM MEDIA ON FULFILLING INFORMATION NEEDS ACADEMIC STUDENTS	Pangkalpinang Open University

**Session 3
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85	Eddy Jajang Jaya Atmaja	THE TOURISM ANALYSIS POTENTION IN SOUTH BANGKA ISLANDS, INDONESIA	University of Bangka Belitung
81	Rikantini Widiyanti	PROPOSED CREATIVE STRATEGIC SOLUTION IN PROMOTING TOURISM THROUGH WEBSITE AS A DRIVER OF DESTINATION AWARENESS	Bandung State Polytechnic
26	Yunpeng Li	IMPACTS OF FUTURE TECHNOLOGIES ON THE TOURISM INDUSTRY	Capital University of Business and Economics, China
91	Deddy Sobarna	CHARACTERISTIC ANALYSIS OF MILLENIALS TOURIST IN TRAVELLING TO THE DIGITAL DESTINATION OF ORCHID FOREST CIKOLE LEMBANG	Bandung State Polytechnic
102	Dini Wulansari	THE CHALLENGES OF LITERACY CAPACITY OF FOREIGN LANGUAGES TOWARDS GLOBAL TOURISM	University of Bangka Belitung
118	Imelda	COMPARISON OF METHODS CAESAR CIPHER, VIGENERE CIPHER AND RC4 TO SECURE WEB SERVICE AT WIRA CARITA	Budi Luhur University



		HOTEL RESERVATION ONLINE	
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**Session 3
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61	Wuri Septi Handayani	THE EFFECT OF STRATEGIC PERFORMANCE MEASUREMENT SYSTEM AND SERVICE STRATEGY ON FIRM PERFORMANCE	Budi Luhur University
70	Agoestina Mappadang	EFFECT OF CORPORATE GOVERNANCE MECHANISM ON TAX AVOIDANCE AND EARNINGS MANAGEMENT AND THEIR IMPACT ON VALUE OF THE FIRM	Budi Luhur University
108	Muhammad Dahlan	THE EFFECTIVENESS OF BUDGET PARTICIPATION AND ITS IMPACT ON JOB SATISFACTION: EVIDENCE FROM FUNCTIONAL MANAGERS	Padjajaran University

107	Muhammad Dahlan	THE INFLUENCE OF INTERACTIVE USE OF MANAGEMENT CONTROL SYSTEMS AND COMMUNICATION SKILL ON EMPLOYEE PERFORMANCE	Padjajaran University
143	Maya Yusnita	MEASURING EMPLOYEE PERFORMANCE THROUGH EMOTIONAL INTELLIGENT WITH GENDER PERSPECTIVE	University of Bangka Belitung
142	Nizwan Zukhri	REASONS INITIAL PUBLIC OFFERING (Ipo) CORPORATE TOURISM COMPANIES IN INDONESIA AND ITS RELATIONSHIP WITH FINANCIAL PERFORMANCE	University of Bangka Belitung

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51	Ayako Sawada	ANALYSIS OF CONTENTS OF POSTS OF SNSs BY FOREIGN VISITORS TO JAPAN	Hokuriku Gakuin Junior College, Japan
130	Julia	ESTIMATED VALUE OF RISK ON CURRENCY EXCHANGE PORTOFOLIO WITH VaR APPROACH ARITHMETIC ASSUMPTION	University of Bangka Belitung
65	Dea Prasetyawati Wibowo	COMPARISON OF SERVICE STYLE THROUGH THE NATIONAL CULTURE IN DUBAI AND JAPAN (STUDY CASE OF BAB AL SHAMS-DUBAI AND KARAKSA HOTEL-JAPAN)	Podomoro University
93	Tomy Andrianto	BUSINESS MODEL INNOVATION PROCESS FOR TOURISM INDUSTRIES: A COMPREHENSIVE LITERATURE REVIEW	Bandung State Polytechnic
111	Nelmida	THE IMPACT OF LEADERSHIP STYLES, ORGANIZATION CULTURE, JOB SATISFACTION ON ORGANIZATION CITIZENSHIP BEHAVIOR AND ORGANIZATIONAL COMMITMENT AS	Indonesia Banking School

		INTERVIEWING VARIABLES	
94	Tri Karyono	ART GALLERY ALTERNATIVE SPACE AS AN EDUCATIONAL TOURISM DESTINATION	Indonesia University of Education

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Paper ID	Presenter	Title	Affiliation
90	Tengku Ezni Balqiah	PROMOTE RELATIONSHIP QUALITY: ROLE OF QUALITY AND VALUE OF HOMESTAY IN KEPULAUAN SERIBU	University of Indonesia
50	Karmawan	CONTRIBUTION OF VILLAGE FUND TO DEVELOPMENT AND SOCIAL EMPOWERMENT AND COASTAL COMMUNITY ECONOMY IN THE VILLAGE OF WEST KURAU AND VILLAGE OF KURAU IN CENTRAL BANGKA REGENCY	University of Bangka Belitung
115	Agus Budiman	THE ROLE OF HIGHER EDUCATION IN DEVELOPING	Indonesia University of Education

		EDUCATION TOURISM ENTREPRENEURSHIP: A CASE STUDY IN INDONESIA	
45	Rifki Rahmanda Putra	Educational Tourism and Its Development Program in Supporting Sustainable Regional Development at Padjadjaran University, Jatinangor	Padjajaran University
103	Devi Valeriani	POTENTIAL TOURISM DESTINATIONS OF KAMPUNG PELANGI NELAYAN	University of Bangka Belitung
105	Rulyanti Susi Wardhani	THE ROLE OF INTERNAL UNIT CONTROL IN REALIZING GOOD UNIVERSITY IN University of Bangka Belitung AND MANUFACTURING POLYTECHNIC OF BANGKA BELITUNG	University of Bangka Belitung

**Session 4
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129	Hamsani	ISLAMIC PERSPECTIVE ON WORK ETHIC AND COMPETENCE TO INCREASE ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) TO SHARIA BANK EMPLOYEES IN THE BANGKA BELITUNG ISLANDS PROVINCE	University of Bangka Belitung
124	Sharina Osman	PERCEPTION OF THE IMAGE HALAL FOOD AMONG NON-MUSLIM TOURIST: A QUALITATIVE ENQUIRY	Universiti Kuala Lumpur, Malaysia
52	Nova Rini	DEVELOPMENT STUDY FOR HALAL TOURISM IN WEST SUMATERA ANP APPROACH	College of Economics Muhammadiyah Jakarta
123	Muhajirin	CULTURAL OR RELIGIOUS TOURISM: A STUDY OF TOURIST PERCEPTIONS ON KEMARO ISLAND, PALEMBANG	State Islamic University of Raden Fatah Palembang
76	Winengan	THE RATIONALITY OF HALAL DESIGN IN THE POLICY FORMULATION OF TOURISM DEVELOPMENT IN WEST NUSA TENGGARA PROVINCE INDONESIA	Mataram State Islamic University

**Session 5
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3	Herly Moematan	Development of Ecotourism Warna-Warni Beach Oesapa Based On Local Wisdom In Improving The Local Economy	Nusa Cendana University
155	Nanang Wahyudin	TOURISM POTENTIAL IDENTIFICATION IN OPTIMIZING THE PASIR PADI BEACH DEVELOPMENT STRATEGY	University of Bangka Belitung
68	Lisebo Tseane-Gumbi	MUDDLING THROUGH DESTINATION MARKETING: EXPERIENCES FROM THE NORTH WEST PROVINCE, SOUTH AFRICA	North West University, South Africa
134	Erita Rosalina	TRANSPARENCY ANALYSIS OF VILLAGE FUND MANAGEMENT	University of Bangka Belitung
4	Antonio E. L Nyoko	THE POTENTIAL AND OPPORTUNITIES OF TOURISM ENTREPRENEURSHIP IN LABUAN BAJO	Nusa Cendana University
119	I Nyoman Sunarta	TYPOLOGY OF GEOTOURISM PRACTICE AT BATUR UNESCO GLOBAL GEOPARK, BALI	Udayana University

87	mardiah kenamon	INTERACTIVE PERFORMANCE MEASUREMENT SYSTEMS, EMPLOYEE CREATIVITY: PSYCHOLOGICAL EMPOWERMENT AND CREATIVE PROCESS ENGAGEMENT AS MEDIATION VARIABLES	University of Baturaja
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**Session 5
Room II
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Paper ID	Presenter	Title	Affiliation
1	Paulina Y. Amtiran	ANALYSIS OF POTENTIAL TOURISM IN KUPANG CITY	Nusa Cendana University
128	Reniati	SHIFTING PRODUCT- PLATFORM AND STRATEGY OF MICRO AND SMALL START UP BUSINESS IN IMPROVING BUSINESS PERFORMANCE IN ERA INDUSTRY DIGITAL 4.0	University of Bangka Belitung
74	Hennidah Karnawati	THE EFFECT OF COLLABORATION AMONG TOURISM SERVICE PROVIDERS ON THE COMPETITIVENESS OF TOURIST DESTINATIONS	Bandung State Polytechnic
77	Dewa Sagita Alfadin Nur	POTENTIAL DEVELOPMENT STRATEGY FOR MARINE TOURISM	Podomoro University

		MAMUJU DISTRICT, WEST SULAWESI	
83	Giyah Yuliari	BUNDLING STRATEGY OF TOURISM ATTRACTION BASED ON NATURE TOURISM PARKS AND CULTURAL HERITAGE AS AN EFFORT TO INCREASE TOURISM VISITS AT THE EX REGENCY OF SURAKARTA	University of 17 Agustus 1945 Semarang
112	Trianti Nugraheni	NYIAR LUMAR: EMPOWERING THE POTENTIAL OF NATURE, CULTURE, SOCIETY, AND GOVERNMENT TO STRENGTHEN THE CULTURE RESILIENCE ON FACING RI 4.0 ERA	Indonesia University of Education
148	Shamzani Affendy Mohd Din	AIRBORNE PARTICULATES RELATIONSHIP WITH AMBIENT TEMPERATURE AND RELATIVE HUMIDITY IN DETERMINING SOILING DEFECTS ON THE ARTEFACTS AT THE NATIONAL MUSEUM, KUALA LUMPUR, MALAYSIA	International Islamic University of Malaysia

**Session 5
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13.15 – 14.45**

Paper ID	Presenter	Title	Affiliation
6	Christien C. Foenay	THE INFLUENCE OF FINANCIAL KNOWLEDGE, FINANCIAL ATTITUDES AND PERSONALITY TOWARDS FINANCIAL MANAGEMENT BEHAVIOR IN THE OWNERS UMKM KUPANG CITY	Nusa Cendana University
109	Tomy Andrianto	LEGAL BUSINESS SUSTAINABILITY OF SOCIAL ENTERPRISES: A COMPARATIVE CASE STUDY OF SOCIAL-ENTERPRISE RESTAURANTS IN HONG KONG, INDONESIA AND VIETNAM	Bandung State Polytechnic
121	Hery Sigit Cahyadi	MANAGING OVERTOURISM THROUGH PRICING POLICIES AND ITS COST AND BENEFIT AT TELUK CENDRAWASIH NATIONAL PARK, WEST PAPUA	Bandung Institute Of Tourism
82	Azli Fahrizal	THE IMPLEMENTATION OF STRATEGIC MANAGEMENT ACCOUNTING IN BANKING INDUSTRY	Malahayati University
151	Sumiyati	HOW IMPORTANT IS SUSTAINABILITY REPORTING FOR INVESTMENT DECISION MAKING?	University of Bangka Belitung

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104	Devi Valeriani	REALIZATION SUSTAINABLE TOURISM DEVELOPMENT THROUGH THE POTENTIAL OF AGROPOLITAN AND MINAPOLITAN COMMODITIES IN CENTRAL BANGKA DISTRICT	University of Bangka Belitung
160	Elvera	TOURISTS' LOYALTY : A STUDY OF PAGAR ALAM CITY, INDONESIA	STIE Lembah Dempo Pagar Alam
162	Rina Heryani	EVALUATION OF SCHOOL LITERATION MOVEMENT PROGRAM IN SMP NEGERI 2 AND SMP NEGERI 5 CIMAHY CITY USING COUNTEANCE EVALUATION MODEL	Indonesia University of Education

ABSTRACT

ANALYSIS OF POTENTIAL TOURISM IN KUPANG CITY

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ABSTRACT

East Nusa Tenggara (NTT) as one of the island provinces in Indonesia is becoming a new economic power with the tourism sector developing in the period last three years. The purpose of this study is to find out the tourism potential in East Nusa Tenggara, especially the tourism potential (tourism object) found in Kupang. The technique of collecting data using observation and data analysis methods in this study is the SWOT analysis method. It is hoped that this research can provide an overview of the potential of tourism in Kupang so that it can be developed to increase the income and the economy of the region and the local community.

Keywords: *Economy, Kupang, Potential, SWOT, Tourism*

COMMODIFICATION OF SEMANA SANTA PROCESSION IN MARKETING OF RELIGIOUS TOURISM

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ABSTRACT

The tourism development program is a strategic step taken by the government to increase local revenue. Various policies are implemented as an effort to market tourism objects and attractions. In addition, various efforts have also been made to explore the tourism potential that has not yet been exposed to become a new destination that can be marketed as a tourism product, one of which is religious tourism. However, the marketing efforts of religious tourism cause some shifts in values and meanings in ceremonial rites that have sacred meanings in them. Tourism marketing policies package ceremonies into a tourist attraction tend to ignore sacred and ethical values. In this study the holy Semana Santa procession became the object under study. Semana Santa is a Catholic religious tradition in Lantaka and is very rich in sacred values. The procession is part of the leading tourist attraction of Lantaka which is an attraction for tourists, not only Catholics but non-Catholic tourists. The hypothesis in this study is the Semana Santa procession commodified as a tourist attraction so that there is a shift in the meaning of the sacred rite from its true meaning. Besides that, there are good things that contribute to the surrounding community. Therefore, a criticism is needed so that religious tourism marketing efforts must be a concept of Ethical Tourism Marketing to maintain the virtue of a sacred rite or ceremony while continuing the development of religious tourism.

Keywords: *Ethical Tourism Marketing, religious tourism, tourism marketing policies, tourism attractions*

DEVELOPMENT OF ECOTOURISM WARNA-WARNI BEACH OESAPA BASED ON LOCAL WISDOM IN IMPROVING THE LOCAL ECONOMY

¹Herly Moematan, ²Maria E.D. Tunti, ³Minarni A. Dethan

ABSTRACT

Ecotourism is a form of travel to natural areas that is carried out with the aim of conserving the environment and preserving the lives and welfare of the local population. Warna Warni Beach Oesapa Kupang is one of the beach in coastal region of Kupang City NTT which has the potential of coastal ecotourism with the support of serving a variety of local food around the community as well as very beautiful scenery. The purpose of this study is to analyze various supporting and obstacle factors in the development of local wisdom-based on ecotourism in Warna Warni Beach Oesapa Kupang in order to improve the economy of the residents. The research method used is an exploratory descriptive analysis with two stages namely descriptive analysis techniques and SWOT analysis techniques. The results of the study shows that the presence of Warna Warni Beach ecotourism provides employment opportunities to people, which can be produce the variety of local foods. However, there are still various weakness in supporting Warna Warni Beach tourism facilities and infrastructure. Hopely, that in the future the Government of Kupang city will pay more attention to the development of Warna Warni Beach to improve the economy of surrounding people/community.

Keywords: *Ecotourism, Local Wisdom, Economic Improvement*

THE POTENTIAL AND OPPORTUNITIES OF TOURISM ENTREPRENEURSHIP IN LABUAN BAJO

¹Antonio E. L Nyoko, ²Ronald P.C. Fanggidae

ABSTRACT

Tourism is one of the most rapidly growing sectors in the world, with annual growth rate reaching 10% (Menon, 2010). It attracts to entrepreneurs and new start-up recently for doing business in this growing market (Lordkipanidze, Brezet, & Backman, 2005). Entrepreneur in the tourism sector is a promising business in the tourist destination. Labuan Bajo is one of the popular tourism destinations in the province of NTT that is located in the West Manggarai Regency which has unique tourist attractions like Wae Cicu, Apsara and Komodo National Park. The problem in this research is what the potential and opportunities of tourism entrepreneurship could be developed in Labuan Bajo to increase people's income while simultaneously being completeness of the tourism business. Research finding indicated many opportunities for entrepreneurs and start-ups to develop Tourism SME in this area such as culinary, transportation, accommodation, traditional handcraft etc.

Keywords: *Entrepreneurship, Tourism*

VISITORS LOYALTY FORMATION FACTORS IN TOURISM OBJECT IN TIMOR ISLAND EAST NUSA TENGGARA PROVINCE

Apriana H. J. Fanggidae

ABSTRACT

Visitors are people who have free time, money and mobility who will travel if there is motivation/encouragement to travel to a particular object and make a purchase to fulfill their wants and needs. The response or stimulation from within a visitor will appear when the needed item is available. The response was in the form of: ways of thinking, ways of perception, physical conditions, economic conditions and external stimuli in the form of: situational, friends, and relatives. This response is expected to have an impact on the level of loyalty of visitors. In order to create customer loyalty, the government and tourism industry managers must think to be able to create customer satisfaction through the availability of adequate attractions, facilities, accessibility and hospitality, according to the needs of visitors and the services of entertainment in the form of: reliable, beautiful, clean, unique, friendly, safe and comfortable. Enforcement of customer expectations by tourism apparatus and managers is an input to improve and improve product quality, both goods and services. The passage of time and the era of globalization entering the 21st century greatly brought changes in tourist travel. Human movement / mobilization does not only occur in the region / region itself but increasingly shifts, reaching all regions of the world. This mobilization occurs because of the development of science, technology and transportation, and very fast communication. The attention of the government and the industrial sector to utilize communication, technology and information (Information and Communication Technology / ICT) in order to raise the company's performance is very high. One of the most felt phenomena of ICT development in the tourism sector is the widespread use of social media, especially in disseminating information regarding tourist destinations and tourism product / service services available in the intended destination area. These conveniences, indirectly, have changed the travel behavior of visitors. Visitors no longer think of getting satisfaction in enjoying the whole tourism product and ending at the level of loyalty. Visitors hope that when they enjoy attractions, facilities, accessibility and hospitality at a tourism destination, they will get a set of values contained in a bureaucratic culture that has symbols, values orientation, beliefs, knowledge and life experiences. In addition to this, visitors also hope that what is received can be internalized into their thoughts, attitudes, behavior and actions when returning to their home region.

Keywords: *Customer Satisfaction Loyalty, Bureaucratic Culture and Visitors*

THE INFLUENCE OF FINANCIAL KNOWLEDGE, FINANCIAL ATTITUDES AND PERSONALITY TOWARDS FINANCIAL MANAGEMENT BEHAVIOR IN THE OWNERS UMKM KUPANG CITY

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ABSTRACT

This study aims to determine the Effect of Financial Knowledge, Financial Attitudes, and Personality on Financial Management Behavior in the Owners UMKM Kupang City. This research is included in associative causal research. The subjects of this study were the owners of the UMKM Tenun Ikat Center in Kupang City as many as 30 MSMEs. Data collection techniques using a questionnaire. Validity and reliability tests were carried out on 20 people outside the subject who were registered as UMKM Tenun Kupang City's. Analysis prerequisite tests include linearity test, multicollinearity test, and heteroscedasticity test. Data analysis techniques with multiple linear regression.

The results showed that (1) there was a positive influence of Financial Knowledge on Financial Management Behavior of The Owners UMKM Tenun Ikat Kupang City (2) there was a positive influence of Financial Attitudes on Financial Management Behavior of The Owners UMKM Tenun Ikat Kupang City (3) there was a positive influence of Personality on Financial Management Behavior of The Owners UMKM Tenun Ikat Kupang City (4) there is a positive influence of Financial Knowledge, Financial Attitudes, and Personality towards Financial Management Behavior on the The Owners UMKM Tenun Ikat Kupang City.

Keywords: *Financial Knowledge, Financial Attitudes and Personality, Financial Management Behavior*

LOCAL GOVERNMENT POLICY IN ERADICATING THE TOURISM MAFIA IN BALI PROVINCE

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ABSTRACT

The term mafia is often heard in international and domestic trade sectors. The term mafia is better known in the country of Italy as one of the dark organizations in the country. Mafia organizations often use their power to undermine the legal authority of a country with illegal activities. Bali tourism in 2018 is stirred up by practices or actions that are classified as mafia activities, known as tourism mafia. The business of providing tourism accommodation are easy targets for the tourism mafia from different types of mafia practices. The problem that arises is how the form of mafia practices in the accommodation business carried out by tourism entrepreneurs in Bali? What is the form of the Local Government's policy towards eradicating the Tourism Mafia in Bali? This study uses normative research and analyzes the problems that occur in the field with the rule of law, the theory of authority, the concept of tourism, the concept of the tourism mafia and the principle of decentralization. The results of this study indicate that the Provincial Government of Bali and District Government need to make an update on local regulations so that new cases such as unlawful acts committed by mafia organizations and mafia entrepreneurs can be ensnared by the law on illegal practices or activities that they do.

Keywords: *mafia tourism, international crime, mafia type*

COMMUNITY BASED CULINARY TOURISM IN SANGEH

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ABSTRACT

Culinary development as one of the attractions of tourism is becoming a trend in recent years. Culinary as one of the cultural identities of a destination began to become the target of tourists when they traveled to the destination. This paper presents empirical findings about the culinary potential of the village of Sangeh to develop community-based culinary tourism. With method of observation, survey and data collection from various parties and literature on the potential for Community based of culinary tourism in Sangeh Village is done by identifying traditional foods that are the consume by the visitors and tourist that provide by the local community as well as tracking and mapping community-based culinary tourism locations. Pork Satay and other processed pork become a dish that is much in demand by visitors and tourists and many are sold along the road to the attractions of Sangeh monkey forest and Uwug Land. However, some dishes sold by local people such as satay and lawar Kuwir (duck), beef lawar, pork roll, grilled fish and processed buffalo meat have stronger authenticity because they have their own uniqueness in the way of presentation and the history of the seller beside the taste.

Keywords: Culinary, Sangeh Attraction, Local Food, Community based culinary

VILLAGE TOURISM IN THE VILLAGE DUALISM PHENOMENON IN BALI

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ABSTRACT

This paper aims to describe the problems and dynamics of the development of the Gianyar regency tourism village in the context of village dualism in Bali. The distinctive form of village in Bali, which consists of two villages namely official and customary villages, apparently has implications for the successful development of rural tourism or rural tourism. This paper tries to illustrate these dynamics with the aim of finding a map of the issues that surround the issue. The research method uses a qualitative approach with involved observation techniques and in-depth interviews. The results of the study showed a fairly high variation in seeing the relationship between the official and customary villages in carrying out the tourism village program. In reality most of the resources in the village are controlled by the adat village, while on the other hand the authority to organize the tourist village is held by the dinas village. In certain aspects, the poor relations between the official and customary villages proved to have caused various problems when a village developed a tourist village.

ANALYSIS OF CHILD FRIENDLY TOURISM ACTIVITIES IN UBUD DISTRICT GIANYAR REGENCY BALI

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ABSTRACT

This study with the title "Analysis of Child Friendly Tourism Activities in Ubud District Gianyar Regency Bali" aims to analyze tourism activities in the subdistrict of Ubud which is friendly for holidays with children. Domestic and foreign tourists visiting Bali have their respective tourist destinations, such as marine tourism, spiritual tourism, work visits to holidays with family.

Tourists who come to visit Bali with family will visit tourist areas that are child friendly. The goal is that the child has educational experience that can stimulate the child's thinking. The experience of learning a new tourist area will increase enthusiasm and refresh the children from all their activities. Analysis of child-friendly tourism activities will be carried out to determine the level of security, comfort and learning that children get when conducting tourism activities in the tourist attraction of Ubud District, Gianyar Regency. The problem raised in this study is the attraction of tourism that has the potential for child-friendly tourism activities in Ubud District of Gianyar Regency and the types of child-friendly tourism activities offered by tourist destinations in Ubud district of Gianyar regency.

To obtain accurate data, of course data will be obtained from a data collection method in the hope that the data or facts are valid and there are no deviations from the actual situation. The method used in this study is by means of Observation Techniques, Interviews, Literature Studies, and Documentation Studies. In this study the researchers chose snowball sampling techniques to determine informants, which means taking samples based on interviews or correspondence. This method requests information from the first sample that is the manager to get the next sample, so continuously until all the needs of this research sample can be met. Based on the formulation of the problem, the purpose of this study is to analyze the activity of child-friendly tourism in the district of Ubud, Gianyar Regency. While the benefits of this study are as a reference for the attraction of tourism in the district of Ubud to develop child-friendly tourism activities.

Keywords: Tourism Activities, Travel Attractions, Child Friendly Tourism,

EXPECTED CHANGES IN SLOVAK INDUSTRY ENVIRONMENT IN TERMS OF INDUSTRY 4.0

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ABSTRACT

So far, the latest industrial revolution has been named the Industry 4.0 and is determined by the implementation of internet linking and collection and analysis of large data volumes for their best use. As a result, intelligent devices, machines and technologies, virtual reality, 3D printing and cooperative robotic devices are being implemented into the industry. These technologies are also transferred to the manufacturing sector, where industrial facilities connect, collaborate and make decisions by means of artificial intelligence. The aim of the paper is to find out the impact level of Industry 4.0 implementation within Slovak enterprises. For the most objective assessment of changes awaiting the Slovak industry under the influence of Industry 4.0, the questionnaire survey method has been chosen. Through internet questionnaires we approached Slovak industrial enterprises. From the reactions of the companies, we evaluated the employers' opinion and their readiness on the emergence of smart industry in Slovakia. The result of the study will be an assessment of two key issues concerning the current jobs structure requirements in terms of employees' education structure and, in particular, employers' reactions on the Industry 4.0 implementation reflecting the future job structure in Slovak industry.

Keywords: *Entrepreneurship; Industry 4.0; Robotics, New Jobs Creation*

A PROFILE OF TOURISTS VISITING KUTA AND SEMINYAK BEACH, BALI

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ABSTRACT

Kuta and Seminyak Beach, located in Badung Regency in Bali, are among the most popular destinations in Bali. The two face Indian Ocean from the westside. Although they are both located in the same coastline and relatively close to each other, these two have different facilities. This brings different types of tourists visiting each beach. This study is aimed at analyzing characteristics and motivations of tourists visiting Kuta and Seminyak. The study is descriptive qualitative in nature. An accidental sampling was used and 30 respondents from each beach were given questionnaire. The result shows that most visitors in Kuta are male (53.3%), and most are 25-44 years old (37%). Other data gathered from the questionnaires revealed that tourists are mostly diploma graduates (43%) and already have jobs (80%), unmarried (47%), consists of one family member (53%), and are dominated by Oceanian and European tourists (40% each). Based on the survey, psychographic of the tourists showed that 70% stayed in hotel, 53% walked to the beach, stayed in Bali one to ten days (60%). Most tourists also consumed local food (80%) with expenses less than USD 50 (37%). Meanwhile, in Seminyak Beach, most tourists are male (60%), ranging from 25-44 years old, mostly have diploma and have jobs. Sixty percent of the respondents in this beach are married and are dominated by European tourists. The significant difference is that there are more tourists in Seminyak whose spending is less than USD 50 (83%). Tourists visiting both destinations were motivated by the beauty of the scenery (physical motivation), but motivations to visit Seminyak are more diverse as it has cultural attractions.

Keywords: *Characteristics, Motivation, Tourists, Kuta, Seminyak, Bali*

A PROFILE OF TOURISTS VISITING KUTA AND SEMINYAK BEACH, BALI

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ABSTRACT

Industry 4.0 implies the implementation of innovation across the whole and all not only industry but also services sectors from manufacturing to services to public administration. At the same time, it represents the resource efficiency, cost reduction as well as it eliminates the need for personal contact with product, customer or staff department, and almost all actions are being transferred to the Internet and technology areas. Tourism is one of the most dynamically developing sectors in world economy and, even in terms of Slovakia, it already represents a promising economic sector, even though its potential development has not been sufficiently exploited yet. By means of analysis, comparative analysis methods followed by logical deduction the main goal of this paper is to figure out the potential benefits for Slovak national economy development coming out of Industry 4.0 aspects being implemented in Slovak tourism sector. The emphasis is focused on creating sustainable jobs in Slovak tourism, making it the driving force of Slovak economy, and revealing the hidden Slovak tourism potential and prerequisite for economic and social development within Slovak regions.

Keywords: *Slovak tourism sector, Industry 4.0, new technologies implementation, Slovak and world economy development, regional development*

THE OPTIMIZATION LEVEL OF HOME INDUSTRY: THE CASE OF BATIK HOME INDUSTRY IN PEKALONGAN, CENTRAL JAVA INDONESIA

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ABSTRACT

Batiks, cotton and silk, are the main product of home industry in Pekalongan, Central java. They also contribute a significant share to the local economy. Efficient allocation of scarce resources is the core problem of the home batik industry. This paper investigates the optimization level of the scarce resources of the batik industry in Pekalongan, Central Java, particularly the level of optimization of the factors of production: labor, capital and material input of the batik industry in the region. Hotelling's Lemma is the model employed in this research, estimated by a multiple regression analysis. The samples are 91 units of home industry, chosen from 1,077 units of target population by the method of a stratified random sampling. The factors of production are all converted into rupiah. The results show that all variables are statistically significant predictors. A maximum level of profit is achieved at Rpp 886,312,232.00.

Key Words: *Optimization, Hotelling's Lemma, batik home industry, labor, capital and material input*

PRO JOB TOURISM: AN IMPLICATION FOR SUSTAINABILITY

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ABSTRACT

The purpose of this study is to examine the implications of sustainable tourism on employment, since based on the concept of sustainable tourism one of the pillars that must exist is sustainable economy, which is pro job. The sustainable economy pillar consists of elements that pro Job, including increasing local people's income, development in tourist destinations and expanding employment, so this study examines the relationship of the number of star hotels, other accommodations and the average worker to income in the form of Regional GDP and comparatively to the number of poor people. This study uses data from all provinces in Indonesia in 2018, namely per capita Regional GDP data, number of poor population, number of star hotels, number of other accommodations, average workers in star hotels, and average workers in other accommodations. The relationship between variables was tested by regression techniques. Based on the results of the study it can be concluded that the number of star hotels, other accommodations, the average star hotel workers, and the average other accommodation workers affect the number of poor people, but only the number of star hotels, other accommodations, and the average other accommodation workers influence to Regional GDP, while the average star hotel worker did not.

Keywords: *Job, Employment, Tourism*

PEKALONGAN CULINARY HERITAGE AS URBAN TOURISM

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ABSTRACT

Situated in the north coast of Java island in the region of Central Java, Pekalongan has many potentials in tourism business. The strength of Pekalongan is having batik industry and architecture heritage, even though there are still improvements to be considered. For the past 5 years, Pekalongan is listed as member of UNESCO's World's Creative Cities Network and being listed as the first in Indonesian and South East Asia. Beside batik and building heritage, Pekalongan is also having unexplored culinary richness that is very potential to be exposed. Culinary heritage is one of the powerful factors to attract tourists anywhere in the world.

The culinary heritage of Pekalongan has been known having specific tastes within Indonesian cuisine range. This study is to identify the culinary heritage being consumed by the local people in the local retail outlets and how it can be considered as Urban Tourism. An exploratory research in qualitative methodology is being chosen to dig down from the culinary practitioners in Pekalongan. The identification might be potential for further initiatives to be taken by the local government for the development of the city in the field of tourism.

Keywords: Culinary Heritage, Urban Tourism, Rural Tourism

THE EFFECT OF STRATEGIC PERFORMANCE MEASUREMENT SYSTEM AND SERVICE STRATEGY ON FIRM PERFORMANCE

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ABSTRACT

This study aims at investigating how far the service strategy mediates the relationship between strategic performance measurement systems on firm performance. Survey method was used to collect the research data by distributing questionnaires to the top management at airline industry office in Indonesia. Based on the 105 usable data analyzed using SmartPLS, the results show that service strategy has a full mediation influence on the relationship between strategic performance measurement systems on firm performance. Strategic performance measurement system has a significant influence on firm performance when it is related to business strategy, especially service strategy. More specifically, the implementation of service strategy aligned with the business strategy can improve firm performance in the Indonesia airline industries.

Keywords: *Strategic performance measurement system, service strategy, firm performance, service sector, airlines industry*

PACKAGING INNOVATION FOR SAPITAN, A SIGNATURE DISH FROM PEKALONGAN

Budi Riyanto

ABSTRACT

Pekalongan City has special food, including: megono, ferocious tamarind, tauto, boiled tetel, sapitan. Among the special foods of Pekalongan City, there is one unique type of food, namely sapitan. Sapitan is a traditional food typical of the City of Pekalongan. Sapitan is a food that symbolizes luxury. Made from long boiled beef, then the meat is shredded. Then it is accelerated using a bamboo stick that has been formed, then locked using a papaya stem. The next process is smeared with herbs and burned. Sapitan is usually eaten together with megono. Besides that, sapitan is also one of the side dishes in blessing rice, which is often served during religious ceremonies, thanksgiving, or celebrations. With its savory taste, sapitan is not a foreign food to the citizens of Pekalongan City. However, sapitan cannot be found outside the City of Pekalongan. Even if there are makers from the City of Pekalongan and distributed outside the city, such as Batang. The manufacturing process that takes a long time becomes an obstacle for the maker of the sapitan. Over time, taste is not the main thing when considering buying a product. By using the triangulation method to get info about sapitan. And experimental methods to see the best results from respondents. Now the packaging that will make someone interested in buying the product. In order to be known outside the city of Pekalongan sapitan, it is necessary to pay attention to the packaging that is made to be more contemporary. In addition, the packaging made can introduce sapitan as souvenirs typical of the City of Pekalongan.

Keywords: *Sapitan, Packaging Innovation. Environmentally Friendly Packaging*

COMPARISON OF SERVICE STYLE THROUGH THE NATIONAL CULTURE IN DUBAI AND JAPAN (STUDY CASE OF BAB AL SHAMS-DUBAI AND KARAKSA HOTEL-JAPAN)

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ABSTRACT

The purpose of this study was to find out how a culture influences the style of service of a country and compared to two countries. By comparing the two countries, it is possible to analyze the cultural differences, norms and habits of the two countries and whether they apply to everyday life, activity and work or enterprise. This study compares Dubai and Japan where the country is visited and enjoyed by tourists - tourists from all over the world and popular around the world. This study used direct field studies in both places over the same time period, conducted background analysis and interviewed people who had worked in both places. From the results of this report it can be seen whether the culture of the country influenced the style of service of the country and what to know and avoid when visiting the two places. The service style on both countries are in fact were affected by the national culture itself. In all of the aspects in Hofstede's country comparison analysis had shown that the national culture has a huge impact in what kind of service style that the country has offered to tourists, foreigners and themselves.

Keywords: *Country culture, comparison, service style, Dubai, Japan*

MEASUREMENT OF LOCAL COMMUNITY LIFE SATISFACTION AT EARLY STAGE TOURIST DESTINATION

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ABSTRACT

The development of destinations is marked by developments in the quality of life of local people. As destinations developed, the quality of life of the people also increases. The objective of study is to identify the level of quality of life of local people in the early stage tourist destinations. Two indicators of quality of life being examined are objective indicators and subjective indicators. Objective indicators include general social indicators while subjective indicators concern personal perceptions of society and life satisfaction. The study method is a survey with a mix method analysis to justify the findings. Primary data were obtained from 6 tourism actors and local community leaders, while secondary data were obtained from official government institutions. The location of the study was North Pusakajaya Village, Cilebar, Karawang, West Java. The results showed that in the early stages of tourism destination development, the level of quality of life of the local community showed a high response to the subjective indicators but low to the objective. In subjective indicators, the highest response occurs in the community's collectivity in building, but low in fulfilling personal aspects, especially awareness about the future. Among the various aspects of quality of life, material aspects are in a higher position than other aspects. In general respons, local people feel relatively satisfied with their living conditions, especially family, social religious situation, and physical environment. The community views that tourism can be an alternative way out to improve economic conditions and the physical environment. Further research needs to see behavioral changes of local community to face destination development due to the increasing number of tourists

Keywords: *early stage destination, life satisfaction, community*

POTENTIAL DEVELOPMENT STRATEGY FOR MARINE TOURISM

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ABSTRACT

Tourism is one of the activities that become one of the needs of modern society in crowded activities in big cities. According to The World Travel & Council (WTTC), Indonesian tourism ranks 9th in the world tourist destination. As the largest archipelago country in the world where the sea area stretched from Sabang to Marauke is the administrative area of the Republic of Indonesia, the potential for Indonesia's natural tourism is huge both land and sea. Each province in Indonesia is now focusing on developing tourist destinations as one of the economic backers of their respective regions because tourism is able to generate other service industries such as transportation, hospitality services, and culinary faster than other sectors. However, some tourist sites found by local governments have not been able to be developed properly, causing conflicts between the government and local communities. That is because the local community is not yet aware of the tourism potential in its area such as in the Mamuju district, West Sulawesi Province which has several locations with the potential to become new tourist destinations that have not been touched by the community or the government. With the SWOT method, content analysis techniques and the development of new tourism sites are expected to be well developed and achieve the desired results.

Keywords: *Tourism, Mamuju, New destination, Maritime, SWOT*

TREND OF FOODIE: THE FUTURE OF LOCAL STREET FOOD IN JAKARTA

Douwes Lasmana

ABSTRACT

Nowadays street food is playing an important role in tourism, food has become one of the main reason travelers fly hundreds and thousands of miles to another city or even country. Not only to the five-star restaurant but also street food vendors.

Promotion plays a very important role to broadcast the message from business owners to share their uniqueness and sales promotion. This will not be a problem for big players such as restaurant and hotels, but not for small and medium food vendors with limited capital. Foodie are the ones who are interested in specific cuisine or simply enjoy exploring food adventure has been effectively used to promote food and beverages product.

This research is aimed to analyze how the purpose of promotion is used by foodie to promote street food business in Jakarta. Descriptive qualitative method is used in the research, while data is gathered from in depth interview with some foodie in Jakarta as well as street food vendor owners as well as observation.

The result explains that Instagram is used to broadcast their content. In some cases, foodies are hired to promote business although sometimes they have to pay for the food and beverages. Foodies are using their content mainly to inform new trending vendors, influence and persuade potential customers to purchase, and reminding their audience about the promotion offered by the street food vendors.

Keywords: *Foodie, Street Food, Instagram, Promotion*

‘ANJOROKU’ CREATIVE INDUSTRY: BEST PRACTICES FOR COMMUNITY EMPOWERMENT THROUGH TOURISM MICRO BUSINESS

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ABSTRACT

Micro business in tourism has been considered essential in supporting the destination competitiveness. However, the local government and related stakeholders tend to ignore the existence of the micro business in a destination. Hence, it is essential to investigate the existence of micro business in tourism by the local community. This paper aims to scrutinize challenges and opportunities faced by the local community in managing micro business in tourism in Selayar regency, Indonesia. A qualitative methodology (in 2019) has guided the authors in understanding the existence of Anjoroku, a community creative industry run by the local people. The research reveals that Anjoroku creative community has implemented best practices for community empowerment in Selayar regency. The local government has utilized Anjoroku as models for community empowerment and thus, related stakeholders should support the existence of micro business in tourism. It is argued that tourism destination in the world should consider and support micro business as essential part for destination competitiveness. This paper provides insights on how local people in island destination struggle to help the local community manage their potential as well as to support island as main tourism destination.

Keywords: *community empowerment, Anjoroku creative industry, micro business, Selayar regency*

REALIZATION SUSTAINABLE TOURISM DEVELOPMENT THROUGH THE POTENTIAL OF AGROPOLITAN AND MINAPOLITAN COMMODITIES IN CENTRAL BANGKA DISTRICT

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ABSTRACT

Central Bangka has set Agropolitan tourism area, with a goal to realize the agropolitan region and development of the local economy based regional superior products. such as food crops, horticulture and plantations. In 2010 Central Bangka is one of districts which are set by the Ministry of Maritime Affairs and Fisheries as a minopolitan area. The potential of agriculture, marine and fisheries in Central Bangka is large, and needs to be supported by various policies, programs and development activities in the marine and fisheries sector in order to support so as to realize community independence. This research using *Location Question (LQ)* approach and also using primary and secondary data. The findings in the study that the potential agropolitan are able to meet the needs of sectors of tourism to the category of fruit is watermelon, avocado, Duku, durian, orange siam and orange large, the category of vegetables is chili, chili pepper, tomato and bean long, the category of food is corn, cassava wood, sweet potatoes and peanuts ground, for the category of plantation that is a commodity rubber, oil palm and coconut. While for potential minapolitan fisheries catch more dominant than the fishery cultivation.

Keywords: *Sustainable Tourism Development, Agropolitan, Minapolitan, Location Question*

THE INFLUENCE OF INTERACTIVE USE OF MANAGEMENT CONTROL SYSTEMS AND COMMUNICATION SKILL ON EMPLOYEE PERFORMANCE

Muhammad Dahlan

ABSTRACT

Purpose – The study examines the influence of interactive control systems on employee performance. The mediating variables are communication skill and task uncertainty.

Design – We distributed a survey to 300 public services employees in Province of West Java and gained 58 responses.

Methodology – Structural Equation Modelling (SEM) using Smart-PLS software was used to analyze these hypotheses, using 52 usable data.

Findings – The analysis revealed that management control system has a positive influence on employee performance both directly and indirectly, through communication skill and task uncertainty. In other words, there is a positive relationship between interactive control systems and employee performance which is fully mediated by communication skill and task uncertainty.

Originality of the research – This study enriches management control systems literature, especially in respect to communication skill in control systems in the public sector services. Prior studies have found difficulties analyzing the influence of communication skill and task uncertainty in management control systems studies of the government organizational.

Keywords: *Interactive control systems, communication skill, task uncertainty, employee performance, and government organizational*

THE EFFECTIVENESS OF BUDGET PARTICIPATION AND ITS IMPACT ON JOB SATISFACTION

(Evidence from functional managers)

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ABSTRACT

Purpose – The study examines the effect of budgeting participation on job satisfactions. The mediating variables are role clarity and trust.

Design – We distributed a survey to 260 hotel managers in Bandung and gained 68 responses.

Methodology – Structural Equation Modelling (SEM) using Smart-PLS software was used to analyze these hypotheses, using 64 usable data.

Findings – The analysis revealed that budgeting participation has a positive effect on job satisfactions both directly and indirectly, through role clarity and trust. In other words, there is a positive relationship between budgeting participation and job satisfaction which is fully mediated by role clarity and trust.

Research limitations – This study focused only on hospitality industry and its findings may not be applicable to other organizational contexts, e.g. government organizational.

Originality of the research – This study enriches management accounting literature, especially in respect to role clarity in budgeting in the hotel industry. Previous studies have found difficulties analyzing the effect of role clarity and trust in management accounting studies of the hospitality industry in a developing country.

Keywords: *Budgeting participation, role clarity, trust, job satisfactions, and hospitality industry*

NYIAR LUMAR: EMPOWERING THE POTENTIAL OF NATURE, CULTURE, SOCIETY, AND GOVERNMENT TO STRENGTHEN THE CULTURE RESILIENCE ON FACING RI 4.0 ERA

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ABSTRACT

The aim of this research to find a model of tourism based on local tradition to strengthen cultural identity in the globalization era, also the challenges on facing the industry revolution 4.0. Identity crisis of the youth in the industry revolution era 4.0 needs to find any solution to strengthen the cultural resilience. Nature, culture, and human resources in Indonesia are the precious potential that can be empowered to strengthen the youth identity. The problems formulation of this research are : 1). How was the packaging of Nyiar Lumar performance? 2). How does the society involvement into the Nyiar Lumar event? 3). How the sustainability of Nyiar Lumar? Theory that use to analyse it, is pseudo ritual and traditional art. Data collection is done by observation, interviews, study documentation, photographs and video recording. Research results: 1). Nyiar Lumar is an event that is loaded with educational values both about Sundanese history, spirit and local wisdom; 2). Nyiar Lumar is held by artists, the community, and the Disbudpar, involving schools and tourist arrivals; 3). The sustainability of Nyiar Lumar is supported by the support of artists, educators, surrounding communities, government, and technology. In conclusion: Nyiar Lumar is a package of tourist art as a creative industry that combines the creativity of artists, natural potential, culture, and value education to build the character of young people who have integrity.

Keywords: *Nyiar Lumar, Empowering, Cultural Resilience, RI 4.0*

EMPOWERING CULTURE POTENTIAL IN TANGERANG: LENGGANG CISADANE AS ART TOURISM PERFORMANCE

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ABSTRACT

The name of Lenggang Cisadane is taken from a river in Tangerang, that is Cisadane. This dance was created by H. Yunus Ahmad Sanusi on 2008. The purpose of this thesis are describe about Lenggang Cisadane dance's packaging, the effort of government in develop Lenggang Cisadane dance and the contribution of Lenggang Cisadane as an Art of Tourism in Tangerang. The analysis of this thesis using qualitative with descriptive method. Collecting data techniques using observation, interviews, documentation study, and literature study with data analysis using triangulation. The result of this thesis is describe that the packaging of Lenggang Cisadane dance as an art of tourism in Tangerang is a form of uncultural mix that exists in Tangerang, such as Sundanese, Betawi, Chinese, and Melayu culture. This dance potencially as an art of Tangerang because it has culture characteristics in Tangerang. Government's effort in develop Lenggang Cisadane dance as an art of Tourism in Tangerang are carried out from of (1) Training in school, dance studio, and other institute, (2) procurement of dance fair and festivals in Tangerang, (3) Giving achievement to artists in Tangerang. Lenggang Cisadane dance has contribution as significant art of tourism, such as the perform of Festival, show, seminar, development off creative industries based on sosio-cultural, and other event with the existence Lenggang Cisadane as an art that has opportunity to develop its creative industry, both because artistic potential, location, artistic, government, society, and other related parties.

Keywords: *Lenggang Cisadane Dance, Art, Tourism, Tangerang*

TOURISM PERFORMING ART IN THE 2019 LABUH SAJI CEREMONY AT PALABUHAN RATU, SUKABUMI REGENCY: FIXED AND CHANGED

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ABSTRACT

This study was conducted to find out how the tourism performing arts became part of the profane LabuhSaji Ceremony. The study aims to examine the existence of dance in LabuhSaji Ceremony after the decentralization and become a community performance. The dance in LabuhSaji Ceremony is one of the supporting factors of the decentralization. The study uses a qualitative research design and descriptive analysis method. The researcher obtained the data and examined it further for analysis. The data obtained from several research instruments namely observation, interviews, literature review and documentation. After the data was obtained, its validity was processed by Triangulation. The dance performance was held at the opening of the LabuhSaji Ceremony which is packaged in form of semi-oratorium. There is no standard or mandatory dance that must be performed. All dances are new dance creations with innovations to become a cultural tourism attraction. The dance structure in LabuhSaji Ceremony includes: Lengser, Umbul-umbul, Putri Dance, Putra Dance and Folk Dance. The dance contains some elements namely motion, musical, visual and story. These five dances are combined in a story script. The story script is always changing every year, as well as the dance. The change itself depends on the request of the organizing committee or adjusts to the current situation, however it always brings part of the story from PuunPurnamasari and MayangSagara, and it is a mandatory element that must always be used. This show is a continuous activity that is always held every year, the innovation of its presentation sustainable to be explored in order to attract tourists to visit tourism destination in PelabuhanRatu. LabuhSaji Ceremony is now a show that supports the tourism sector of PelabuhanRatu and become the leading cultural tourism object in Sukabumi Regency. In addition, the dance in LabuhSaji Ceremony plays a role as a tourism performing arts entertainment for tourists and communities.

Keywords: *Role of Dance, LabuhSaji Ceremony, Tourism Performing Arts, Pelabuhanratu*

THE ROLE OF HIGHER EDUCATION IN DEVELOPING EDUCATION TOURISM ENTREPRENEURSHIP: A CASE STUDY IN INDONESIA

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ABSTRACT

Entrepreneurship in higher education tourism demands serious attention which reflects the role of universities in developing the tourism industry as an innovation and creativity of universities to enhance the competitiveness of higher education goals in develop educational tourism entrepreneurship. This study discusses the role of tertiary institutions in developing educational tourism entrepreneurship which in its implementation empowers potential students to be given entrepreneurship training in order to be able to manage educational tourism program programs developed in tertiary institutions. The problem of student competence towards academic ability, needs to be in line and can be actually implemented to the community, even as an opportunity for the university business unit.

Data obtained from the results of structured interviews and questionnaire instruments given to 150 students at Universitas Pendidikan Indonesia who were involved in educational tourism development program activities as Higher Education Strategies in an effort to develop student entrepreneurial skills in the education tourism industry. Through Educational Tourism in Higher Education, students are required to manage business units built together with university stakeholders as well as government and non-government institutions.

Keywords: *Entrepreneur, Edutourism*

COMPARISON OF METHODS CAESAR CIPHER, VIGENERE CIPHER AND RC4 TO SECURE WEB SERVICE AT WIRA CARITA HOTEL RESERVATION ONLINE

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ABSTRACT

Many cryptographic methods that are used to secure online reservation system hospitality. Wira Carita Hotel is one venue that enhances services for customers with online reservation facility. Wira Carita Hotel build a web service incorporating cryptographic methods. At the beginning of the study carried out a comparison between the methods of the Caesar Cipher, Vigenere Cipher and RC4. This comparison aims to find the right method to secure data so that the performance of the web service is increasing. Contributions of this study showed some symmetric cryptographic methods can be used to secure web service. The results showed the fastest Cipher Vinegere method, whereas in the comprehensive RC4 method to encrypt files and decrypt files.

Keywords: *cryptography, caesar cipher, vigenere cipher, RC4, web service, online reservation*

MANAGING OVERTOURISM THROUGH PRICING POLICIES AND ITS COST AND BENEFIT AT TELUK CENDERAWASIH NATIONAL PARK, WEST PAPUA PROVINCE

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ABSTRACT

The pricing policy is one of the key tools for visitor management to control tourist numbers and to achieve it, it need to review the monetary valuations such as tourism revenue, the operational cost, revenue sharing, employment opportunities, opportunities cost, biodiversity loss and population declines, vessel emissions, improper discharge of waste by lodges, and electrical generation by lodges. This study used a quantitative data analysis which conducted a cost- benefit analysis of the various impacts of tourism which brought to Teluk Cenderawasih National Park by valuating each impacts. The result of this cost-benefit analysis suggest that the costs far outweigh the benefits, even when non-measurable costs are considered, a number of fundamental issues must be addressed in order to improve the cost-benefit balance.

The purpose of this study is to measure the monetary valuation of Teluk Cenderawasih National Park so that it can be seen whether the benefits of tourism outweigh the negative impacts compared to the positive impacts, especially on national parks.

Keywords: *Teluk Cendrawasih National Park, Pricing Policies, Cost Benefit Analysis, West Papua*

THE IMPACT OF WEB ATTRIBUTES ON MILLENNIAL TRAVELLING DECISION

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ABSTRACT

Web technology has been developing to a point where companies can tailor the information they provide to customers, adjusting the web page content according to the customer profile. Such adaptability can enhance sales by closely matching the customer needs and requirements. Particularly in travel industry, people can now scout for information related to specific destination through the social media platform including web page. This trend has becoming popular due to the several advantages that help shaped people's intention to purchase travelling packages. In this study, the framework is developed based on Davis' Technology Acceptance Model (TAM) correlate with the attributes of using website on a purchase intention process to travel. This paper discusses the previous literature relating to the factors influencing the intention to purchase travelling packages among the millennial travelers in Kuala Lumpur.

Keywords: *Web Technology, Digital Platform, Technology Application, Online Buying*

COMMUNITY-BASED WHALE SHARK TOURISM DEVELOPMENT IN SALEH BAY, WEST NUSA TENGGARA

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ABSTRACT

Whale shark (*Rhincodon typus*) is a flagship species for conservation and tourism. Whale shark tourism offers a potential alternative livelihood for the local community. Since 2017, Conservation International Indonesia (CI-I) worked in Saleh Bay to monitor whale shark distribution and aggregation. Based on these findings, we work with the local community of Labuhan Jambu village to utilize whale shark conservation for local benefits through community-based whale shark tourism development. In 2018, we involved 86 local community in survey and forum group discussions (FGDs) to identify their perceptions on policy and planning of community-based whale shark tourism. The result demonstrated 95% of respondents show positive perceptions with 40% willing to participate in boat rental (bagan and speed boat), local guide (12%), food and beverage (8%), local transport (8%), homestay (6%), souvenir (5%), and gear rental (2%). Some policy papers were developed in addition to capacity-building programs to support the related development. In September 2018, the government of Sumbawa regency promoted whale shark tourism at “Moyo and Tambora Sailing” event, since then the local community of Labuhan Jambu village started receiving tourists. After one year of operation, in September 2019, we conducted monitoring and evaluation (monev) involved 82 participants from different stakeholders to analyse challenges and issues as well as economic, socio-cultural, and conservation benefits. The result of FGDs identified more than 80 local community involved in providing tourism services for 301 tourists that arrived in the village from 2018 to 2019. The estimated annual income to the village is US\$ 15,000 included US\$ 1,000 for whale shark conservation. In conclusion, the community-based management confirmed positive engagement to support species conservation and its utilization. In order to sustain the economy, ecology, and socio-cultural benefits from community-based whale shark tourism, together with government, we formulate whale shark conservation action plan 2021-2025 from the village to the national level.

Keywords: *ecotourism, wildlife tourism, economic benefits, community involvement, policy and planning*

FEASIBILITY ANALYSIS BURUAN VILLAGE AS A TOURIST VILLAGE IN GIANYAR DISTRICT

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ABSTRACT

Creative ideas by making and planning the Buruan Village as a tourist village with the potential for tourist attractions that can be enjoyed by tourists who love nature activities and cultural sites. This situational analysis involves three main things, namely Physical Assessment is the potential of Buruan Village with an area of 421.00 Ha has enormous potential resources to be developed as a Tourism Village to meet the needs of a prosperous rural community. Social cultural Assessment Tourism activities in the village of Buruan which take around the location of daily activities of the community who used to work in the fields will interact only with domestic and foreign tourists, will experience added value with those who will be invited to interact and Human Resources Assessment is the strength that is owned by this community the existence of the potential for tourism to be alive and interesting to visit because it will not only be a passive attraction but can interact with foreign and domestic tourists.

Keywords: *Potential, Attraction, Tourism Village*

EMERGING CULTURAL TOURISM BASED ON CHINA'S TRACES OF HERITAGE IN BALI

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ABSTRACT

This study aims to explore the heritage traces of Chinese heritage in Bali to be used as a road map for the development of cultural tourism for Chinese tourists. The specific target to be achieved in this study is to identify historical tourist attraction and cultural heritage of Chinese heritage. The identification of heritage of China in Bali is classified in both of tangible and intangible cultural heritage. This study uses historical and folklore methods. The results of the study are (1) historical identification of the form, function, and meaning of traces of heritage China in Bali; (2) the potential traces of heritage of China in Bali as an attraction and tourist attraction; (3) the material for the road map for developing special interest tours for Chinese tourists in Bali, and (4) a special interest tour package material for Chinese tourists in Bali.

Keywords: Road map, Heritage, China, tourist attraction

PERCEPTION OF THE IMAGE OF HALAL FOOD AMONG NON-MUSLIM TOURIST: A QUALITATIVE ENQUIRY

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ABSTRACT

Halal food supply chain concept commonly concerns the Muslim consumers in Malaysia. The Halal concept for a Muslim, in reference to food, is the dietary standard, as prescribed in the Quran; Muslim scripture. General Quranic guidance dictates that all foods are Halal except those that are specifically mentioned as Haram or prohibited. Hence foods or products that are produced in line with Halal prescriptions are readily acceptable by Muslim consumers. Due to the fact that Halal food is in a great demand specifically by the Muslim around the world, food providers tend to create an image of Halal including the use of words related to the Islamic dietary code such as “Muslim”, “Islamic” and “Halal” as part of the brand name. For example, Sixty9 Islamic Steakhouse. Although this may create a positive image among the Muslim consumer, surprisingly research to understand the perception of non-Muslim consumer on the Halal image is still scarce. This study explores the perceptions of non-Muslim tourist of the image of Halal Food. It particularly identifies the underlying factors that are likely to influence non-Muslim’s tourists’ perceptions towards the image of Halal food. Through an explorative qualitative enquiry the data was collected through the focus group interviews of 15 non-Muslim tourist who were randomly selected in the Klang Valley. The data was analysed using the Thematic Analysis. The finding of this study imply that the non-Muslim tourist are aware of the existence of Halal Food and the reason behind it’s the Halal principles. However, a mix respond was found in terms of the perception of the image of Halal. The result of this study sheds lights on the halal food related literature by exploring the perceptions and the purchase intention of non-Muslim towards halal food which is beyond the awareness level.

Keywords: *Halal Food, Image, Non-Muslim tourist, Qualitative, Food tourism*

TYOLOGY OF GEOTOURISM PRACTICE AT BATUR UNESCO GLOBAL GEOPARK, BALI

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ABSTRACT

This article aims to identify current practice of geotourism at batur UNESCO Global Geopark, Bali. Geopark can be developed into tourism attraction (geotourism), aside from becoming a place for trading activities and handicrafts manufacture such as fossil casts and souvenirs. Geopark can also be defined as an arena, where activities to accumulate capital by the stakeholders took place. Main element in geopark that can be turned into main attractions, are: geodiversity, biodiversity, and cultural diversity. This research implement qualitative approach. Qualitative approach are used to describe and explain phenomenon or correlation between phenomena that are observed systematically, factually and accurately. This research results show that: (i) there are three type of interpretation of stakeholders in the arena (teologic, ecologic and economic); (ii) different base of interpretation generate varieties of geotourism practice (collaborative, pragmatic and sporadic); (iii) current practice of geotourism are more like a contest, than a synergy by stakeholders. Which potentially generate conflicts and in the end could be counter-productive to the sustainability of Batur as UNESCO Global Geopark.

Keywords: *geotourism, typology, contestation, Batur UNESCO Global Geopark*

BUSINESS MODEL INNOVATION PROCESS FOR TOURISM INDUSTRIES: A COMPREHENSIVE LITERATURE REVIEW

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ABSTRACT

The technology paradigm shift impacted the emergence of business model innovation (BMI) in tourism societies. The business model (BM) innovated into different purposes such as incremental or radical. Some even become disruptor for established companies. However, the innovation process of the business model related to technology is still lack of attention, especially in tourism studies. Most scholars focussed on the importance and implementation of the BMI. This literature study aims to discuss the conceptual theory of business model innovation process (henceforth as BMIP) which may exist and identify the most suitable framework to be used in the tourism field. This study uses a comprehensive literature review method by selecting, studying, coding and conducting content analysis from the selected article. From 55 papers which have been collected, there are 41 articles related to BMI and 14 focussed on BMIP. The existing theories consist of multiple stages which elaborate with the other existing dimension of the BMIP. The result found that there is no fixed process and there should be one last step to elaborate the existing model as a continuous evaluation which can be applicable in tourism studies. The proposed concept named “the 5i of BMIP in tourism” which consist the fifth step such as 1) initiation, 2) ideation, 3) integration, 4) implementation and 5) improvement.

Keywords: *tourism industries, Innovation process, business model, business model innovation, business model innovation process, technology paradigm shift*

TOURISM AND COMMUNITY EMPOWERMENT IN NUSA PENIDA: A BEHAVIORAL APPROACH

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ABSTRACT

Nusa Penida region has experienced significant changes in the last 5 years during the development of tourism. Various facilities and improvements in human resources continue to be improved that it provides the increase of tourists visiting Nusa Penida region. Tourists' arrivals to Nusa Penida are in average of 19.11% in the last five years, and greater than the average of tourist visiting Bali. Nusa Penida people who incidentally work as fishermen and seaweed farmers, turn to the tourism sector as hotel managers, working in the transportation sector, etc. The purpose of this research is to find out the role of tourism in influencing individual attitudes and culture in increasing the empowerment of the people of Nusa Penida. Community empowerment is not only seen from an economic aspect, but can be studied in a behavioral perspective. Poverty and community empowerment will be enhanced if individual behavior changes. The survey was conducted purposively on 250 people of Nusa Penida and analyzed with SEM. The results found that 85% of the people of Nusa Penida have transformed the tourism sector. The emergence of several attractions in the Nusa Penida region as well as the support of traditional institutions in the capital motivated people to get out of poverty. Community attitudes mediate cultural relations and community empowerment. Attitudes of wanted to change from the habits of inferiority, laziness, relying on other's help, will provide reinforcement to the empowerment of the community. The community has social capital and a strong entrepreneurial spirit to get out of poverty. Tourism has proven to be an antecedent in growing the attitude and empowerment of the Nusa Penida's community. Local entrepreneurs have sprung up in various tourism activities, such as lodging, transportation and water recreation businesses. The success of other people becomes a challenge to motivate them to reduce the negative culture that exists in society.

Keywords: Tourism, Attitude, Empowerment, and Nusa Penida

LEGAL AND BUSINESS SUSTAINABILITY OF SOCIAL ENTERPRISES: A COMPARATIVE CASE STUDY OF SOCIAL-ENTERPRISE RESTAURANTS IN HONG KONG, INDONESIA AND VIETNAM

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ABSTRACT

Social enterprises have been in existence for hundreds of years under various formats. The organizational structure is between that of a charitable and of a profit-earning enterprise. What makes them stand out is their purpose of social cause. Social enterprises are not attractive in the business world, which leads to a lack of established business models for social enterprises including legal status. As a result, social enterprises usually run into all kinds of problems related to profit direction and business taxation. Sustainability ends up becoming the focal point in the management and operation of any social enterprise. Using a qualitative research method, this paper will carry out a comparative analysis on the legal status and business sustainability of social enterprises in the restaurant and catering business in Hong Kong, Indonesia and Vietnam. Results found again confirmed the reality that shortcomings in the laws for social enterprises hinder their development to a great extent. Successful social enterprises in the restaurant business turned out to be those with unique value propositions and smart public relations schemes. In addition, social enterprises overcome the challenges by collaborating with stakeholders including supports from corporates. This paper eventually raises the need for further study of a well-rounded business model for social enterprises in the restaurant and catering business.

Keywords: *Social enterprise, restaurant and catering service, legal status, business model, social-enterprise sustainability, contingencies and crises*



IMPACTS OF FUTURE TECHNOLOGIES ON THE TOURISM INDUSTRY

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ABSTRACT

This paper discusses the fundamental impacts of future technologies in the tourism industry, including the mobile internet, Internet of Things, cloud computing, big data, artificial intelligence, block chains, 5G and others. Such technologies influence the tourism products and services, bringing profound changes to the operation and management of tourism. This paper reviews the impacts of technologies from five perspectives: 1) the tourism market will be more subdivided, meanwhile the changing market will promote technological innovations. 2) the core values of tourism experiences, especially cultural-related values, will be delivered on technological devices. 3) the protection and development of cultural and tourism resources will be enhanced with the information easily communicated on devices. 4) with the information becoming more symmetrical on the buyer and seller sides, the tourism market order and credibility will be improved. 5) a new business model featuring tourism sharing will take up a large portion of the market.

Keywords: Block chain technology; Robot technology; Tourism scenes; 3R technology



SLOVAK TOURISM DEVELOPMENT UNDER THE INDUSTRY 4.0 APPROACH

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ABSTRACT

Industry 4.0 implies the implementation of innovation across the whole and all not only industry but also services sectors from manufacturing to services to public administration. At the same time, it represents the resource efficiency, cost reduction as well as it eliminates the need for personal contact with product, customer or staff department, and almost all actions are being transferred to the Internet and technology areas. Tourism is one of the most dynamically developing sectors in world economy and, even in terms of Slovakia, it already represents a promising economic sector, even though its potential development has not been sufficiently exploited yet. By means of analysis, comparative analysis methods followed by logical deduction the main goal of this paper is to figure out the potential benefits for Slovak national economy development coming out of Industry 4.0 aspects being implemented in Slovak tourism sector. The emphasis is focused on creating sustainable jobs in Slovak tourism, making it the driving force of Slovak economy, and revealing the hidden Slovak tourism potential and prerequisite for economic and social development within Slovak regions.

Keywords: Slovak tourism sector, Industry 4.0, new technologies implementation, Slovak and world economy development, regional development



**TOURISM DEVELOPMENT PARADOX OF INDONESIA:
The irony of so called "Wonderful Indonesia"
(The Human Rights Impact Study of the Tourism Development in Labuan Bajo)**

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ABSTRACT

Adopting the views of R.W. Butler (1980) about Tourist Area Life Cycle/ TALC, the tourism development business processes in Indonesia can be mapped into three stages, namely: pioneering and determining tourism destinations, licensing and tourism development, and post-tourism activities. In the Tourism Development practice in Labuan Bajo, Manggarai, East Nusa Tenggara, above the stages shows negative impact on human rights. The tourism regulation that give opportunity corporations to doing business in the tourism sector not linear with other regulations that regulate: human rights, the environment, limited liability companies, and employment. Local community unaccepted the benefits of tourism development in socially and economically. The tourism development policy in practice contradicts with the Constitution regarding the state obligation against natural resources. In the current of human rights regime, both the 21 Agenda of Indonesian Tourism and the United Nations Guiding Principle on Business and Human Rights certainly could be used as the refference for building moral and ethics in the development of tourism.

Keywords: Tourism Development, Paradox, Human Rights Impact.

EDUCATIONAL TOURISM AND ITS DEVELOPMENT PROGRAM IN SUPPORTING SUSTAINABLE REGIONAL DEVELOPMENT AT PADJADJARAN UNIVERSITY, JATINANGOR

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ABSTRACT

Padjadjaran University Jatinangor is one of the universities planned as a tourist attraction in Greater Bandung with the theme of educational tourism. As an effort to realize it, a systematic development plan is needed following the potential and applicable policies. This study aims to identify the potential of educational tourist attraction and develop alternative educational tourism programs at Padjadjaran University, Jatinangor. This study uses a method with a qualitative approach, with primary data collection techniques through field surveys and in-depth interviews with the management of Padjadjaran University. Secondary data obtained through literature studies related to previous research and local government policy documents. The collected data is processed using descriptive analysis techniques. The study found that there is a potential educational tourism attraction in the form of 16 faculties which are divided into concentrations of natural and social sciences. Each faculty is supported by adequate amenities and accessibility. The educational tourism development program at Padjadjaran University, Jatinangor is divided into four main programs, including educational tourist attractions development, human resources development, activities development and marketing.

Keywords: Educational Tourism; Universitas Padjadjaran Jatinangor, Tourism Planning

WORLD CLASS HOSPITALITY MANAGEMENT IN TOURISM STRATEGY: THE IMPELEMENTATION OF SERVANT LEADERSHIP

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ABSTRACT

Managing a business in the field of tourism is certainly different from business in general, given the need for a personal experience to touch those users of tourism services, especially as competition in the tourism business is so tight at the moment. One of the relevant leadership models to realize competitive advantage in the management of tourism business is servant leadership. Servant Leadership is leadership based on serving others. The leader will place the interests of others above personal interests, so that this behavior is expected to also be applied to users of tourism services. This study aims to determine and analyze the application of servant leadership in JW Marriott Hotel Surabaya through aspects of People Orientation, Process Orientation, Task Orientation, and Character Orientation. The research method used is a qualitative method. Determination technique used is purposive sampling. In this study, data collection techniques used were interviews. The results showed the application of the Servant Leadership model at JW Marriott Surabaya, namely voluntary subordination, transforming influence, responsible morality, authentic self, transcendent spirituality, covenantal relationship, stewardship, empathy, awareness, listening, listening, building community, healing, commitment to the growth of people, persuasion, conceptualization, and foresight.

Keywords: Servant Leadership, Hospitality, Tourism.

IMPROVEMENT OF SALES "HOTEL PRODUCT" THROUGH ADVERTISING AND SALES PROMOTION (CASE; PT CANDRA KARYA)

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ABSTRACT

The company will make plans to achieve the goal of increasing sales. The main thing is done by realizing Mix Marketing as developed in McCharty's model which is 4P (product, Price, Place and Promotions). This mix marketing model will be analyzed with the Integrated Marketing Communication model delivered by Kotler and Keller to see advertising and sales promotions that are used to increase sales. The purpose of this study was to determine the advertising and Sales promotion models carried out in increasing sales at PT Candra Karya. The research design will create advertising and sales promotion models in companies that produce hotel products such as chairs, sofas, coffee tables, consoles and side tables, dining tables, room accessories, food beverage products and bathroom accessories, such as tissue holders, trash cans, soap containers, lotion dispensers and furniture, as requested by consumers. The research method uses a qualitative approach using observation, interview data collection methods. Interviews were conducted with 5 salesmen of PT Candra Karya. The results showed that PT Candra Karya developed advertising and sales promotion in promoting its products to improve sales. Promotion is designed by the company so that consumers know the product or service so that it encourages purchasing and commitment, raises a positive attitude towards the product or service, gives a symbolic meaning to the product, or shows how the company can better solve the problem of consumer commitment compared to competitor's product or service so that product sales also increased.

Keywords: Advertising, Sales Promotions, Sales, Improvement, Marketing Mix.

**CONTRIBUTION OF VILLAGE FUND TO DEVELOPMENT AND SOCIAL
EMPOWERMENT AND COASTAL COMMUNITY ECONOMY
IN THE VILLAGE OF WEST KURAU AND VILLAGE OF
KURAU IN CENTRAL BANGKA REGENCY**

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ABSTRACT

This study chooses the Title of Village Fund Contribution to the Development and Social and Economic Empowerment of Coastal Communities in the West Kurau Village and the Kurau Village of Central Bangka Regency. The financial management of West Kurau Village and Kurau Village in Central Bangka Regency has not been maximally implemented for the Socio-Economic Empowerment of the Coastal Communities as expected by the community. For this reason, village fund management including Accounting and Governance for Financial Administration, Village Fund Management and Programs is the most dominant emphasis in terms of economic empowerment of coastal communities, especially in the fields of accounting and economics of rural community development.

This study uses a combination of quantitative and qualitative methods in describing the condition of village fund management and its benefits to the socio-economic community of the western Kurau and Kurau villages. The Random Effect calculation method is carried out to measure the contribution of village funds to the economic conditions of the community while the Probit Panel Method is carried out to measure the contribution of village funds to infrastructure development as well as the community's social ability to organize and socialize with government institutions. Whereas qualitative analysis is carried out to deepen research insights on socio-economic conditions through in-depth discussions and interviews in order to have a deep and comprehensive depiction.

Keywords: Contribution, Village Funds, Development, Economic Empowerment, Coastal Communities.

ANALYSIS OF CONTENTS OF POSTS ON SNSs BY FOREIGN VISITORS TO JAPAN

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ABSTRACT

According to the 2018 White Paper on Information and Communications in Japan published by the Ministry of Internal Affairs and Communications, the number of users of Facebook in the US, the UK, and Germany is higher than that in Japan. The percentage of people who actively transmit information or express their opinions on Facebook was 5.5% in Japan, whereas it was 45.7% in the US. The number of users who use SNSs to obtain information to help them determine their destination of travel has been increasing, especially among young users. SNSs are considered to play an important role in determining the destination of travel. Therefore, understanding the contents of posts of foreign visitors to Japan is important in developing a strategy to attract them. In this study, we carried out a questionnaire-based survey on the contents of posts on SNSs during visitors' sightseeing trips to Japan. The results indicate that the range of topics in posts by foreign visitors is more than double those in posts by Japanese tourists, that the contents of posts by foreign tourists can be classified into three groups, and that the contents and the number of types of posts depend on the region where they are from.

Keywords: foreign visitors to Japan, SNS, sightseeing tour, correspondence analysis

DEVELOPMENT STRATEGY FOR HALAL TOURISM IN WEST SUMATERA ANP APPROACH

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ABSTRACT

Halal lifestyle is now developing in the tourism group. The development of halal tourism in Indonesia is still far from expectations. The purpose of this study is to explore the problems, solutions and strategies related to halal tourism in West Sumatra in terms of government, community and hotel groups, travel and food. This research is a qualitative research. The method used is the Analytic Networking Process using super decision software. The results showed that the priority problem in developing halal tourism in West Sumatra was from the government aspect especially related infrastructure problems. The priority solution is from the government aspect, especially related to the rules of implementation and standardization. While the priority strategies that can be implemented are from the aspect of hotel, travel and food, especially the improvement of halal food. The conclusion of this study shows that the main problem of the development of halal tourism in West Sumatra is from the government aspect so that the main solution is also from the government aspect namely regarding the rules of implementation and standardization. But for the strategy that can be implemented now is from the aspect of hotel travel food, especially the increase in halal food

Keyword : Halal Tourism, Problems, Solutions, Strategies

IMPACT OF SERVICE QUALITY BY GUEST RELATIONS TOWARDS CUSTOMER SATISFACTION AT DUSIT THANI DUBAI

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ABSTRACT

Hospitality industry in Dubai is increasingly growing together with the consumer demand for hotel needs every year and the competition among the hotels will also increasing by providing the best facilities and services to each and every guest. This research is aimed at studying the impact of service quality by Guest Relations as part of Front Office Department towards customer satisfaction at Dusit Thani Dubai.

This research is quantitative research with descriptive correlational method and the datas are being collected using questionnaire by 98 respondents. Measurement of Service Quality using TERRA from Parasuraman (2013) and the result is Assurances become the dominant factors and willingness to recommend become the dominant factors from Customers Satisfaction. This research showed that service quality by Guest Relations gave a positive impact towards customer satisfaction at Dusit Thani Dubai with 69,88% and the 30,12% is being effected by other factors with correlation coefficient of 0,836.

Keywords: Guest Relations, Service Quality, Customer Satisfaction

CORPORATE GOVERNANCE ON THE QUALITY OF DISCLOSURE OF COMPANY INFORMATION THROUGH THE INTERNET

(Empirical Study of Companies Registered in Kompas 100 Index on the Indonesia Stock Exchange for the Period of February 2016-January 2017)

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ABSTRACT

This study aimed to analyze the influence of corporate governance mechanism on the quality of internet corporate reporting on listed companies in the Kompas 100 Index Indonesian Stock Exchange (IDX). The data used from this research is secondary data that collected using purposive sampling method. The sample used 76 companies from 100 population listed companies in the Kompas 100 index Indonesian Stock Exchange (IDX) during February 2016 through January 2017 respectively. This research used multiplier regression to analyze the data. The result showed (a) that managerial ownership and the size of board have significant effect on the quality of internet corporate reporting, (b) that number of independent commissioner, audit committee size and audit committee's meeting frequency did not have significant effect on the quality of internet corporate reporting. This finding proves that agency theory can be explained through managerial ownership and size of board, but cannot be explained through the audit committee and the frequency of audit committee meetings. This finding provides an indication that the role of share ownership by management and the board of commissioners in the company goes according to what is mandated by the rules.

Keywords : internet corporate reporting, managerial ownership, the size of board, the number of independent commissioner, audit committee size, committee's meeting frequency.

ECONOMIC IMPACTS OF A GIFT SHOPPING CENTRE IN A TOURISM DESTINATION: A SUCCESS STORY

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ABSTRACT

Puncak has become a favorite destination visited by both locals and foreigners. Offering natural scenery, beautiful valleys, and nice weather, Puncak has attracted abundant visitors. There are a number of local businesses which have been operating in this area for decades. They offer various products and services. It cannot be denied that Puncak has contributed a lot towards the economy of the country. Hence, the objective of the study is to scrutinize the economic impacts of a gift shopping centre in Puncak as one of the most famous tourism places in West Java. This is a case study which employs a quasi-statistics method. Interviews with the owners and management of the business will be conducted to gain the valuable primary resources.

Keywords: economic impact, gift shopping centre, case study, quasi-statistic

THE PREFERENCE FOR MUSLIM FRIENDLY TOURISM: MILLENNIAL'S PERCEPTION

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ABSTRACT

Despite the numerous studies on Muslim friendly tourism, there is a lack of studies focusing on Muslim millennial tourists. According to demographic statistics, Indonesia is dominated by millennials. This study attempts to provide an evidence on how Indonesian millennials or young travelers consider Muslim friendly tourism as part of their lifestyle. Furthermore, it is an empirical study investigating millennial's preference on Muslim friendly tourism. This study will employ factor analysis as the main method to analyze the data. The questionnaire will be distributed to a number of selected respondents to capture millennials' preference for Muslim friendly tourism. Interviewing some regular travelers will be carried out to obtain supporting evidence to verify the questionnaires result. In addition, content analysis will be employed to comprehend the interview analysis.

Keywords: *preference, muslim friendly tourism, millennials, questionnaire, interview.*



MUDDLING THROUGH DESTINATION MARKETING: EXPERIENCES FROM THE NORTH WEST PROVINCE, SOUTH AFRICA

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ABSTRACT

Destination marketing is a complex task due to destination product amalgamation, variation in service delivery and marketers not fully aware of the destination offerings. South Africa has nine provinces which, North West Province is one of them. Although the province is a home to one of the world's acclaimed facilities such as Sun City Resort, its visitors' arrival is low in comparison to provinces such as Western Cape. Tourists are confused of the province's identity or competitive edge. Content analysis was used to complete this study. A review of destination marketing strategies, white paper tourism policy, provinces' tourism websites and tourist reviews were used. The province positions itself as a cultural and heritage destination. However, cultural and heritage activities account for less than 5%. Western Cape Province has the highest cultural and heritage activities, followed by Eastern Cape, KwaZulu Natal and Gauteng Province. There is a mismatch of the province's strong attributes and marketing positioning strategy. It is important for the province to focus on its strengths, namely the social activities, shopping, night life and natural attractions such as the sun, sand dunes and platinum mines while marketing itself.

Key words: Destination, marketing, tourism, positioning, tourism

EFFECT OF CORPORATE GOVERNANCE MECHANISM ON TAX AVOIDANCE AND EARNINGS MANAGEMENT AND THEIR IMPACT ON VALUE OF THE FIRM (Empirical Study on IDX Manufacture Companies Period 2013 - 2017)

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ABSTRACT

This study investigated how the tax avoidance and earnings management as a basis of management has an effect to value of the firm. The study also tested indirect relationship between the ability of corporate governance mechanism has an effect on value of the firm with the tax avoidance and earnings management as an intervening variable.

Population in this study are all companies in manufacture industry has been listed in the Indonesian Stock Exchange from 2013 to 2017. The total samples were 87 companies with method of this research are using analysis of causality to find correlation and influences between variables.

The results showed that the corporate governance mechanism has positive influence to the value of the firm. The other hypothesis has finding that the tax avoidance have positive significant to the value of the firm, otherwise the earnings management have negative significant to the value of the firm. This research proved for indirect influences that corporate governance to the value of the firm with tax avoidance as mediate variable and show negative significant to the value of the firm and if earnings management as mediate variable then the finding also show positive significant to the value of the firm.

Keywords : tax avoidance, tax loopholes, effective tax rate, earnings management, discretionary accrual, value of the firm, Tobin's q, mechanism of corporate governance boards of commissioner, independent commissioners, institutional ownership.

MARKET SEGMENTATION OF MILLENIAL AND MOTIVATION IN TOURISM: STUDY IN MALUKU ISLANDS

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ABSTRACT

Millennia as a new generation in the Industrial Revolution 4.0 era must be understood by the marketers to develop their marketing strategies. This study aims to segment millennial tourists in visiting tourist destinations in the Maluku islands and examine factors that motivate them. This study uses a sample of 282 respondents belonging to the millennium using a questionnaire. The methods used is factor analysis, cluster analysis identifies 3 (three) millennia segments that visit tourist destinations in the Maluku islands: information seekers; smart workers; social exploitation. The results of the study also indicate that the three segments differ from the others related to demography, behavior and psychography. The theoretical implication is to provide an understanding in the academic world about what factors motivate millennials to visit tourist destinations and the profile of millennial segregation that is formed. For practitioners and local government, this can be used to implement appropriate marketing strategies for each of these segments.

Keywords: segmentation, millennium, tourism.

THE EFFECT OF COLLABORATION AMONG TOURISM SERVICE PROVIDERS ON THE COMPETITIVENESS OF TOURIST DESTINATIONS

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ABSTRACT

The performance of tourism providers in a destination reflects the competitiveness of a tourist destination. A tourist destination competitiveness can be achieved among others, by a strong collaboration between the providers. The objectives of this research are to identify and analyse the effect of collaboration among tourism providers on the competitiveness of tourist destinations.

This research has descriptive and verificative hypotheses, uses survey methods consisting of descriptive and explanatory approach. The descriptive hypotheses are examined by statistical test using mean value and analysed based on the respondents opinion of 222 tourism providers and 444 tourists. Structural Equation Model (SEM) analyses using LISREL (Linier Structural Relationship) software are used to examine the verificative hypotheses.

The results of descriptive hypothesis test show that collaborations are implemented as part of a habitual (custom) cooperation among tourism providers; destination competitiveness is considered as a relatively fine. The weaknesses of tourist destination competitiveness aspect is the destination management especially Tourism Marketing Management and Human Resource Management. Tourists and tourism providers consider nature, hospitality, and service quality as superior and well managed tourist resources.

The result of verificative hypothesis test, there is a positive effect of tourism providers collaboration on tourist destination competitiveness, implies that if the collaboration of tourism providers increases so the destination competitiveness will be stronger. This result can be used for improving collaboration approach into tourism strategic management and tourism strategic marketing sciences.

Keywords: Tourism, tourism providers, collaboration, Tourism Destination Competitiveness.

THE RATIONALITY OF HALAL DESIGN IN THE POLICY FORMULATION OF TOURISM DEVELOPMENT IN WEST NUSA TENGGARA PROVINCE INDONESIA

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ABSTRACT

This study used *Rational Choice Theory* to investigate the consideration of halal tourism policy formulation in West Nusa Tenggara which has lack of support from stakeholders. In order to reach this aim, the researcher used interview, documentation, and observation as the data collecting method. Then, each data found was analyzed using *systems soft methodology* model approach and the validity was tested using data credibility criterion. This study found that as because halal terminology is values sourced from muslim tourists' belief, Indonesia's willing to be the halal tourism center, the increase of world muslims population, and the award as the world best halal destination become the main rationality of the tourism industrial policy formulation encouraged in West Nusa Tenggara Province. Despite those considerations are uncertain to be rational in any other regions or countries, the most important thing is that responding the tourists' needs and paying attention to the regional potency are the rational considerations in formulating regional tourism development policy to enhance tourism visitation to a region.

Keywords: Rationality, Policy, Halal Tourism, Muslim tourists

PROPOSED CREATIVE STRATEGIC SOLUTION IN PROMOTING TOURISM THROUGH WEBSITE AS A DRIVER OF DESTINATION AWARENESS

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ABSTRACT

In the technological era, many business and organization adopt technology to make their operation activity runs efficient and effective. Digitalization has growth progressively to various region of the world for almost business sectors to improve their performance such as in human capital, financial, services, and marketing as well. Some business use technology to help them in marketing activity such as advertisement, promotion, and selling process. Likewise, in tourism sector both government and corporate using website as digital platform to promote destinations to broader market without geographical barriers. Website becomes one obligation for business have digital platform including in government services. Unfortunately, in tourism department case most of them have already used website as marketing tools are not going successful. Website as digital platform has not risen potential tourist awareness and experience satisfaction, it was showed from the number of tourists responded to website. Even though, it is a key to promote tourism destination broader, latest, and accurately to all potential tourists local, domestic, or international. In facing that promotional problem through website, creative problem solving is introduced as an approach to identify probability source of difficulties and recommend strategy solution of problems faced. By using Interactive Planning (IP) is proposed to simplify the various purposes and Viable System Model (VSM) is proposed to improve the performance of the organization. This proposed creative solution that might be able to give effect positive in the long term in promotion of tourism sector.

Keyword: *Tourism, Website, Creative Problem Solving, Promotion*

THE IMPLEMENTATION OF STRATEGIC MANAGEMENT ACCOUNTING IN BANKING INDUSTRY

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ABSTRACT

This study related the implement of strategic management accounting in increasing banking performance that was designed and applied by considering all related and measured aspects, as well as business performance achievement that is able to address the challenge of the business changes and competitive. Performance measurement instrument is effective if it can quickly explain the various operational activities that has been done, is still on progress, and what will need to be done in the future, as well as relates various external interests in strategy decision. This study was aimed to explain the role of strategic management accounting in development of service strategic alignment design in increasing banking's performance using survey through a number of questions to respondents (employees of bank) in Bandar Lampung. The results show that the implementation of strategic management accounting does not support the design of banking service strategic alignment, but increases the banking's non-financial performance. Whereas the design of banking service strategic alignment increases the banking's *non-financial performance* but does not increase the banking financial performance.

Keywords: *strategic management accounting, service strategic alignment, non-financial performance, financial performance.*

BUNDLING STRATEGY OF TOURISM ATTRACTION BASED ON NATURE TOURISM PARKS AND CULTURAL HERITAGE AS AN EFFORT TO INCREASE TOURISM VISITS AT THE EX RESIDENCY OF SURAKARTA.

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ABSTRACT

Tourist visits to tourist attractions play an important role for the development of tourist attractions and the region. The problem faced is the way for tourists to come to the tourist attraction. Bundling strategies which include product bundling and pricing are one of the ways that can be used to increase tourist visits. Through this bundling can be made attractive tour packages according to tourist needs and affordable prices.

The study focused on tourist destinations in Ex. Surakarta Residency. Ex Region The residency of Surakarta covers Boyolali, Klaten, Sukoharjo, Wonogiri, Karangayar, Sragen and Surakarta cities. The location has an extraordinary tourist attraction, including nature, water, religion, sports, education, museums, cultural heritage, culinary and shopping. Not all of these attractions are widely known in Indonesia, although there are several tourist attractions that have been recognized internationally. Research Objectives encourage tourists to visit these tourist attractions.

The research method used is qualitative. Presentation of the data is done descriptively, with a deep and flexible analysis because it can change according to the situation in the field and research objectives.

Based on in-depth analysis will be known tourist attractions that have been developed and which still have potential. Tourists can choose tour packages according to tourist attraction information and budget affordability. It is hoped that these tour packages can open broad insights about tourist attractions, and will visit these tourist attractions.

Keywords: bundling strategy, product bundling and price, tourist attraction.

THE TOURISM ANALYSIS POTENTION IN SOUTH BANGKA ISLANDS, INDONESIA

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ABSTRACT

After annual year held Toboali City on Fair (TCoF), municipality South Bangka or Bangka Selatan (Basel) had been implied small island as new tourism destination priorities instead on land destination (land priorities). Island in southeast in Bangka Island, Municipality of South Bangka surrounded with beautiful sea really very strategic as sea tourism and archipelago because four arches of south wind is sea. Northern border with Central Bangka, eastern is Gaspar Straits, Southern with Java Sea and Bangka Straits, and southwestern with Bangka Straits. Has 27 islands, and mesh with the islands in municipality of Belitung, as geospatial to be intended Municipality of South Bangka (Basel) having best potential to center of tourism and undersea products, and visiting islands in Bangka Island and Belitung. From 27 island, seven island inhabitant such as Lepar Island, Island of Panjang, Kelapan Island, Tinggi Island, Celagen Island and Pongok Island. This observed methods with direct participation to Lepar Island, Pongok, Celagen and Kelapan Island found several tourism attraction to be full factor as tourism potential to that island. In Kelapan Island is available sea garden with various sustainable reef; in the sea Celagen island may available "Bermuda" a buried place of banker which sung a hundred years, also have Bugis tradition; artefacts World War II and sung banker in Lepar waters, we can see dolphins, various nautical object in Pongok Island and hundred years seaport as tourism. With study from Leiper's Tourism System (1979) a tourism means mobilities as tourist spatial from their live (Traveler Generating Regions), transit route, tourist generating regions, tourist industry, this tourism of island focussed from tourism holistics products. Gunn (1994) stated the Four main component in tourism as transport, accommodation, attractiveness, information and promotions. More specific in Badarudin Muhammad (2007) to remember beside attractive become spirit from inter island, mobility to destination with affordable fares. In this observe gets a finding that transportation modes still using boats or fisherman ship not including safety way, long duration, lack of facilities and expensive fares. The inventor of not lose competitiveness based on Cognitive – Normative Model Plog (1972) the tourist visited tourism island in Basel as Aloentric, a tourism liked challenges and taste a new tourism products. The tourism should be known as owner of tourism industry followed by mass tourism. The other side if tourism object has unattractive island tends bored, recommended to hold others journey (Leu, Cromton and Fesenmair, 1993).

Keywords: *full factor, traveler generating regions, transit route, tourist destination regions, tourist industry, alloentric, cognitive-normative model, mass tourism.*

TENSION MANAGEMENT STRATEGY IN THE IMPLEMENTATION OF SUSTAINABILITY AGENDA

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ABSTRACT

The global demands on sustainability agenda reflect the paradoxical situation experienced by every business entities. This condition forces the organization to solve problems that are seemingly impossible to be solved. There is a need for a swift and clever strategy that allows the management to run the organization in a paradoxical reality. Tension management strategy is the key of success for the companies who manage the conflicts that arise between individuals or individual and companies regarding the choices of sustainable activities. Companies may not yet realize the choice of strategies done in managing the tension, strategy mapping will help giving a practical image of the strategies implemented by the companies. The success of the companies in doing sustainable mission will be the basis of the success of their financial performance.

Keywords: tension, strategy, sustainability, acceptance, resolution

URBAN ENCLAVE TOURISM AND ITS SOCIO-ECONOMIC IMPACTS IN THE CITY OF CAPE TOWN, SOUTH AFRICA

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ABSTRACT

In addition to receiving several international service excellence awards, the City of Cape Town is an important tourism destination characterized by higher tourist spending than other South African destinations and it is an iconic heritage attraction. The City of Cape Town could be classified as urban enclave tourism. Urban enclave tourism has received a lot of attention from tourism researchers. The results show both positive and negative impacts of urban enclaves. Yet in South Africa, more emphasis has been on urban tourism rather than urban enclave tourism. The aim of the study was to explore the extent to which the City of Cape Town typifies urban enclave tourism. The South African government has prioritized tourism as an economic driver which can be used to redress inequalities created by the apartheid system. Ethnography complemented by reflexivity were the main research methodologies of the study. The City of Cape Town qualifies as an urban tourism enclave which has minimal positive socio-economic impacts on previously disadvantaged communities. Tourism multiplier effect does not trickle down to other areas of the City of Cape Town. Recommendations on how to achieve government pro-poor strategies are recommended.

Keywords: Reflexivity, ethnography, enclave tourism, urban tourism, tourism impacts

PROMOTE RELATIONSHIP QUALITY: ROLE OF QUALITY AND VALUE OF HOMESTAY IN KEPULAUAN SERIBU

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ABSTRACT

Purpose

As the number of tourists increased, more attention is allocated by the government to various elements of tourism industry. Hotel or accommodation sector is one of the most important ones. As the demand in non-classified hotel sector increase, homestay is now become an alternative tourism of hotel accommodation. This industry has an essential part in the development of the economy in the previous decades. In contrast, understanding how homestay establish and offer high customer satisfaction and relationship quality toward accommodation sector is still limited. This paper aim to investigate how quality and value, and relationship quality dimension (satisfaction, trust, and commitment) could enhance customers intention to share the information about the homestay to their relatives.

Design/methodology/approach

The study used quantitative research, and collecting data by a online survey of homestay's customer in Kepulauan Seribu. Structural Equation Modelling was used to study how quality and value impact on satisfaction. Further how this outcome influence relationship quality, including intention to share information (word of mouth).

Findings

The result indicates not all dimension of quality and value have a significant positive impact on customer satisfactions. Only personal interaction quality, functional, and emotional value positively influence satisfaction. However service quality, physical environment quality, and social values have no significant impact on customer satisfaction. The result further indicate that satisfaction has direct and indirect effect of intention to share information. Trust has the highest contribution as mediation in enhancing intention to share information.

Research limitations/implications

This Study only uses respondents who are domestic visitors. There is the need for consider foreign visitor that could be enrich the finding, because this characteristic of visitors might be have different important perception in evaluating the performance. Further, researcher must consider the length of stay, because duration of stay could be influence their knowledge about the quality and value.

Practical implications

The findings indicate the importance of personal interaction quality, functional, and emotional value in enhancing satisfaction. It is, therefore, The homestay owner should be able to provide



interaction quality, joyful service and functional benefits with the consumer as the main priorities for homestay services. This can be achieved through the involvement of competent staffs who have an ability to understand customers.

Originality/value

This study contribute on the literature in the area of non-classified hotel sectors. This is one of the few research works that focus on quality, values and relationship quality in homestay sectors in marine tourism.

CHARACTERISTIC ANALYSIS OF MILLENNIALS TOURIST IN TRAVELING TO THE DIGITAL DESTINATION OF ORCHID FOREST CIKOLE LEMBANG

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ABSTRACT

Purpose – The purpose of this paper is to show the huge amount of internet users currently facilitated by smartphones has led to a consumer lifestyle in society. The lifestyle also began to be applied when traveling. ICT (Information and Communication Technology) has become an important part in providing experience to tourists visiting a tourist destination and making it a digital destination. Orchid Forest Cikole is a destination designated by the Ministry of Tourism to become a pilot digital destination in the city of Bandung. So that research is conducted on the interests of millennial tourists to travel to the digital destinations of Orchid Forest Cikole.

Design/methodology/approach – In this paper sources of data taken are primary sources and secondary sources. The method used for this research is a quantitative method with questionnaire data collection techniques for millennial tourists. The results of this questionnaire were analyzed descriptively.

Findings - The study states that millennial characteristics that are dependent on the internet are also applied when traveling so that with the establishment of digital destinations at Orchid Forest Cikole it is the right step for millennial tourists at this time. This research looking for information on the internet, especially on social media is the first step of the generation before the trip.

Originality/value – this findings have important implication for business practitioners that millennial tourist when they are planning trip will be using internet especially on social media.

Keyword: Millennials tourist, digital destination, Orchid Forest Cikole

THE DIFFERENCES BETWEEN INTERNATIONAL AND DOMESTIC TOURISTS BEHAVIOUR: A REGIONAL ECONOMY PERSPECTIVE

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ABSTRACT

Tourism contributes economically to the regional development. The yield of tourist consumption generates income to destinations. But in many cases, it does not spread across the region. The low tourist dispersal and little awareness of other destinations often become causal factors of this problem. This study focuses on Great Ocean Road Region in Victoria, Australia that has slight benefits in the economic contribution compared to the huge number of tourists' visitation to the region. The differences between international and domestic tourists' behaviour are investigated to know their travel pattern, geographical dispersal and awareness on both of the cities and attractions. Previous studies demonstrate the differences of travelling behaviour between international and domestic tourists yet the perspective in economic benefits to the region in seeing this paradigm is still limited. A self-administered questionnaire was collected from 311 domestic tourists and 562 international tourists. Descriptive statistical methods were used in analysing data. Result indicates that the significant differences between domestic and international tourists' behaviour travelling to Great Ocean Road region are the disparity of length of stay and expenditures. Domestic tourists stay longer and spend more than international tourists who mostly are the day-trippers. Result also shows that tourist visitation has a little benefit on economic dispersal of the region. Likewise, the economic spreading of domestic and international tourist is limited across the regional destination.

Keywords: Tourist Behaviour, Regional Economy, International and Domestic Tourists

THE CHALLENGES OF LITERACY CAPACITY OF FOREIGN LANGUAGES TOWARDS GLOBAL TOURISM

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ABSTRACT

This study aims to map the literacy capacity of foreign languages of the front line service in tourism in Pangkalpinang as the capital city of Bangka Belitung Province and to identify the problems that may arise in its implementation. Data use a descriptive method with a qualitative approach. Direct observation, interview, questionnaire, documentation, and FGD are the stages in collecting the research data. The findings show that mastery of foreign languages is still low and limited. Although English dominates, it is also a significant obstacle to improved. Arabic and Mandarin is the second option that must be a common concern in providing services for foreign tourists. An age and educational background play an important to support the data. Therefore, strengthening the capacity of foreign languages of the frontline service in tourism has been positioned to maximize and qualify the management function of the tourism industry.

Keywords - Literacy, Tourism, Pangkalpinang, English, Frontline Service

POTENTIAL TOURISM DESTINATIONS OF KAMPUNG PELANGI NELAYAN

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ABSTRACT

Kampung Pelangi Nelayan is an area with a dominance of the population who work as fishermen. Famous as a crossing area to the main tourist destination, Ketawai Island. This study describes the things that explain how the potential of Kampung Pelangi Nelayan destination as an alternative for tourists before heading to other tourist destinations. Using descriptive methods with qualitative data obtained through observation, interviews and documentation studies. The results obtained to explain the potential of tourist destinations and the constraints that exist in Kampung Pelangi Nelayan. Data analysis techniques are done by data reduction, data presentation, drawing conclusions and data triangulation. Data is presented and analyzed descriptively qualitatively with reinforcement through 5 billion (man, money, material, method, and market). The role of the local government and public awareness are very important to make the potential of these tourist destinations an opportunity to achieve economic independence in the village.

Keyword: *Potential Tourist Destinations, Kampung Pelangi Nelayan, 5 M*

THE ROLE OF INTERNAL UNIT CONTROL IN REALIZING GOOD UNIVERSITY IN BANGKA BELITUNG UNIVERSITY AND MANUFACTURING POLYTECHNIC OF BANGKA BELITUNG

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ABSTRACT

Good University Governance is a structure, relationships, and processes at various levels, policies at universities to be developed, implemented and reviewed effectively honest, fair, transparent and accountable. Bangka Belitung University and Bangka Belitung State Manufacturing Polytechnic are universities with status experts from private universities to become New State Universities in 2010. The existence of higher education autonomy and efforts to create good governance will support the mission and vision of higher education. Good University Governance can not be separated from the role of the Internal Audit Unit. The purpose of this study was to determine the effect of the role of the internal control unit in realizing good university governance at Bangka Belitung University and Bangka Belitung State Manufacturing Polytechnic. The analytical method in this research is quantitative and hypothesis testing with an econometric analysis of estimation models using the Structural Equation Modeling (SEM) equation with structural officials respondents from the two universities. This study uses the role variable of the Internal Control Unit with indicators of audit activities, Review, Evaluation, Monitoring, and Other Supervision Activities, while the dependent variable is good university governance with indicators of governance structure, autonomy.

Keywords : Satuan Pengawasan Intern, Good University Governance, Universitas Bangka Belitung, Politeknik Manufaktur Negeri Bangka Belitung

EXTENSION OF TECHNOLOGY ACCEPTANCE MODEL (ETAM): ADOPTION OF CRYPTOCURRENCY ONLINE TRADING TECHNOLOGY PRODUCTS USING THIRD PARTY APPLICATIONS IN INDONESIA

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ABSTRACT

The main idea of the study was to determine the influence of the antecedents (trialability and complexity) on the existing constructs of Technology Acceptance Model (TAM) and to test measurement invariance on the relationship between the latent constructs used in this extended version of Technology Acceptance Model (ETAM). A survey questionnaire was administered on Cryptocurrency mobile applications users and a total of 41 responses were collected. The research model was assessed using SEM-PLS approach. The structural model was then tested in order to establish validity & reliability. The invariance test was first performed on the measurement model and then on the structural model using SmartPLS 3.0. The predictor variables in ETAM were able to explain 44,9% of the variance in actual usage of Cryptocurrency mobile applications.

Keywords: *Online Trading Cryptocurrency, Actual Use, Extended Technology Acceptance Model*

USER GENERATED CONTENT (UGC) AS A MODERATOR SHAPING INVOLVEMENT TOWARD DESTINATION ENGAGEMENT AND DESTINATION CHOICE INTENTION IN ECOTOURISM AMONG MILLENNIALS

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ABSTRACT

The purpose of this study is to examine how UGC moderating the influence of ecotourism involvement (EI) toward ecotourism destination engagement (EDE) and ecotourism destination choice intention (EDCI). The mediating effect of EDE under the moderating influence of UGC was also analyzed in this study. Samples in this research are Millennials, since previous research shows the prominent interest of Millennials in doing traveling, but still need to be encouraged for ecotourism. Data was collected in Indonesia from four ecotourism destinations which are: Bromo, Baluran, and West Bali National Park, and Bedugul Botanical Garden. Quantitative data was collected purposively from Millennials visiting one of the locations on June 2019, resulting 231 proper data. Data was analyzed using Andrew Hayes PROCESS model 8, which tested simultaneously all the effect in the structural model. Data analysis shows that UGC positively significant in moderating EI toward EDE and EDCI. Furthermore, EDE is significantly mediating EI toward EDCI. Originality of this research is to fill the gap in the relation between variables under moderation of UGC in ecotourism. Methodologically and in data analysis, this research is contributing in using Andrew Hayes PROCESS, which calculate the effect in the structural model simultaneously.

Keywords: Millennials, ecotourism involvement, ecotourism destination engagement, ecotourism destination choice intention, user generated content

THE IMPACT LEADERSHIP STYLES, ORGANIZATION CULTURE, JOB SATISFACTION ON ORGANIZATION CITIZENSHIP BEHAVIOR AND ORGANIZATIONAL COMMITMENT AS INTERVENING VARIABLES

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ABSTRACT

This study employs impact leadership, organization culture, job satisfaction on organization citizen behavior and organizational commitment as intervening variables. The research method used is quantitative; respondents in this study are 145 employees with permanent employee status who had a minimum work period of one year. The analysis technique used Structural Equation Modeling (SEM) in the AMOS program. The results showed that leadership style, job satisfaction, organizational culture has a positive and significant impact on organizational commitment. The leadership style has a positive and significant impact on OCB but, job satisfaction does not impact on OCB. Then, organizational culture, organizational commitment has a positive and significant influence on OCB. Next, the organizational commitment mediates the effect of leadership on OCB which means that the influence of leadership style on employee OCB will be better with good organizational commitment, organizational commitment to mediate effect on job satisfaction towards OCB which means that the effect of job satisfaction in forming employee OCB will be better with good organizational commitment, organizational commitment mediates the influence of organizational culture on OCB which means that the influence of organizational culture informing employee OCB will be better with organizational commitment the good one.

Keywords: leadership style, job satisfaction, organizational culture, organizational commitment, organizational citizenship behavior.

FACTORS INFLUENCING THE USE OF E-WALLET AMONG MILLENNIUM TOURIST

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ABSTRACT

Development of information and communication technologies changes the manner in which many industries and services operates. Those changes are also concerning all sectors of the travel industry although some more than others. Mobile access to the internet provide opportunity for consumer to purchase through transaction-based applications such as e-ticketing, QR-code services, Bitcoin, E-wallet as well as using the third party like PayPal etc. E-Wallet is predicted to be one of the future's most successful mode of payment but have achieved limited acceptance in developed countries to date. Similarly, this service is considered as new in Malaysia. Utilising Davis' Technology Acceptance Model, this study examine the factors contributing to the use of E-Wallet among the millennial tourist in Kuala Lumpur. Quantitative data were collected (n = 100) using self-administrated questionnaires and was analysed using SPSS. The finding revealed that perceived ease of use of E-Wallet among millennial tourists proved to be the strongest cause. These findings have important theoretical and practical implications, particularly for the development and marketing of E-Wallet service, which will support the long-term success of mobile commerce.

Keywords: E-Wallet, Smart Tourism, Mobile Commerce, Technology Application

SHIFTING PRODUCT-PLATFORM AND STRATEGY OF MICRO AND SMALL START UP BUSINESS IN IMPROVING BUSINESS PERFORMANCE IN ERA INDUSTRY DIGITAL 4.0

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ABSTRACT

The purpose of this study was to analyze the effect of product-platform shifting and business strategies on the performance of micro and small business start-up businesses in the Bangka Belitung Islands Province in the Industrial Era 4.0. The sample of this study was 100 micro and small scale start up people in the Bangka Belitung Islands Province. The verification analysis tool used to test the effect between variables uses the Partial Least Square Path Modeling (PLS-PM) analysis technique using the LISREL 8.5 program.

The results show that (a) the effect of product-platform shifting on micro and small business start-up strategies of Industrial Era 4.0, positive and significant. (b) The effect of product-platform shifting on the performance of micro and small start-up businesses in Industrial Era 4.0, positive and significant. (c) The influence of business strategy on the performance of micro and small start-up businesses in the Industrial Era 4.0 is positive and significant (d) There is a simultaneous and significant effect of product-platform shifting and business strategy on the performance of micro and small start-up businesses in the Bangka Belitung Islands Province in Industrial Era 4.0.

The Research Implications shows that variable business strategy has a more important role in improving the business performance of start-up micro and small businesses, so that strategies such as having solutions for consumers, product uniqueness and low cost become activities that must be carried out continuously by business players.

Originality of Research: This study uses new variables that are adapted to the industrial era 4.0

Keywords: product-platform shifting, start-up business strategy, business performance

ISLAMIC PERSPECTIVE ON WORK ETHIC AND COMPETENCE TO INCREASE ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) TO SHARIA BANK EMPLOYEES IN THE BANGKA BELITUNG ISLANDS PROVINCE

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ABSTRACT

The presence of Islamic Banking to meet the needs of the community that requires a banking system based on Islam, but unfortunately Islamic banking has not been able to compete with conventional banking. One of the causes of such incompetence is dependent on the quality factor of Human Resources. In the face of increasingly fierce competition, Sharia Banking employees are expected to not only be able to perform the tasks and responsibilities that have been specified in their job description, but more than that, be able to demonstrate extra roles that are not directly related to the level of compensation. This study aims to determine and analyze how the influence of Islamic Work Ethics and Competence in the field of sharia in improving Organizational Citizenship Behavior in Islamic perspective. The unit of analysis of this research is 7 Sharia Banks in Bangka Belitung Islands Province while the observation unit is 280 employees of these banks. The results showed that there is a positive and significant influence of Islamic Work Ethics and sharia Competence to OCB-Islamic perspective.

Keywords: Islamic Work Ethics, Sharia Competence, OCB-islamic perspective

ESTIMATED VALUE OF RISK ON CURRENCY EXCHANGE PORTOFOLIO WITH VAR APPROACH ARITHMETIC ASSUMPTION

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ABSTRACT

In this study currency exchange rates used are Australian currency (AUD) with Indonesia (IDR), Euro (EUR) with Indonesia (IDR). These two currencies are considered to have the highest influence on the fluctuations in world currencies, especially in Indonesia. The currency also has a high exchange rate compared to other currencies. Mathematically, VaR with the α confidence level, denoted $\Phi(\alpha)$, is expressed as the quantitative form to $(1 - \alpha)$ of the return distribution. If it is written $f(r(t))$ as the probability density function of (rt) and $F(r(t))$ as its cumulative distribution function, it can simply be expressed VaR of (rt) at the confidence level α as $F(\Phi) = (1 - \alpha)$. The inverse form of the function is to calculate the VaR value, $F^{-1}(\Phi) = (1 - \alpha)$. The most well known statistic by most people is the arithmetic mean. Therefore, when someone points to the mean return they usually point to the arithmetic mean. From the results of normal arithmetic VaR analysis shows the risk of buying AUD-IDR currency is greater that is 0.013001573 compared with buying EUR-IDR currency amounting to 0.011579561 in 2013-2014, so this is one of the reference in decision making shares in 2014 - 2015. This VaR assessment can be a strategy in the company's or community's decision to take portfolio purchases of other currency policies.

Keywords: VaR Arithmetic, Risk, AUD, EUR, IDR

ANALYSIS OF FACTOR IDENTIFICATION IN CAPTURE FISHERIES BUSINESS IN PERMIS SOUTH BANGKA

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ABSTRACT

Capture fisheries business is one of fisheries business that has different characteristics from other businesses, because it is full of challenges and risks faced and uncertainties. From the production side, the risks faced by fishermen are very varied and sometimes not as expected. Therefore this uncertainty will be minimized if the data analysis methods are carried out appropriately and well. The fisheries with the biggest correlation with factor 1 are Education: 0.850, as well as Assistance: 0.956, Labor: 0.793. The most correlated with factor 2 are Job alternatives: 0.869, Fuel: 0.858 and Capital: 0.666. Which is more correlated with factor 3, Income: 0.826 and SDA: 0.782. while correlating to factor 4, Result: 0.975.

Keywords: *Factors, Risks, Fisheries*

TRANSPARENCY ANALYSIS OF VILLAGE FUND MANAGEMENT

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ABSTRACT

Government Regulation No. 60 of 2014 concerning Village Funds Sourced from Budget State Revenues and Expenditures as a derivative of Law Number 6 of 2014 concerning Villages in practice in various regions of Indonesia encounters various obstacles and problems in their implementation. Issues published both through the mass media and research reports show that during implementation, weaknesses can arise from the application of village fund management principles such as accountability, professionalism, transparency, effectiveness and efficiency. This research was conducted in Pangkalan Baru Subdistrict, Central Bangka Regency, Bangka Belitung Islands Province as many as 11 villages. This area received village funds from the start of the program. The concept of village funds began to be applied in 2015, of course the problems faced can be more complex. Therefore this research was conducted to obtain real field data on issues of village fund management, especially on the transparency aspect. through this research it is hoped that the purpose of channeling village funds to empower villages economically and independently can be realized. This study uses a quantitative descriptive approach using a questionnaire that asks respondents to answer in the form of Yes or No. Samples were selected by accidental sampling of 20 households from each village. Indicators of transparency are knowledge, involvement and reporting. From the results of the study found that from the aspect of knowledge is at a level less transparent with an average number of respondents who know as much as 21%. The aspects of community involvement in managing village funds are in the low to quite high categories.

Keywords : Government Regulation, Village Fund Management, Transparency

GENDER RESPONSIVE BUDGET ANALYSIS IN SAING VILLAGE

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ABSTRACT

One of the important factor in gender responsive budgeting is planning. The planning stage will be the basis for the implementation of further activities. The success or failure of the implementation of gender mainstreaming will very much depend on the quality of the planning on which the footing is based. The purpose of gender responsive budget analysis is to increase awareness of gender issues, provide equal opportunities for each community group, both men and women, reduce disparities between community groups, and bring about justice for all community groups. Gender responsive budget planning is a decision-making process for developing programs or activities that will be carried out in the future to address gender issues or problems. The Conclusion Based on the findings in interviews conducted by several members of the Saing Village OPD and the results of the analysis in the Saing Village RPJMD and LRA, a number of conclusions can be drawn, that: ARG planning in Saing Village has not been carried out optimally until the 2018 budget year. Although there are only 3 programs realized, the implementation of programs and activities that respond to gender can run well. This is based on the results of interviews conducted, with statements of several OPD members stating that the implementation of programs and activities that respond to gender can run optimally.

Keywords : *gender, responsive budgeting, RPJMD, Saing Village*

COMPARISON OF DEVELOPMENT OF THE TOURISM BUDGET AND ECONOMIC GROWTH IN BELITUNG ISLAND 2016-2018

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ABSTRACT

The tourism sector in the Bangka Belitung Islands Province is a superior or major sector apart from the agriculture and marine sectors. Belitung and East Belitung regencies are regencies in the Bangka Belitung Islands Province which develop the tourism sector. The purpose of the government to develop tourism is chosen from the existence of the tourism sector budget, namely the Special Physical Allocation Fund for Tourism for a period of three years (2016-2018). One of the benchmarks of the successful development of tourism in an area is the increased economic growth in the region. The purpose of this study is to look at a comparison or comparison of the development of membership in the tourism sector and the development of economic growth on the island of Belitung. The data used in this study are secondary data obtained from the Regional Office of the DJPb of Babel Province and the Central Statistics Agency (BPS). The data analysis technique used in this study is a qualitative analysis to see the development of the budget and the economic development of Belitung and East Belitung Regencies, as well as comparing the two regencies. The results showed that Belitung Regency received more physical DAK distribution in tourism compared to East Belitung and the economic growth of Belitung Regency was higher than in East Belitung Regency. It was concluded that the Regency of Belitung was superior to the reception of the Physical DAK in the field of tourism and economic growth of the Regency of East Belitung.

Keywords: Tourism budget, economic growth, tourism.

REASONS INITIAL PUBLIC OFFERING (IPO) CORPORATE TOURISM COMPANIES IN INDONESIA AND ITS RELATIONSHIP WITH FINANCIAL PERFORMANCE

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ABSTRACT

The Indonesian government's efforts to make the tourism sector as one of the main sources of state revenue make companies engaged in the tourism sector demanded to be able to improve their performance. Conducting an IPO (Initial Public Offering) in the capital market is one of the strategies carried out by companies. This study aims to analyze what are the reasons for tourism sector companies for IPO in Indonesia. Another aim to be achieved is to analyze whether there is a relationship between the reasons for the IPO of the tourism sector companies with differences in financial performance. This research is a quantitative descriptive study with data sources derived from prospectuses, and financial reports from 11 tourism sector companies on the Indonesia Stock Exchange. To see the reasons for the tourism sector companies for IPO used descriptive analysis method, and to analyze the relationship between the reasons for IPO with differences in financial performance is done by using the statistical analysis method Chi-Squared Test with the Independent Test model. Based on the results of the study it can be concluded that the main reason for tourism sector companies for IPO is to develop business or expansion, and there is no relationship between the reasons for tourism sector companies for IPO with differences in financial performance.

Keywords: Reasons for IPO, Tourism Sector Companies, Financial Performance.

MEASURING EMPLOYEE PERFORMANCE THROUGH EMOTIONAL INTELLIGENCE WITH GENDER PERSPECTIVE

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ABSTRACT

This study was motivated by the fact that performance achievement at BKKBN ((the National Population and Family Planning Board) of Bangka Belitung Islands Province in 2016-2018 was less than standard. This study investigated the effect of emotional intelligence and gender on employee performance of BKKBN of Bangka Belitung Islands Province. A quantitative descriptive study was used to collect data from 49 employees who were selected by saturated sampling technique. Data were analysed using SPSS software and the findings show emotional intelligence has positive and significant effect on employee performance. From gender perspective, the findings show no statistically significant gender differences amongst employees with regard to their levels of work performance.

Keywords: Employee Performance, Emotional Intelligence, Gender

HOW IMPORTANT IS SUSTAINABILITY REPORTING FOR INVESTMENT DECISION MAKING?

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ABSTRACT

Purpose. This study was conducted to examine the importance of sustainability reporting for investment decision making by prospective investors using belief-action-outcome (BAO) theory. This study is a rational investor behavior study in deciding the use of their assets by explaining it using Rational Decision Making Model (RDMM) theory.

Design/methodology/approach. This study used an online quasi-experimental approach. The respondents of this research were prospective individual investors who understand the use of financial statements to make investments. This research was conducted with two tests. First, test the construct of variables. Second, test the subject's behavior with experiments. As for the experiments carried out two steps namely first, the subjects were given a questionnaire without any sustainability reporting. Second, subjects were given a questionnaire with instructions to read sustainability reporting first.

Findings. The expected outcome is that investors tend to choose to buy shares of companies that also attach sustainability reports compared to companies without sustainability reports. Investors also tend to be rational in making decisions. This result showed the importance of sustainability report in rational decision making.

Originality/value. Individual investor is rational decision maker for themselves. Investors need more informations to making something benefits for his/her wealth.

Keywords : *sustainability reporting, belief-action-outcome (BAO), Rational Decision Making Model (RDMM), Investment decision*

CULTURAL OR RELIGIOUS TOURISM: A STUDY OF TOURIST PERCEPTIONS ON KEMARO ISLAND, PALEMBANG

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ABSTRACT

In developing a tourist attraction it must remain focused in paying attention to the preservation of culture and cultural preservation of the area. For the tourism industry, tourism development activities should be directed so that they can provide or prepare a place for visitors to be able to enjoy these attractions with satisfaction. (Shalah Wahab, 1989: 337)

In South Sumatra, especially in the city of Palembang there are various heritage sites that have high value, which are artifacts that have a vital role as functional areas as well as areas that have conservation functions as the Traditional historic district. As a city that is famous for being the history of the glory of the biggest u kingdom in Indonesia, Srivijaya of course Palembang is rich in tourist sites.

According Kasnowihardjo, (2001: 40), archaeological resources, sites, museums can also be used as cultural tourism objects even for objects that still function as original functions, especially temples, churches and mosques can be developed as religious tourism objects. The existence of such tourism areas, most of which have not been well organized, is exacerbated by the lack of development control and the presence of new investments that are too economically oriented, not paying less attention to environmental and cultural conservation and preservation issues that have high values.

The tourism object of Kemaro Island is one of the leading tourism objects in the city of Palembang which has a religious nuance but can also be said to be a cultural tourism for archaeologists. This field research aims to identify the characteristics of tourists who have come and are loyal to these attractions so as to be able to show the direction of the development of cultural or religious tourism objects that can be a trigger for promotion. The results of the study illustrate that Kemaro Island is very crowded / mostly visited to pray for tourists especially at certain times. Tourists still consider it a religious place and not cultural tourism. According to tourists, to be called a cultural tourism, the island of Kemaro does not yet have a lot of references and information obtained by tourists is still more on a fairy tale of love between two people.

If it becomes a cultural tourism of course the reach of tourists will be wider because the interests of tourists coming to the island of Kemaro are not just for praying alone. Some routine attractions such as lion dance performances must be present at all tourist sites so that tourists feel at home for long.

“COASTAL ENVIRONMENTAL CONSERVATION THROUGH PRODUCT BUYING”: A GREEN BRAND POSITIONING STRATEGY OF KOPI MANGROVE *COFFEROVE* PAMEKASAN

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ABSTRACT

Kopi Mangrove Cofferove was actually born as a “byproduct” of mangrove conservation work carried on by KTH Sabuk Hijau activist at Galis, Pamekasan. However, over time Kopi Mangrove Cofferove has not only helps improve the welfare of the activists but also provides great support for mangrove conservation in Galis. The purpose of this study are: 1) To explore and assess the information about the marketing strategy adopted by KTH Sabuk Hijau Pamekasan, and 2) To describe the functional attribute and emotional attribute of Kopi Mangrove Cofferove as a mean of green brand positioning strategy used by KTH Sabuk Hijau Pamekasan. This research approach is qualitative descriptive using case study in KTH Sabuk Hijau Pamekasan. Data collection is done by interview and observation techniques. This study yields several results. *First*, KTH Sabuk Hijau Pamekasan used direct selling and recruits reseller to promote Kopi Mangrove Cofferove. Unfortunately, the use of online media as a mean of branding is still limited. *Second*, as a green brand positioning strategy, KTH Sabuk Hijau attract consumer by showing that buying Kopi Mangrove Cofferove can directly help coastal environmental conservation and give them feeling of well-being from buying a product branded as a “green product”.

Keyword: mangroves coffee, green brand, brand positioning strategy

DEVELOPMENT STRATEGY OF CULTURE-BASED ECOTOURISM (Study on The Making of Sugar Plate In Kelurahan Lasiana, Kupang)

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ABSTRACT

Sugar plate is round plate-shaped sugar product from NTT Province which is processed from Lontar trees (*Borassus Flabellifer*) that are thrived in almost all areas of the County of Sabu, Rote and a part of Timor Island. The process of making sugar plate is still traditional method that is passed down from generation to generation by the ancestors. The making of sugar plates in the city of Kupang can be found in the Lasiana village. This location is strategic because situated in front of the Lasiana Beach entrances gate. This is seen as a potential to develop culture-based ecotourism of traditional sugar plate production that had become extinct. Tourists who come to visit the Lasiana beach can see the making of in traditional sugar plate attraction. Not only witnessed but also be directly involved in the process of sugar plate production so that it gets an unforgettable experience. Ecotourism (Fandeli, 2002) is a concept of development that is responsible for the preservation of the area, giving the benefits economically and maintain the integrity of the culture for the local community. This research aims to identify and analyze the driving factor and a barrier to the development of culture-based ecotourism of traditional sugar plate production in Kelurahan Lasiana, Kupang. The data collection methods are observations, interviews and dissemination of questionnaires. The number of samples as many as 15 key informant who was interviewed using purposive sampling technique. Data analysis using SWOT analysis. The result is based on the Internal External Matrix (IE) that shows the position of sugar plate production ecotourism in the "Hold and Maintain quadrant". The Hold and maintain strategy can be done through market development and product development. Market development strategy can be implemented by expanding the existing market, not only reaching maritime lover tourists but also the tourists who concern on tourism activities that are maintaining natural balance such as Ecotourism activities. To grab that kind of tourist can be done through the dissemination of information online in the website and social media and cooperate with the travel agency to include the destination into the offered travel packages are itineraries. The product development strategy that can be applied by the provincial Department of Tourism as an operator is to expand the development of the beach tourism objects Lasiana and surrounding areas include the location of the sugar plate production become an alternative ecotourism.

Keywords : Ecotourism, Traditional Sugar Plate production

REPACKAGING TRADITIONAL PERFORMING ARTS AS A FORM OF LOCAL EVENT TOURISM IN THE CIREBON PALACE

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ABSTRACT

Cirebon as a coastal area located in Northeast of West Java province becomes one of tourist destination in Indonesia. There are three palaces in Cirebon, namely Kasepuhan, Kanoman and Kacrebunan. They have historical trace of Islamic religion, cultural heritage, and traditional performing arts. However, it is limited dances to be performed when tourists visit the palace. This article aims to describe the research result about repackaging the traditional performing arts as a form of local event tourism in the Kacrebunan Palace. This qualitative research used a project based research method. The research began by diagnosing the group of performers which usually perform their performing arts for the visitors in the Kacrebunan Palace, then the research used a concept of arts tourism to repack the performance, later the group implemented the concept, at the end of activities was an evaluation of the performance. The result of this research is the new form of performing arts based on cultural heritage and local wisdom which present various dances such as welcoming dance, woman classical dance, mask dance, and social dance. This new package of arts tourism is used by Kacrebunan Palace to welcome the visitors regularly.

Keywords: arts tourism, cultural heritage, Cirebon Palace, mask dance

INTERACTIVE PERFORMANCE MEASUREMENT SYSTEMS, EMPLOYEE CREATIVITY: PSYCHOLOGICAL EMPOWERMENT AND CREATIVE PROCESS ENGAGEMENT AS MEDIATION VARIABLES

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ABSTRACT

Objectives - This study aims to investigate the extent of the impact of Interactive Performance Measurement Systems on Employee Creativity in Pharmaceutical Companies through Psychological Empowerment and Creative Process Engagement

Design / methodology / approach - An independent survey of 139 Medical Representative / detailer employees in pharmaceutical companies in Indonesia was used to test the direct and indirect impacts among the variables hypothesized and analyzed using SmartPLS.

Findings - The findings indicate that the full mediating impact of Psychological Empowerment and Creative Process Engagement on the relationship between Interactive Performance Measurement Systems and Employee Creativity in Pharmaceutical companies in Indonesia.

Research limitations / implications - This study first provided evidence that the Interactive Performance Measurement System enhances Employee Creativity through Psychological Empowerment and Creative Process Engagement for Medical Representative / detailer employees in pharmaceutical companies in Indonesia where employee creativity is very important in improving company performance.

Originality / value - This study shows that an Interactive Performance Measurement System must be made in conjunction with Psychological Empowerment and Creative Process Engagement to obtain maximum Employee Creativity so as to enhance company performance, especially for Medical Representative / detailer employees at Pharmaceutical companies in Indonesia.

Keywords, Interactive Performance Measurement System, Psychological Empowerment, Creative Process Involvement, Employee Creativity

Paper type Research paper

A LITERATURE REVIEW ON THE ASSESSMENT OF AMBIENT AIRBORNE PARTICULATES AND MICROCLIMATE STUDIES IN THE MUSEUM ENVIRONMENT.

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1.1.1 ABSTRACT

Research on the effect of airborne particulate matter and microclimate condition in the museum environment has developed rapidly over the last decade. Recent studies have reported soiling defects and health hazard caused by particulate matter, poor Indoor Air Quality (IAQ) conditions, and damages caused by varying microclimate conditions in the museum. When airborne particulates can combine with various substances in the air, a chemical reaction occurs, which results in the formation of organic and inorganic compounds. These compounds are then deposited on the surfaces of artefacts which reduces the aesthetic properties and value of the artefacts through a process known as soiling. Additionally, airborne particulates can trigger various health effects on museum users. Such as cough, sneezing, lungs irritation, itchy eye, cancer, heart attack, and can lead to death. This research is, therefore aimed at reviewing the new knowledge of air pollution and standards, particulates matter in the museum, and its effects on museum users, the chemical and physical characteristics of soiled artefacts. Few publications studies on the chemical properties of airborne particulates which specifically affects humans health. Research is still lagging on the study of the chemical effect of heavy metals such as Copper, Manganese, Ferum, Lead and Zinc towards organic and inorganic-based artefacts and the health of museum user. Therefore, more research needs to be conducted based on this research gap to enable risk assessment inside Museum Environment.

Keywords: Museum, Airborne particulates, Microclimate, Soiling defects, Artefacts.

AIRBORNE PARTICULATES RELATIONSHIP WITH AMBIENT TEMPERATURE AND RELATIVE HUMIDITY IN DETERMINING SOILING DEFECTS ON THE ARTEFACTS AT THE NATIONAL MUSEUM, KUALA LUMPUR, MALAYSIA

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ABSTRACT

Artefacts are continuously exposed to adverse climatological conditions such as the high concentration of Particulate Matter, unstable Temperature and Relative Humidity. These adverse climatological conditions can cause varieties of mechanical, chemical and biological damages to the exhibits in a museum and cultural heritage building collections. As such, this research is aimed at determining the rate of soiling in order to reduce the hazardous effect caused by climatological conditions on artefacts in Gallery A and Gallery B of the National Museum, Kuala Lumpur, Malaysia. The researchers collected data for 40 days. The mass concentration of PM in terms of Respirable and Total Inhalable particles were obtained at various sample stations using Cyclone sampler heads and 7-Holes head, respectively. Average mass concentration results were subsequently analysed by comparing the weekdays and weekends results and with the Department of Safety and Health (DOSH) and Department of Environment (DOE) guidelines. Hobo data loggers were placed at respective sample stations to determine the state of the microclimate conditions, and the possible effects on the exhibits in Gallery A and Gallery B. The obtained microclimate parameters at various stations were further evaluated by comparing with required fluctuation limits stipulated in the 2015 ASHRAE Handbook and Italian Standards (UNI 10829/99). Relationship between average 8 hours microclimate parameters and mass concentrations values were computed using the Pearson Correlation and Multiple Linear Regression methods. The average mass concentration results at most of the sample stations were more than the required standard set by DOE and DOSH, with the highest value of 0.4688 mg/m³ obtained at the metal and ceramic showcase at weekdays, a result 213 times above the required standard. The microclimate results show that there is an unwanted variability in most of the sample stations during the period of this research. The variation can cause several damages to artefacts present in both Galleries. The temperature measured in Gallery A was between 20°C and 29°C and relative humidity varied from 50% and 61%. On the other hand, a variation of temperature and relative humidity was as well experienced in Gallery B, with temperature and relative humidity ranging from 20 °C to 30.5 °C and 53 % to 71 %, respectively. Most of the temperatures and relative humidity results in Gallery B were beyond the acceptable limits with the location of indoor area and unglazed ceramic exhibition box falling 16 % above ASHRAE fluctuation limit for Relative humidity. However, the values of relative humidity at all sample locations were observed to be within limits set by Italian Standard for relative humidity. In Gallery A, a strong negative correlation of 0.6 and 0.7 were observed between the average temperature and respirable mass

concentration, and average temperature and Total inhalable mass concentration, consecutively, although a relatively positive relationship of 0.5 was observed between average relative humidity and respective mass concentration values. In contrary to Gallery A's results, the relationship between the mass concentration of respirable and total inhalable Particulate matters and temperature and relative humidity observe in Gallery B, shows a weak positive and negative relationship in some cases and no relationship in some others. Therefore, it can be concluded that the climatological conditions of Gallery A and Gallery B of the National Museum Malaysia are in the worst condition and urgent attention needs to be arranged to negate the possibility of its effects.

Keywords: Temperature, Relative Humidity, Airborne particulates, Soiling defects, Museum.

ECONOMIC PERFORMANCE OF ECOTOURISM BUSINESS IN THE SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

The impact of the progress of civilization has changed the pattern of people's lives. More people are starting to enrich their spiritual and life experiences by understanding customs, culture and nature. They are willing to spend more time planning trips for various intellectual, perceptual of recreational activities, developing moods and reducing the stresses of daily work. Ecotourism provides a series of activities for tourists to enjoy products, improve cognition, image and the company itself becomes competitive. In the conditions of increasingly fierce competition, it is very important for ecotourism businesses, developing unique and innovative models is difficult to imitate by exploring tourist experiences value, service innovations values, tourist satisfaction, and economic performance of ecotourism mobilized by a series of marketing experiences. This study notes that marketing experience, and the value of service innovation, which is mediated by the value of tourist experience and tourist satisfaction have a positive impact on the economic performance of ecotourism businesses in both the short and long term. The long-term effects of marketing experience and the value of tourist experience on the economic performance of ecotourism businesses are very high, while the value of service innovation and tourist satisfaction has a relatively small effect. Therefore, to strengthen the value of tourist experience and tourist satisfaction, the application of marketing experience and the value of service innovation can be used to encourage and enhance tourist knowledge about ecotourism while promoting the image of ecotourism as a business that can be sustainable to develop.

Keywords: *ecotourism; marketing experience; value of tourist experience; the value of service innovation, tourist satisfaction.*

ART GALLERY ALTERNATIVE SPACE AS AN EDUCATIONAL TOURISM DESTINATION

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The tourism sector in Indonesia is a mainstay of the country's economy. Bandung city as the most populous city in the province of West Java, has a variety of tourism potential supported by the creative industry to be called a creative city. On September 25, 2013, the city of Bandung was designated as a world tourism city by UNESCO. The MICE industry (Meeting, Incentive, Convention, and Exhibition) is determined by the government as a superior national tourism product because of its contribution to the visit of domestic and foreign tourists. Art Gallery Alternative Space (part of the flagship exhibition activity), has made a significant contribution as an attractive tourist destination, as well as having a place to function for the creative character education of the younger generation. AGAS which has economic and educational benefits in the process needs to study Push Factors - Pull Factors to improve the quality of services to the community.

Keywords: Educational Travel Destinations, Art Gallery Alternative Space, Push Factors -Pull Factors

TOURISM POTENTIAL IDENTIFICATION IN OPTIMIZING THE PASIR PADI BEACH DEVELOPMENT STRATEGY

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ABSTRACT

The objective of this research is to identify the tourism potential development of Pasir Padi Beach and offer a program of development focusing on improving the tourism attraction based on the tourists' judgment. The method used for this research is mixed-methods; qualitative analysis using IPA (Importance Performance Analysis) to identify the conditions of the research variables as well as every indicator supported by gap analysis and descriptive quantitative analysis in order to elucidate the strength and weakness by means of SPSS analysis tool version 22. Regarding to the number of respondents, 60 tourists are selected through non-probability sampling and Convenience Sampling. The result shows that there are one variable included in the main priority to be improved, and seven indicators included in the main priority to be improved and developed. Thus, the research proves that the attraction variable and sea water quality indicator, transportation availability, shower and clean water facility, quantity and quality of the toilet, rubbish bin availability, cleanliness quality, and environment awareness are the main prioritized indicators and variables to be improved and developed.

Keywords : Development Strategy, Importance Performance Analysis, Tourism, beach

TOURISTS' LOYALTY : A STUDY OF PAGAR ALAM CITY, INDONESIA

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ABSTRACT

This study aims to analyze tourists' loyalty in the city of Pagar Alam which is influenced by Destination Image and Tourists' Expectation variables. The research sample was 400 tourists who visited five tourist destinations in Pagar Alam, including Dempo Park, Mount Dempo, Curup Bowl, Green Paradise, and Megalithic Tourism. Data analysis techniques in this study were carried out using validity and reliability tests, multiple linear regression analysis and hypothesis testing. The hypothesis testing was done in two ways: t test to test the effect of each variable individually; and F test to test the effect together between variables independent and the dependent variable. The results showed that destination image and tourists' expectation have a positive and significant effect on tourists' loyalty separately. Then, destination image and tourists' expectation have a positive and significant effect on tourist loyalty simultaneously. It means that the better destination image and tourists' expectations, the higher the loyalty of tourists to the tourist destinations in Pagar Alam. Thus it is recommended for tourism managers, in this case Pagar Alam Tourism Department, can improve the image of destinations better, so that tourists have positive expectations of the tourist destinations in Pagar Alam. In the end, positive tourists' expectation can increase their loyalty to tourist destinations in Pagar Alam.

Keywords: *Destination image, Tourists' expectation, Tourists' Loyalty*

THE EFFECT OF DEMOCRACY ON GDP IN OECD COUNTRIES

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ABSTRACT

Although many countries have implemented democracy in their government systems, with a variety of democratic index values, the performance of GDP in each country varies. For this purpose this study was conducted. This study is conducted in OECD countries from 2015-2017 because OECD countries implement democracy fully. Using panel data method, the result of the study says that, democracy, government effectiveness and FDI has a significant and positive effect on increasing the value of GDP in countries that are members of the OECD. Government effectiveness is the most dominant variable affecting economic growth in OECD countries compared to democracy and FDI. Seeing this condition, the government must be able to improve the quality of its performance in order to improve good governance so that the development process can run smoothly and the community can feel the results that lead to increased welfare.

Keywords : Democracy, GDP, FDI, OECD

THE INFLUENCE OF USE OF SOCIAL MARKETING INSTAGRAM MEDIA ON FULFILLING INFORMATION NEEDS ACADEMIC STUDENTS

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ABSTRACT

An Instagram account with the username @utpangkalpinang is an Instagram that was built by UT Pangkalpinang. Its function is to provide information related to student activities, academic information and UT academic learning for UT Pangkalpinang students who are Instagram followers. UT Pangkalpinang assumed that UT information was effectively disseminated through Instagram, so UT information was always conveyed through social media, so students were required to update their academic knowledge. However, not everyone actively sees, comments, asks and responds to the information announced. Many also only see and use Instagram passively. The purpose of this research is to know the description of the use of social media marketing Instagram @utpangkalpinang, fulfill the academic information needs of UT Pangkalpinang students and to determine the effect of the use of social media marketing Instagram @utpangkalpinang on fulfilling the academic information needs of UT Pangkalpinang students both partially and simultaneously. The research method uses descriptive and verification approaches. The research sample was 243 respondents with primary data types. Data analysis techniques used multiple linear regression analysis. The results showed [1] All sub-variables had a high average value of 3.41-4.20 and information update sub-variables had the highest average value of 4.03. In general, the use of social media marketing Instagram variables and the fulfillment of information needs is considered high [2] Partially, the overall sub-variable use of social media marketing Instagram has a significant effect on the fulfillment of students' academic information needs. significant effect on meeting the needs of student academic information.

Keywords: *Academic, Instagram, Social Media, @utpangkalpinang*

**THE IMPACT OF PRICING EVENT PACKAGE STRATEGIES TO CONSUMER
PURCHASE DECISION AT TJENDANA BISTRO BANDUNG**

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ABSTRACT

The development of the event today is in line with the growth of technological progress and the development of community activities. This development led to the emergence of various types of events which took place in various activities and unlimited by certain values. Keeping up with the development of an increasingly evolving era makes competition for businesses to facilitate increasingly diverse consumer needs. Among these business people is Tjendana Bistro Bandung. In facilitating the development of various needs of the event, some of the most influential things are the pricing setup for the products offered to the consumer. The high competition by other competitors causes the need to develop a pricing strategy as an effort to attract potential buyers.

Pricing is one of the significant efforts in giving value to consumers and influencing the product image and the decision of consumers to buy the product. Meanwhile the purpose of pricing itself refers to the level of purchasing decisions from consumers, with that purpose, this research was conducted to find out how the pricing strategy was set by Tjendana Bistro Bandung impacting on purchase decisions.

Keyword : Pricing Strategy, Purchase Decision

THE ROLE OF LOCAL LEADERS IN INCREASING THE CAPACITY OF TOURISM PLAYERS IN TERONG VILLAGE, BELITUNG ISLANDS

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ABSTRACT

Sustainable activities in developing village tourism destinations require a leader or tourism activist who can manage and motivate the community to participate. The purpose of this study is to analyze the characteristics of community leaders as tourism activists and analyze the system of working relationships among other leaders of stakeholders. This research uses a mixed-method, with interviews and questionnaires, which take the case study location in Terong Village, Bangka Belitung Islands Province. The results showed that the consistency of work and the role of leadership in developing the capacity of rural tourism actors became the most important aspect besides the ability to establish working relationships with the local government and other stakeholders which bridged the interests of the community or the business groups of village tourism management.S

Keywords: *Leadership, Rural tourism, CBT, Capacity building*

EVALUATION OF SCHOOL LITERATION MOVEMENT PROGRAM IN SMP NEGERI 2 AND SMP NEGERI 5 CIMAHU CITY USING COUNTENANCE EVALUATION MODEL

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ABSTRACT

School Literacy Movement program has not been implemented effectively by schools in Indonesia. Many schools implemented partially the program and as if just to fulfil their duty. This research was conducted to evaluate the implementation of the School Literacy Movement program in SMP Negeri 2 and SMP Negeri 5 Cimahi City. By using Countenance Evaluation Model developed by Robert Stake, this study aims to describe the results of the assessment of the School Literacy Movement program including three phases, namely antecedent, transaction and outcome. This research method uses a qualitative approach. The results of this study indicated that the program run by both schools have referred to the guidelines of the program formulated by the Ministry of Education and Culture. In implementation process, both are quite good in providing a range of facilities needed to support the program. However, the existing stakeholders especially teachers and students do not yet have a strong commitment in carrying it out. Daily reading activities for 15 minutes that should be done every day are not carried out every day because the time spent outside of learning hours makes it difficult for schools to manage their time. This makes the program has no a significant impact on students' literacy abilities.

Keywords: literacy, schools, program evaluation, countenance models, qualitative



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‘ANJOROKU’ CREATIVE INDUSTRY: BEST PRACTICES FOR COMMUNITY EMPOWERMENT THROUGH MICRO BUSINESS IN TOURISM

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ABSTRACT

Micro business in tourism has been considered essential in supporting the destination competitiveness. However, the local government and related stakeholders tend to ignore the existence of the micro business in a destination. Hence, it is essential to investigate the management of micro business in tourism run by the local community of a destination. This paper aims to scrutinize the existence of ‘Anjoroku’ creative industry, a small tourism business run by the local person in Selayar regency. A qualitative methodology (in 2019) has guided the authors to understand *Anjoroku*, particularly related to how a micro business helps to empower the local people. The research reveals that ‘Anjoroku’ creative industry has implemented best practices for community empowerment in Selayar regency. The local government has utilized *Anjoroku* as model for community empowerment and thus, related stakeholders should support the existence of micro business in tourism. It is argued that tourism destination in the world should consider and support micro business as essential part for destination competitiveness. This paper provides insights on how the local people in island destination struggle to help the local community manage their potential as well as to support island as main tourism destination.

Keywords: Community Empowerment, ‘Anjoroku’ Creative Community, Micro Business, Selayar Regency

1. INTRODUCTION

A destination provides activities that tourists may consume during their visit in a destination. When tourists arrive in a destination, they acquire diverse activities that potentially encourage them to stay in a destination which then enables them to enjoy the destination facilities. Pike (2008) affirms that most activities occur in a destination, part of a tourism system from planning, travelling to returning to their home destination. Most destinations in the world promote their tourism potential to attract international visitors. Since many efforts are established to encourage international visits, competition among destinations in the world cannot be avoided. The competition occurs because most destinations in the world offer attractiveness that enable tourists decide their choice for travelling. Hence, it is important for destinations or destination managers to win competition for attracting tourists visit their destination.

The length of stay of tourists in a destination may depend on the availability of attractions and facilities that tourists may enjoy. There is possibility for destination managers to encourage more

visits and to help the local community obtain more economic benefits. Types of tourism that destinations offers can be an option for encouraging length of stay of visitors. For Stoeckl (2008), it is important to support the local community in tourism activities. Furthermore, encouraging more businesses for the local community is also essential for community involvement in tourism development (Beeton, 2006; Junaid, 2015; Pena and Jamilena, 2010; Roberts, 2013; Scheyvens, 2002; Stoeckl, 2008). In other words, the more tourists spend their time in a destination, the more possibility for the local community to gain economic advantages through tourism.

Cooper and Hall (2008) argue that tourism business product is one of essential products that destination should provide. The complexity of tourism system enables the local community to provide many forms of tourism business. In some instances, tourism business product is only focused on accommodation, transportation and meals for tourists. The local community tend to create business and work on those sectors. Little attention has been paid on encouraging the local community to create souvenirs business. Furthermore, the local government sometimes focuses on the tourism business of attractions, accommodation, catering and transportation. Indeed, many efforts can be done to encourage community empowerment, one of them through creative industry in tourism. As mentioned earlier, tourists experience various activities, one of them is to visit creative industry run by the local community.

The government of Indonesia has included Selayar regency of South Sulawesi province as one of main destinations in Indonesia. *Kawasan ekonomi khusus* (specific economic zone) is a policy to encourage Selayar regency as main destination in the eastern part of Indonesia. The local government has also encouraged the local community to participate in creating tourism businesses for their own benefit. However, the existence of creative industry business tends to be neglected as essential component for destination competitiveness. The authors were encouraged to understand how the local community should be empowered from perspective of the role of tourism micro business. It is the role of 'Anjoroku' creative industry to take part of in Selayar regency to support the national and local government for implementing community-based tourism and achieving the Selayar regency as main tourism destination for international tourists. The paper aims at scrutinising the challenges and opportunities faced by the local community in managing micro business in tourism in Selayar regency, Indonesia. The focus of the research was the role of 'Anjoroku' creative industry in empowering community for supporting Selayar regency as island tourism destination.

2. LITERATURE REVIEW

2.1 Small or Micro Business, Ways for Community Development

There is a tendency that community participation is only reflected on the big industry of tourism such as hotels, transportation, etc. In fact, tourists consume services provided by the local community. Sheng (2010) argues that tourists come to a destination to obtain the local people's services which then refer to the opportunity for the local community to earn income. Outside investors who might invest capital in the tourism industry can help community to obtain jobs. However, the local community should be encouraged to create small or micro business as alternative income generation.

In this paper, the term 'micro business' or 'small business' is considered similar in terms of conceptual definition. There are many forms or terms relate to the community business. However, businesses managed by the local community with small amount of capital or locally owned by the local community are considered as small business or micro business. There are many sectors involved when tourism is developed in a destination. Event or festival for example, provides the opportunity for the local community to create small business and sometimes incidental business that may improve local community's income. All small businesses that support the establishment of festival and facilitate community participation in tourism are essentially small business. Hence, this paper encourages the participation of the local community to get involved in tourism by creating business for their economic advantages.

The tourism industry is considered as main service providers. Wang (2011:2) states "the tourism industry refers to the businesses and organizations that help to promote the tourism product".

The tourism industry may refer to big and small businesses. Individuals or group of people in a destination may create products that attract tourists to buy (Gru'newald, 2006; Kiral'ova, 2017; Ost, 2009). One of tourism products for destination support is creative or creative industry managed by the local people. Kiral'ová (2017) adds that creative industries have significant contribution (about 7% to GDP of the world). It means that creative industries help to overcome issues of poverty in a destination. UNESCO (2009) affirms that creative industries are essential for developing tourism destination. Tourists obtain experiences from different services, one of them is through creative industries. Creative industries refer to community services for tourists such as entertainment and souvenirs. In this paper, creative industry refers to the creation of souvenirs managed by the local people.

2.2 Community Empowerment for Island Destination

Community is essential part for destination development. Tourism exists because participation of the local community. For Michael (2009), the local people's participation in tourism is reflected in two ways, community as part of decision making and policy development; community who get benefits from the development of tourism destination. Community is affected and can affect the conduct of tourism development of a destination. It is argued that community is the central of destination and hence, they should get the economic benefits of tourism activities. Community member who reside tourism area (for instance, coastal area) should be encouraged directly and indirectly to participate in tourism business either individually or a group. Discussion on community and tourism has created many forms of notions such as community-based tourism, indigenous tourism, sustainable tourism, sustainable community development, community-based ecotourism (Greer, 2010; Girard and Nijkamp, 2009; Hall, 2000; Hiwasaki, 2006; Jones, 2005; Moscardo, 2008; Murphy and Price, 2005; Richards and Hall, 2000; Rocharungsat, 2008; Salazar, 2012; Manyara and Jones, 2007).

Participation links to community empowerment. Ideally, increasing community empowerment should be implemented to achieve sustainable tourism development of a destination (McGettigan, et al. 2006; Sofield, 2003; Stronza, 2008; Walker, 2008; Lew, 2012). Indeed, community empowerment is required because community has lack of information, knowledge and skills. For this reason, campaign on tourism awareness by the local community should be well planned implemented (Ramukumba, 2013). Community empowerment should be prioritized by the tourism policy makers. In other words, the purpose of community empowerment is to support employment by the local community in the tourism industry and to generate income for the local community (Zapata, et al, 2011). Efforts should be done to support job opportunity income for the local people. Island destinations have residents that need to be supported to make businesses. As mentioned earlier, community participation and empowerment are reflected in the management of small business by the local people.

3. METHODS

This research employed a qualitative methodology to understand the conduct of community empowerment through the role of 'Anjoroku' creative industry. The research was conducted in Selayar regency, South Sulawesi Province of Indonesia through research visit in July and September 2019. The research process was conducted through two steps described below:

1. The authors visited Selayar regency and seek information about the existence of creative industries in Selayar regency.
2. The authors visited and communicated with the local authority through The Local Board of Tourism of Selayar regency to find information about creative industries and asked for information about 'Anjoroku' creative industry in Selayar regency. This visit enabled the authors to obtain research consent in Selayar regency as well as to inform the 'Anjoroku' creative industry about the presence of the authors in Selayar regency.

3. The authors visited 'Anjoroku' creative industry and interviewed Bapak (Mr. Nur Kamar Syam), the organizer and founder of 'Anjoroku' creative industry (in July 2019). This interview was done after informing Bapak Nur Kamar Syam about the goals of the research, one of them is to publish information provided by Bapak Nur Kamar Syam internationally. Interview was occurred for about 60 minutes and was recorded to find relevant information.
4. The authors visited Selayar regency in August and met Bapak Nur Kamar Syam to obtain more information about the 'Anjoroku' creative industry. Interview was done not only to Bapak Nur Kamar Syam but also to his wife and staff. The interview was done about 45 minutes.
5. Each visit was supported with observation of the creative products and activities. Information through observation was noted with note and picture takings.

4. RESULTS AND DISCUSSIONS

4.1 An Overview of 'Anjoroku' Creative Industry

Selayar regency of South Sulawesi province is an island destination. Administratively, Selayar regency is called 'kepulauan selayar' (Selayar islands), a regency that has several inhibited and uninhibited islands. Takabonerate island is considered essential in supporting Selayar regency as international destination. Event 'Takabonerate festival' is established to attract international visits to Selayar regency.

During the authors' visit to Selayar regency, most of areas have coconut trees either on the coastal area or land area. It is not surprising if the visitors see the local people utilise coconut as their daily income (farmers) as well as as other their daily jobs such as traders, fishermen, civil servant and other jobs. Coconut farmers produce copra resulted from the coconuts. For the authors' observation and note, Selayar regency should be encouraged and might be named as coconut islands in addition to marine tourism potentials. Takabonerate Island in particular, is famous with its marine potential for diving and snorkeling activities. Selayar regency has proved its image as island destination, a tourism destination for international tourists who love adventure, diving, culture and other marine activities.

Apart from the production of copra by the local people, tourism business in accommodation providers and restaurant/cafe or warung makan (a local term for meals service by the local people) support the local people's income. The existence of tourists in Selayar regency provides the opportunity for the local people to improve their tourism business. Particular programs such as homestays, *desa wisata* (tourism village) are encouraged by the local government to help the local community participate in tourism business.

'Anjoroku' creative industry in particular, was created by a local person who reside in Selayar regency and utilise the existence of tourists to develop his business. Bapak (Mr.) Nur Kamar Syam is the founder of 'Anjoroku' creative industry and he was motivated by the actual condition of Selayar regency. There are two reasons for Bapak Nur Kamar Syam to create 'Anjoroku' creative industry. First, he believes that coconuts or coconut trees should not only be produced as kopra. Rather, the materials of coconuts trees (coconuts skins) can be utilized to produce creative products as tourism souvenirs. He is sad to see that coconuts farmers solely depend on one form of product, that is copra or coconut oil. Second, he realizes that there has not been any souvenirs sellers or creative souvenirs producers in Selayar regency. Since tourists come to explore the beauty of Selayar regency and marine and culture potential, there should efforts to help community obtain benefits from tourism. Making creative industry is an option for Bapak Nur Kamar Syam where he can use his skills for making creative products and are intended for community empowerment.

Anjoroku is derived from the word 'anjoro' which means coconuts and 'ku' means mine. Bapak Nur Kamar Syam chose 'Anjoroku' to refer the use of coconuts trees materials for creative products. He believes that all parts of coconuts trees can be utilized by human beings for their needs and welfare. He was an active member of *pramuka* (scout) and coconut is the symbol for scout organization. He uses the coconut trees as the symbol of his small tourism business hoping that he can increase the local community awareness about their local potentials called coconut trees. Before creating 'Anjoroku' creative industry, Bapak Nur Kamar Syam has done several efforts for his living

and family including bank employee and chair makers. He has experienced the dynamics of struggling to earn money for his living.

Figure 1 and 2. 'Anjoroku' creative indusyry in Selayar regency of Indonesia



Source: Authors, 2019

4.2 Best Practices of Community Empowerment

Community empowerment is the reason why 'Anjoroku' creative industry exists until present. The authors utilised their visit to Selayar to interview the local community about the challenges for creating tourism business. For most society, marketing of product is the most problem that they face. Traditional cake producers for instance, argue that they can make many kinds of traditional cake or foods as souvneirs products for tourists. However, the number of tourists to Selayar regency is not many compared to Bali as tourism destination. Marketing of products is defined as how to sell their products or service if they should get involved in tourism business. For this reason, creating products should be in parallel with profits they will obtain from their business. Probably, the local community do not expect more from tourists or visitors to buy their products. If they should create small tourism business, they should consider that their customer is not only tourists but also the local people.

For Bapak Nur Kamar Syam ('Anjoroku' creative industry), marketing is not a big problem. Marketing is other issue if one creates a business. He created 'Anjoroku' creative industry to prove to public that marketing is not an issue and thus, he can currently run his small tourism business with the help or technology or digital marketing. 'Anjoroku' creative industry has been existed in internet in many forms such as facebook, blogs, and other forms of social media. The digital marketing has helped his product selling. For marketing purpose, he has social media to publish his products. Word of mouth promotion has more benefits in addition to digital marketing. He believes that a product or small scale business will be recognized by public if it is run with on time principle. Word of mouth promotion as he mentioned, will be more successful if one runs a business with a trusted way. He affirms '*jika saya perkirakan tidak bisa, maka saya tidak akan menerima pesanan* [if I predict that I cannot finish it, I will not accept an order] (interview, August, 2019). He provides examples of his experience for accepting and rejecting orders from his customers depending on the possibility for finalizing the customers' orders. He accepts the customers' order if he can finish it based on the targeted time. For him, it is better to refuse the customers' needs if he cannot finish in a specific time. This is a part of his marketing strategy although he admits that one needs more orders from

customers. For some reason, his family often get involved in making products if he needs more help to finish one product.

Compared to other tourism businesses that may exist in other destinations, Anjoroku creative industry considers and focuses on helping community to get involved in his business. Some efforts have been done to invite community as the members of ‘Anjoroku’ creative industry. First, he has tried to invite his neighbours and friends to join his business either as voluntary workers or paid employees. In fact, he found that limited number of local people who are interested to join the business. He also argued that his friends who worked with him for several months quitted and tried to create the same business. However, he believes that the person is not ready to make business due to limited knowledge and understanding to make creative products. Consequently, his business was not successful. Anjoroku’s vision is to encourage people to create tourism businesses but one should be well experienced and skill-full to make creative souvenirs or products.

Second, he is happy to train people if they are willing to learn. Indeed, his talent is in art and other related creative products. His skills were obtained through an individual talent and learn and practiced seriously. However, his skills should be socialized and transferred to other people so they can also gain income from creating a souvenir business. To create a successful tourism business, one should have willingness, want and spirit. He believes that one should have strong motivation to work for a success. Community empowerment is implemented through training people. Currently, there are five people who are still working with Bapak Nur Kamar Syam. These people (aged around 20-25) help to produce creative products guided by Bapak Nur Kamar Syam.

‘Anjoroku’ creative industry has been utilized by the local government of Selayar regency to promote the existence of small industry run by the local people. Three government institutions have used the name ‘Anjoroku’ as best practices for local product including The Local Board of Industry and Trade (*Dinas Perindustrian dan Perdagangan*), The Local Board of Tourism (*Dinas Pariwisata*), and The Local Government of the District and Village (*Pemerintah kelurahan dan kecamatan*). Bapak Nur Kamar Syam argues that his organization has been promoted by the local government in many events. His products are usually displayed in national and local industry exhibitions. However, although his creative industry is under the supervision of the local government through empowerment program, his name is not included in that program. Perhaps, he requires more attention and support from the local government not only in financial aid but also other relevant support to maintain his business.

Figure 3. Structure of organization of ‘Anjoroku’ creative industry



Source: Authors, 2019

Third, community empowerment is implemented through the focus on handicrafts, rather than developing other tourism business. For him, it is essential to support tourism of Selayar regency through creative souvenirs or products. He often gets order from overseas or from international visitors. His customers are not only domestic tourists but also international tourists who are interested in his products. By creating souvenirs products, he can empower community through giving examples of small business in tourism. In other words, small business is an alternative for the local community to earn money, not just focus on farmers of coconuts. Selayar regency should be supported with the availability of creative products that tourists may bring. 'Anjoroku' creative industry has brought Selayar regency as tourism destination from the perspective of local creative products.

This paper recommends efforts for more community empowerment for destination competitiveness. First, the role of educational institutions to help the local community in making creative products for tourism purpose. Second, the role of government institutions in facilitating the local community to create small businesses. Besides, regulation that helps the local community for community business is required to encourage more small businesses. Financial aids are essential for community members who are willing to make a business. Hence, the local government has the role to facilitate the financial aids. For 'Anjoroku' creative industry, tools and utensils are strongly needed to support their business.

5. CONCLUSIONS

Community empowerment of island destinations is essential because the local community expect more economic benefits not only from marine-based tourism, but also other forms of tourism. 'Anjoroku' creative industry is an example of how a local person motivates the local community to understand people's and destinations' potential. Materials of coconut trees have encouraged the local person to utilise the resources for different purpose, one of them is to make creative products and coconut trees as raw materials. The founder of 'Anjoroku' creative industry has proved that tourism business is not only in transportation, accommodation and catering sectors, but also creative industry.

For most micro business run by the local community, marketing is a major issue. However, for 'Anjoroku' creative industry, marketing is not a problem because social media and digital marketing have helped the local people to promote their products. Through digital marketing, 'Anjoroku' creative industry has empowered the local people. This paper has discussed three practices implemented by 'Anjoroku' creative industry to empower local people including first, inviting colleagues and friends to be part of 'Anjoroku' creative industry although most of them have quitted due to several reasons; second, the willingness of the organiser to transfer his knowledge and skills of making creative products (training); third, encouraging the local people to focus on one business rather (creative industry) than other tourism business.

'Anjoroku' creative industry has been utilised by the government institutions as model for community empowerment. In fact, the inclusion of Anjoroku as part government institutions' programs has shown the admission (*pengakuan*) that Anjoroku has become good example of creative micro business. Although many challenges that the organiser of Anjoroku face in running the micro business, the existence of such businnes needs support. This paper recommends the role of educational institutions in facilitating the development of such business run by the local people. Furthermore, government institutions should not only include such business in their programs, but also facilitating the local people if they create any tourism business.

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