



PROGRAM BOOK

THE 3rd INTERNATIONAL SEMINAR ON TOURISM

**Hospitality & Tourism Sustainability:
Research, Innovation and Technology**

Universitas Pendidikan Indonesia
Bandung, 12 December 2018



PROGRAM BOOK

THE 3RD INTERNATIONAL SEMINAR ON TOURISM Hospitality & Tourism Sustainability: Reserach, Innovation and Technology

THEME: Destination Management, Tourism Marketing, Hospitality and Tourism Education

Date: December 12th, 2018

Venues: Travello Hotel, Bandung – Indonesia

Co-Organizers:

Resort and Leisure Management
Tourism Marketing Management
Catering Industry Management

Faculty of Social Science Education
Universitas Pendidikan Indonesia

Publication:

Atlantis Press, Indexed by Web of Science

PREFACE

Distinguished guests, respected colleagues, and ladies and gentlemen.

At this precious moment, let us first express our gratitude to Allah, the Almighty and Merciful God who has granted us with blessings and grace so that we could gather here today to attend the 3rd International Seminar on Tourism 2018. As a chairman and on behalf of the organising and scientific committees, I would like to extend my warmest greetings and welcome to our distinguished speakers and participants, particularly those from abroad.

Please allow me to express my sincere appreciation to Professor Asep Kadarohman, the rector of Universitas Pendidikan Indonesia and his staffs for generous support and encouragement for the success of the seminar. Much appreciation is also delivered to the distinguished keynote speakers: Associate Professor Bongkosh Ngamsom Rittichainuwat from Siam University and Professor Philip L. Pearce from James Cook University.

The Organising Committee received a large number of abstracts for oral presentations, many of which were of a very high quality. The papers that are presented in the conference will be published in the Atlantis Press. The organisers are grateful to the authors for their enthusiasm. Additionally, we are thankful for the hard work of all reviewers, who are not only refereeing the submitted papers but also raising the quality standard of the papers that we publish.

I sincerely hope that the conference is going to be very fruitful. Through this conference, scientists, scholars, engineers, industrial professionals, and researchers will gather to exchange, share and discuss emerging issues of engineering and vocational education and to evolve solutions. And hopefully, you will have the valuable opportunity to flourish networks with colleagues from around the world. I am sure, all of you will go back to your institutions/universities by enriching yourselves more knowledge and experience.

Once again, I am most grateful for your participation and support. Thank you so very much.

Have a great conference and enjoy your stay in Bandung! Thank you!

Conference Chair,

Yeni Yuniawati, S.Pd, MM.

THE COMITTEE

- Chair Person : Yeni Yuniawati, M.M
- Secretary : 1. Fitri Rahmafitria, S.P., M. Si.
2. Oman Sukirman, M.M.
- Treasurer : Agus Sudono, M.M.
- Editor : 1. Dr. A. H. Galih Kusumah, M.M
2. H.P. Diyah Setiyorini, M.M.
3. Rosita, S.S., M.A.
- Secretariat : 1. Reiza Miftah, M.Sc.
2. Ghoitsa Rohmah Nurazizah, S.Par., M.Si.
3. Apep Kamaludin, S.Pd., M.T.
4. Hari Purnomo, S.Pd.
- Event Coordinator : Dewi Pancawati, M.M.
- Plenary Session : Sri Marhanah, M.M.
- Parallel Session : Rini Andari, M.M.
- Opening Session : Vidi Sukmayadi, M. Si.
- Transportation and Accomodation : 1. Gita Siswara, M.M.
2. Hendi Muhamad Ramdan
- Food and Beverages : 1. Woro Priatini, M. Si.
2. Arni Gantini, A.Md.
- Public Relations and Documentations : 1. Oce Ridwanudin, M.M.
2. Dewi Turgarini, M.M.Par.
- Logistic : 1. Taufik Abdullah, M.M.Par.
2. Rahmat Hidayat, S.H.

RUNDOWN

Travello Hotel, 12th December 2018

Time	Activities	Location
07.00-08.00	Registration	Ballroom 9 th Floor
08.00-08.45	Opening ceremony <ul style="list-style-type: none"> - Recitation of Holy Quran - Indonesia National Anthem Opening Speech : <ol style="list-style-type: none"> 1. Chair person of 3rd ISOT 2. Rector of UPI Referral of token of appreciation and photo session	Ballroom 9 th Floor
08.45-09.15	Traditional Music Performances	Ballroom 9 th Floor
09.15-10.15	Keynote Session : <ol style="list-style-type: none"> 1. Prof. Philip Pearce Moderator: H.P. Diyah Setiyorini, M.M.	Ballroom 9 th Floor
10.15-10.45	Refreshment break	Ballroom 9 th Floor
10.45-12.00	Plenary Session : <ol style="list-style-type: none"> 1. Assoc. Prof. Bongkosh N. Rittichainuwat 2. Dr. Dena Mutiara Lemy, MM. 3. Caria Ningsih, Ph.D Moderator: H.P. Diyah Setiyorini, M.M.	Ballroom 9 th Floor
12.00-13.00	Luncheon	Restaurant 1 st Floor
13.00-17.00	Concurrent Theme I: <i>Destination Management</i> Moderator: Dewi Turgarini, M.M.Par	Ruby Meeting Room 2 nd Floor
	Concurrent Theme II: <i>Tourism Marketing</i> Moderator: Yeni Yuniawati, S.Pd., M.M.	Pearl Meeting Room 2 nd Floor
	Concurrent Theme III: <i>Hospitality and Tourism Education</i> Moderator: Rosita, S.S., M.A.	Opal Meeting Room 2 nd Floor

CONFERENCE CONTENTS

Theme 1 : Destination Management

No.	Author	Title
1	Diena Mutiara Lemy	Sustainable Tourism Development (The Perspective of the Tourism Stakeholders in Biak Numfor, Papua, Indonesia)
2	Lestari Ningrum	Halal Rural Tourism From The Viewpoint Of Marine Destination Strategy Through Swot Analysis At Iboih Village, Sabang-Indonesia
3	Vienna Sembiring	Potential Culture Patita Eating As Power Of Culinary Tours In Wayame Village, Ambon, Maluku
4	Rosmery Sabri	The Development Of Creative Tourism Villages In Aceh
5	Ani Wijayanti	Past, Present, And Future Perspectives On The Concept Of Halal Tourism
6	Yuviani Kusumawardhani	Mitigation Risk Based On Iso 31000:2009 On The Optimization Model For Developing Spiritual Tourism Destinations
7	Yohanes Sulistyadi	Implementation Model Of Sustainable Tourism In Taman Wisata Alam Pantai Carita Pandeglang Banten
8	Manisha Agarwal	Active Research Directions for Studying Repeat Tourist Behaviour
9	Rony Bowo	Urban Agritourism for Urban Tourism Sustainability: A Case to Promote Local Government Initiation for Consensus Building on Urban Agritourism Development in Pekanbaru, Riau
10	Muhammad Iqbal Rosyidi	Indonesian Online Travel Agencies: Profiling The Services, Employment, And Users
11	Titing Kartika	Cultural Heritage Tourism Preservation In Kota Tua Jakarta Indonesia And Old Town Central Hong Kong
12	Purwanto	Corporate Social Responsibility to Improve Marginal Community Welfare Around Star Hotel
13	Liliana Dewi	Development of Rural Tourism in Bogor Regency
14	Helmi Adam	Analysis Labor, Tourism and Growth GDP (Case Study of Asean Countries)
15	Edi Wahyu Wibowo	Effect GDP, Tourism to Human Development (Case Study of Asean Countries)
16	Muslim Kamil	Openness, Labor and Tourism (Case Study of Asean Countries)
17	Sri Fatimah	Factors Affecting The Empowerment of Rosella Farmers to Realize Rural Agroecotourism
18	Verinita	Linkage of Variable of Tourism Product, Destination Image, and Word of Mouth to Visiting Decision at Rantih Tourism Village, West Sumatera
19	Anik Nuryani	Tourists' Response On Bike Sharing In Yogyakarta City
20	Murdiyah Winarti	Do The Cikondang Traditional Village's Values And Local Wisdom Inheritance Need To Be Developed For Tourism?
21	Munawar Rahmat	The Impact Of Religious Tourism In The Formation Of A Peaceful And Moderate Society

22	Endis Firdaus	Religious Tourism, Deradicalization and Religious Pluralism
23	Sri Wahyuni Tanszil	Analysis Of The Implementation Policy Of Radical Effect Of Terrorism In Tasikmalaya District

Theme 2 : Tourism Marketing

No.	Author	Title
1	Taufiq Hidayat	Characteristics And Tourists' Behaviour: Case Of Middle East Tourists In Puncak Ciajur From Tour Guides Perspective
2	Any Noor	E-Business Readiness In Indonesian Small Medium Size Travel Agencies
3	Elang Kusumo	National Currency As A Media For Tourism Destination Promotion
4	Dewi Pancawati	A Study on E-Commerce: How Does it Has an Influence on Purchase Decision?
5	A.H. Galih Kusumah	Analysis Of Consumer Factor On Using Online Travel Agent Traveloka And Pegipegi.Com In Bandung City
6	Taufik Abdullah	The Effect Of Consumer Ethnocentrism On Tourists' Purchase Decision
7	Yeni Yuniawati	The Impact Of Nature Experience Towards Revisit Intention
8	Oman Sukirman	Tour De Linggarjati: The Model Of Effective International Tourism Promotion Through Sport Tourism Events

Theme 3 : Tourism Education

No.	Author	Title
1	Elisabeth	Character Education Through Tourism
2	Sugiyanto	Batik: Object And Tourist Attraction
3	Marlinda Budiningsih	Model Of Game Based On Environmental Insights To Improve The Behavior Of Clean And Healthy Living
4	Indra Kusumawardhana	The Stability And Instability Condition Of Tourism And Hospitality (T&H) Curriculum Model
5	A.H. Galih Kusumah	Interaction Between Homestay Host With Tourist
6	Rosita	Internships Experience and Career Motivation in Tourism Industry
7	Reiza Miftah Wirakusuma	Enhancing Students' Creative Thinking Skill through Tourism Community Engagement
8	Dewi Turgarini	Tourist's Perception On Gastronomic Heritage Restaurant As A Tourist Attraction In The Sukabumi City
9	Dewi Turgarini	Angleng As Gastronomy Heritage Tourism Attraction In Kampong Nihmat Cigugur Village Parongpong

		District West Bandung Regency
10	Woro Priatini	How Tourism Education facing the industrial Revolution 4.0

Theme 4 : Hospitality

No.	Author	Title
1	Amalia Mustika	Teenagers Perception Of The Halal Food (As An Option For Culinary Tourism)
2	Dina Mayasari Soeswoyo	Tourism Components And The Perspective Of Hospitality Industry In Supporting Sustainable Urban Tourism Development
3	Yoel Wibowo	Stress Difference Analysis Based On Gender And Age At Surabaya Formal Restaurants
4	I Gusti Putu Bagus Sasrawan	Analysis Of Tourism Supply Chain Management (Tscm) After Eruption Mount Agung In Ubud, Bali
5	Mirna Abdullah	The Prestige of Student Visitor Café (Descriptive Study Toward Students In Bandung)
6	Darmawan Damanik	Analysis of Consumer Behaviour In Dropbox Resto And Café Tangerang
7	Rosalina Nur Annisa	The Implementation Of Sharia Principles Concept Hotel : Unisi Hotel, Yogyakarta
8	A.H. Galih Kusumah	The Influence Of Lobby Atmospheric Elements On The Overall Guest Impression In Three Star Hotels In Bandung City
9	A.H. Galih Kusumah	The Perception Of Hotel Employees On The Benefits Of Tourism Competency Certification In Hospitality In Bandung
10	A.H. Galih Kusumah	Service Failure and Recovery at The Trans Luxury Hotel Bandung: An Evidence From Management Perspective
11	Fitri Rahmafritia	Resident's Perception Towards Tourism Impact And Community Participation
12	Ghoitsa Rohmah Nurazizah	The Influence Of Hotel Attributes Toward Three Star Hotels Guest Satisfaction In Bandung City
13	Ghoitsa Rohmah Nurazizah	Factor Analysis Of Hotel Attributes Between Business Travelers And Leisure Travelers In Choosing An Upscale Hotel In Bandung City
14	Yeni Yuniawati	The Influence Of Airport Service Quality Toward Passenger Satisfaction
15	Taufik Abdullah	Factors That Influence Generation Y Satisfaction In Sundanese Restaurant

16	Taufik Abdullah	Does Food Image Affect Customer Intention to Buy Food?
17	Dewi Pancawati Novalita	How Do You Believe Electronic Word Of Mouth In Making Decision To Stay?
18	Dewi Pancawati Novalita	A Study On Hotel Perceived Value: Is There An Impact Towards Customer Loyalty?
19	Gitasiswhara	The Influence Of Co-Creation Toward Customer Loyalty
20	Woro Priatini	What Is The Perception Of Halal Food According To Food Vendors And Consumers?

CATALOG OF ABSTRACT

Interaction Between Homestay Host with Tourist

Ajeng Ramadhita Larasati
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
ajengramadhita@gmail.com

AH. Galih Kusumah
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
galih@upi.edu

Abstract — Interaction between tourists and local peoples are important to make a different experiences and knowledge for tourists that have been come visiting. On the previous study, the research context about interaction was more used in the relation of tourists and local residents around the tourist destination. This research focuses on the context of shape and level of interaction between local homestay hosts and incoming tourists. Qualitative methods were chosen and the data were processed using context analysis by Miles and Huberman model framework. About 26 homestay hosts were used as resource for interviews. The results found that there are 4 forms of interaction between homestay hosts with tourists, there are companion, service, socialization and activity. From that four forms, 3 level of interaction were found, they are decent, moderate and deficient.

Keywords— *Homestay; Homestay Host Interaction; Forms and Interaction Phase.*

The Perception of Hotel Employees on The Benefits of Tourism Competency Certification in Hospitality in Bandung

Vindy Alvionita
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
vindyalvionita53@gmail.com

AH. Galih Kusumah
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
galih@upi.edu

Abstract — Tourism Competency Certification is a policy made by the government to increase the qualification of Indonesian labors in hospitality. All the previous research showed that Tourism Competency Certification does not going well. This research focusing on the perception of hotel employees on the benefits of Tourism Competency Certification in hospitality. The purpose of this research is to identifying and analyzing employees perception on the benefits of Tourism Competency Certification. I hope this research can help on giving advice as an avaluation material to the government to improve Tourism Competency Certification. Employees perception also underlie the difference character each employees whether its beneficial or not Tourism Competency Certification to their worklife. Qualitative method chosen for this research with content analysis from Harold D. Lasswell. Interviewees consist of 21 employees on different positions and work areas. The result of this research found two characteristics of employees that says Tourism Competency Certification beneficial for their worklife and not beneficial based on three levels, that is experience, scope and linearity. Another the result of this research is the lack of benefits of Tourism Competency Certification that perceived by employees for career path, employees performance, and the competition with the other labors.

Keywords — *Tourism Competency Certification; The Perception of Hotel Employees; The Benefits of Tourism Competency Certification.*

Teenagers Perception of The Halal Food (As an Option for Culinary Tourism)

Amalia Mustika
Hotel Department
STP Trisakti
Jakarta, Indonesia
amaliamustika@stptrisakti.ac.id

M. Achmadi
Hotel Department
STP Trisakti
Jakarta, Indonesia
achmadi@stptrisakti.ac.id

Abstract — In recent years, halal food tourism has established itself as one of the key elements of the enhancement, sustainable and consolidation of halal tourist destinations, along with it, Indonesia is one of the largest Muslim population in the world, which has teenagers who love culinary tourism. Based on that, The aim of this paper was to know and analyze the perception of teenagers on halal food as an option for culinary tourism. The research was a descriptive survey and frequency statistical analysis with random sampling method. Data collection technique with questionnaires spread and the respondent 92 teenagers in Jakarta and Bogor. Research with a questionnaire for (i) demographic characteristics of respondents (ii) teenagers' perception of halal food The research results were: (i) Known the demographic characteristics of respondents (ii) Beliefs on halal food are closely knit with religious commitment. (iii) Teens have informed about halal food from their families since primary school and then received additional information from the religious speech in radio and television. (iv) the teenagers' perceptions consisting of elements of accepted, organized and interpreted what is halal food, and they agreed to choose halal food as an option for culinary tourism. The findings will be useful for restaurants, café or bistro for the labeling of the halal logo that serves teenagers for culinary tourism.

Keywords — Perception; Teenagers and Halal Food; Culinary Tourism.

Past, Present, and Future Perspectives on The Concept of Halal Tourism

Ani Wijayanti
Universitas Bina Sarana
Informatika
Jakarta, Indonesia
ani.awi@bsi.ac.id,

Heni Widyaningsih
Universitas Bina Sarana
Informatika
Jakarta, Indonesia
heni.hwh@bsi.ac.id,

M. Faturrahman Hakim
Miftah Arif Fiyah
Universitas Bina Sarana
Informatika
Jakarta, Indonesia
fathurrahman.mfi@bsi.ac
.id, miftah.mfh@bsi.ac.id

Abstract — *Halal* tourism is developing fast in response to tourist demands for Islamic values-based tourism products and services. *Halal* tourism development is actually able to drive the local economy through the opportunities of small businesses and creative industries for local communities. Such tourism development in Indonesia is still lagging behind other countries due to the inaccurate understanding of *halal* tourism itself. This is an exploratory study that aims to provide an understanding of the concept of *halal* tourism through a review of various literatures and analysis through data reduction for general inferences. The results of the study show that the concept of *halal* tourism in the past perspective was exclusive, in the present perspective is inclusive, while in the future perspective is universal. In the future perspective, the concept of *halal* tourism has become a necessity for both Muslim and non-Muslim tourists to enjoy the local wisdom, *halal* products, be safe for consumption, and respect socio-cultural values. The study offers a novelty, i.e. the mapping of understanding of the concept of *halal* tourism in the past, present, and future perspective.

Keyword — *halal* tourism; Muslim tourists; sharia exclusive; inclusive.

E-Business Readiness In Indonesian Small Medium Size Travel Agencies

Any Noor
Politeknik Negeri Bandung
Bandung, Indonesia
anynoor@polban.ac.id

Marceilla Suryana, Sholihati Amalia
Politeknik Negeri Bandung
Bandung, Indonesia

Abstract—The development of world tourism, especially in the tour and travel business is influenced by Information Communication Technology (ICT). The effective used of ICT added value to product and services that continue to develop business electronically (e-business). By doing e-business, company challenge effective and efficient operations. The e-business adoption in small medium size travel agents encounter the rapid changes in technology and the raise of online travel agent. The research aim is to understand the readiness small medium size travel agent in doing e-business. Three variables developed were technology readiness, organization readiness and external environmental. All the respondents were small medium size travel agent operates in west Java, Indonesia. Interviews conducted during June-August 2018 with 61 persons from travel agents, consist of manager, supervisor, owner, commissioner and staffs. Content analysis was used to analysis data. Results shown that all small medium size travel agent are keen to run e-business. The technology infrastructure and organizational readiness support the travel agent to applied e-business. The external market which were already online become potential market in supporting e-business. Differences adoption between cities and suburb area of e-business adoption, shown that in suburb area, travel agents were less infrastructures, staff competencies and innovations were relying on the free application available. But, suburb areas travel agents facing high opportunities in taking more customer in purchasing airlines and hotel ticket because of the low ability of customer to used available distribution system.

Keywords — e-business; small medium size travel agent; technology readiness; organizational readiness; external environmental

Tourism Components and The Perspective of Hospitality Industry In Supporting Sustainable Urban Tourism Development

Dina Mayasari Soeswoyo
Sekolah Tinggi Pariwisata
Bogor

Bogor, Indonesia
dinamayasari3@gmail.com

Sekti Rahardjo
Sekolah Tinggi Pariwisata
Bogor

Bogor, Indonesia

Putu Swasti Asparini
Sekolah Tinggi Pariwisata
Bogor

Bogor, Indonesia

Abstract—This research aims to explore the six tourism components of Bogor City, West Java-Indonesia and investigate the perspective of hotel and restaurant industry toward the development of sustainable urban tourism destination. This study used a qualitative-exploratory approach, based on four (4) aspects of sustainability tourism. Data collection techniques are through observation, semi-structured in-depth interviews from key informants to get a broader picture of the perspective of the role of hospitality industry, as well as documentation and literature studies. The informants in this study were the Chairman of the Indonesian Hotel & Restaurants Association (PHRI) of Bogor as representatives of the hospitality industry, and the Head of the Bogor Tourism Board which were then analyzed using descriptive-qualitative technique. The results of this study reveal a description of six tourism components of Bogor City and the role of hospitality industry toward development of sustainable tourism destination in the aspect of economic, environmental, social and cultural, even though it is still not optimal and needs to be further enhanced in tourism development planning. Some research implications i.e. increase understanding and quality of human resources, re-socialization of related government policies, and increase cooperation between all tourism stakeholders.

Keywords—urban tourism; tourism components; sustainable tourism development planning.

The Impact of Religious Tourism in The Formation of A Peaceful and Moderate Society

Endis Firdaus
Universitas Pendidikan Indonesia
Bandung, Indonesia
endisf@upi.edu

Munawar Rahmat
Universitas Pendidikan Indonesia
Bandung, Indonesia
munawarrahmat.pai@upi.edu

Abstract —Religious Tourism is one of the important pillars in building a community without ethnic, racial, religious and inter-group boundaries. Besakih Temple in Bali is an example of a Hindu place of worship that also provides places of worship for followers of other religions, such as mosques and churches. In this location, there is no religious fanaticism. The study aims to examine the positive impact of religious tourism in building harmony of life towards deradicalization and religious pluralism. The study method uses a multi-case qualitative approach to adjoining religious tourism places of worship in several regions. Studies find that multi-religious and multi-ethnic religious tourists mingle in tourism activities. Muslim tourists blend peacefully with other religious followers. They feel as one of God's people. Social insecurity in the plurality of religions and the cause of religious radicalism does not occur at all in religious tourism areas. This finding proves the solidity of religious harmony that leads to the process of the formation of deradicalization and pluralism, which actually leads to the formation of a society that is peaceful living in a religious life.

Keywords—religious tourism; deradicalization; religious pluralism.

Halal Rural Tourism from The Viewpoint of Marine Destination Strategy Through Swot Analysis at Iboih Village, Sabang-Indonesia

Lestari Ningrum
Hospitality
Sekolah Tinggi Pariwisata
Trisakti
Jakarta, Indonesia
lestariningrum@stptrisakti
.ac.id

Savitri Hendradewi
Hospitality
Sekolah Tinggi Pariwisata
Trisakti
Jakarta, Indonesia
savitri.dewi@stptrisakti.ac
.id

Diana Marzwan
Hospitality
Sekolah Tinggi Pariwisata
Trisakti
Jakarta, Indonesia
dianamarzwan@yahoo.ac
.id

Abstract—Halal tourism destination has been one of the programs of the Ministry of Tourism of Republic of Indonesia. One of the halal tourism destinations in Indonesia selected as the world's best destination is Lombok Island. In addition, one of Indonesia's 10 halal tourism destinations which has made tourists fall in love with is Aceh Province. Aceh is well-known for its marine destination, the island of Weh in Sabang. Marine tourism activities make the Weh Island popular worldwide since it has magnificent underwater beauties which can be found at a small village of Iboih. This study applied the descriptive method using primary and secondary data sources. The primary data source was in the form of interviews and the secondary was in the form of literature review. The study also applied the phenomenological approach. This research aimed at assessing whether Iboih village in Indonesia is considered as halal tourism village based on a theory developed from three related studies.

Results from the data analysis of the strengths element showed that marine destination of rural tourism at Iboih Village has fulfilled the halal tourism components. Although the rural tourism at Iboih Village has fulfilled 75% of the components to be considered as a halal tourist destination, it still has not fulfilled one of the four halal tourism components that is the service component at 25%, namely the limited availability of female coaches for female divers (which is a weakness of the service element).

Keywords —Halal tourism; Marine destination; Rural tourism; Iboih Village; Weh Island

Model of Game Based on Environmental Insights to Improve The Behavior of Clean and Healthy Living

Marlinda Budiningsih
Faculty of Sports Science
Universitas Negeri Jakarta
mbudiningsih@unj.ac.id

Abdul Sukur
Faculty of Sports Science
Universitas Negeri Jakarta

Nofi Marlina Siregar
Faculty of Sports Science
Universitas Negeri Jakarta

Abstract — This study aims to create a game model based on environmental insight to improve the behavior of clean and healthy life students of Elementary School 01 Tidung Island-Seribu Islands. Considering that clean and healthy behavior is something that is needed to support the daily activities of the students, this clean and healthy lifestyle will get maximum results if applied early. This research uses research and development method. From the pre-test it is known that the average score of students of Elementary School 01 Tidung Island who have carried out clean and healthy living behavior before applying an environment-based game model. After doing the post-test it was known that the average score of students of Elementary School 01 Tidung Island had increased, this result was obtained after the given environment-based game model was applied. This increase was quite significant. The model made is expected to be useful in the wider community. That is beneficial for the development of clean and healthy living behavior, which is better in the future.

Keywords—component; Game, Environment, Behavior

Indonesian Online Travel Agencies: Profiling The Services, Employment, and Users

M. Iqbal Rosyidi

Asisten Deputi Industri dan Regulasi Pariwisata

Kementerian Pariwisata RI

Jakarta, Indonesia

iqbalrosyidi@kemenpar.go.id

Abstract — It is commonly known that the Internet altered business model of the travel industry. Due to the exponential growth of internet penetration in Indonesia, several companies have decided to establish online booking service and platform. For example, the appearance of Traveloka.com and Tiket.com in airline ticket booking and Rajakamar.com in hotel reservation. Online Travel Agency have been gaining attention and important issue in recent years but We discovered that our literature is still limited in discussing the development of such services in Indonesia thus far. The main purpose of the present study is to discover and understand the development of Indonesian Online Travel Agencies particularly in terms of its services, employment, and users. This study involves 52 Indonesian Online Travel Agencies. Based on a structured interview and website-based observation indicate that only a few agencies offer direct payment system and many of agencies located in the capital city of Indonesia. This study found that large portion of OTA in Indonesia currently under Business-to-Consumer state with various scale and most OTAs were founded by entrepreneur with degree in information and technology sector. Besides, the most popular service were tour and travel ticket sale. We have outlined several suggestions for future research as well as practical implications for travel agencies.

Keywords — intermediaries, online travel agencies, tourism industry

The Impact of Religious Tourism in The Formation of A Peaceful and Moderate Society

Munawar Rahmat
Departemen of General Education
Universitas Pendidikan Indonesia
Bandung, Indonesia
munawarraahmat.pai@upi.edu

Raniri Munawar
Tourism Management
Universitas Pasundan
Bandung, Indonesia
ranirimunawar@gmail.com

Abstract — Religious Tourism in the last two decades is an important pillar in the development of a peaceful and moderate society. Funeral complex of Sunan Gunung Jati (Cirebon) and Pura Tanah Lot (Bali) are visited by various religious and athnic tourists. Umrah worship is also enlivened by tours to Baitul Maqdis (Palestine) and the Wailing Wall (Israel). This study aims to discuss the impact of religious tourism on the formation of a peaceful and moderate society. The study method uses a qualitative approach with observation, participant observation, interview, indepth interviews, and expos facto techniques. The study location is a pilgrimage tourism at both area as a location for Islamic and Hindu pilgrimage tours. The study found that pilgrimage tourism has a big role in the formation of a peaceful and moderate society. The location of the pilgrimage of Sunan Gunung Jati is visited by multi-religious tourism ((Islam, Buddhism, Confucianism, etc.) and multi-ethnicity (Sundanese, Javanese, Chinese, etc.). Religious tourists (Javanese people, i|Gunung Jati. Muslim, Buddhist, and Confucian tourists or Sundanese, Javanese, and Chinese ethnic groups merge into a tourist community. Tanah Lot Temple visited by various religions and ethnic groups from domestic and foreign countries. Tourists visiting Bali feel incomplete without visiting the Tanah Lot Temple. In this pilgrimage tourism location, tourists do not see any differences in religious and racial backgrounds. They really feel like a community that has the same goal and enjoys the same beauty of tourism.

Keywords—religious tourism, peaceful atmosphere, religious moderation

The Implementation of Sharia Principles Concept Hotel: Unisi Hotel, Yogyakarta

Indi Printianto
Hotel Departement
Sekolah Tinggi Pariwisata
Ambarrukmo
Yogyakarta, Indonesia
indilpp2002@yahoo.com

Dyah Wahyuning Tyas
Hotel Departement
Sekolah Tinggi Pariwisata
Ambarrukmo
Yogyakarta, Indonesia
dyah217@gmail.com

Rosalina Nur Annisa
Hotel Departement
Sekolah Tinggi Pariwisata
Ambarrukmo
Yogyakarta, Indonesia
rosha_lin@yahoo.co.id

Abstract—This study aims to analyze the implementation of six (6) sharia principles at Unisi Hotel in Yogyakarta and to find out the opportunities and challenges of sharia implementation at Unisi Hotel. Sharia principles in hotel not only in terms of halal consumption (food and beverage) but including all operations of hotel activities such as: entertainment aspects, aspects of business activities, ethical aspects, boundary aspects of relationships, as well as aspects of overall layout referred to as 6 sharia principles in hospitality. This research method use descriptive qualitative research. The study focused on Unisi Hotel which is located at Pasar Kembang Street, Yogyakarta. The research sample involved 26 employees from staff level to manager. This paper examined primary sources of data in the form of interviews and focus group discussions, as well as observations in the field.

From the results of the study, it was concluded that Unisi Hotel have implemented five (5) sharia principles in the hospitality sector while another principle is that entertainment principles cannot be examined because they are not available at Unisi Hotel. Seeing the development of sharia tourism opportunities that have become a lifestyle, the opportunities for developing Unisi Hotel business are very large, therefore the researchers recommend that in order to immediately conduct hospitality service certification for capturing niche markets.

Keywords — Sharia Principles, Sharia Hotels; Sharia Hotel Opportunities; Sharia Hotel Challenges

Geotourism Reinterpretation Towards Natural Tourist Attractions in The Bandung Basin, West Java, Indonesia

Shandra Rama Panji Wulung
Manajemen Pemasaran Pariwisata
Universitas Pendidikan Indonesia
Bandung, Indonesia
wulungsrp@gmail.com

Budi Brahmantyo
Teknik Geologi
Institut Teknologi Bandung
Bandung, Indonesia
budibr@gc.itb.ac.id

Abstract— Geotourism is one form of alternative tourism for tourists visiting the Bandung City, to support the development of geotourism in the Bandung Basin the first thing to do is to adjust the understanding of the scope of geotourism to nature-based tourist attraction through geotourism reinterpretation in policy documents of tourism development master plan. This study aims to reinterpret geotourism on the attraction of nature-based tourism in the Bandung Basin area. The research approach used is qualitative research with an analysis unit based on the six elements of geotourism box concept, namely process, form, tourism, geobasic, geohistory, and geo +. Primary data acquisition is carried out through field observations and semi-structured interviews on four natural tourist attractions in the Bandung Basin, namely the Lembang Fault Area, Pawon Cave, White Crater, and Mount Tangkubanparahu Natural Tourism Park. While secondary data is obtained through the desk study method. Data analysis methods use qualitative content analysis method and descriptive analysis, this analysis is used as a method in the study due to consider the shape of the data and information collected in the form of interviews, survey and official documents that require techniques to understand and interpret the data. The results found that nature-based tourist attraction contained in the Tourism Development Master Plan of West Java Province, West Bandung Regency, and Bandung Regency, as a whole is a geotourism attraction based on reinterpretation that refers to the geotourism box concept. Lembang Fault, Pawon Cave, White Crater, and Mount Tangkubanparahu Natural Tourism Park as a natural tourist attraction in the Bandung Basin area meet all elements of the geotourism box, this can be interpreted as a geotourism attraction.

Keywords— Bandung basin, geotourism reinterpretation, natural tourist attraction.

Geotourism Potential Analysis of North

Shandra Rama Panji
Wulung
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
wulungsrp@gmail.com

Ayu Krishna Yulawati
Manajemen
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Mohamad Sapari Dwi
Hadian
Sekolah Pascasarjana
Universitas Padjadjaran
Bandung, Indonesia.
sapari@unpad.ac.id

Abstract—The Province of North Kalimantan which was previously part of East Kalimantan Province is located in two main tertiary sedimentary basins which have a major influence on the process of forming mineral resources in this region. This makes North Kalimantan Province have a geological diversity which is the basic capital for the implementation of sustainable development that can be utilized by local communities through their involvement in geotourism development. In addition, geotourism also contributes to conservation efforts and increased geotourist satisfaction. The purpose of this study is to identify geodiversity that has potential as geotourism attraction and analyze geotourism development opportunities in North Kalimantan Province. The research approach uses qualitative methods with the acquisition of primary data (field surveys) and secondary (desk study), while the analysis method uses qualitative descriptive analysis, content analysis, and map analysis. The findings of this study are the identification of geodiversity which has the potential as geotourism attraction in each region in North Kalimantan Province which includes 20 geosites scattered in Malinau Regency (2 geosite), Bulungan Regency (8 geosite), Tana Tidung Regency (3 geosite), Nunukan Regency (4 geosite), and Tarakan City (3 geosite). In addition, opportunities for sustainable geotourism in North Kalimantan are analyzed through geotourism attraction, geotourism activity, interpretation, and existing geotourism development.

Keywords—*geotourism, geoheritage, geodiversity, North Kalimantan Province.*

Batik: Object and Tourist Attraction

Sugiyanto
APMD Village Community Development
College
Yogyakarta, Indonesia
probosugiyanto@gmail.com

Ihsan Budi Santoso
Yogyakarta Tourism Academy, Indonesia
rasahgetun86@gmail.com

Abstract—Batik is developed originally by women to be a craft that contains philosophy, has character and the value of art and become part of the Indonesian culture that can be able to answer the modernization and maintained its tradition. Currently Batik has developed rapidly so that entered the realm of tourism, because of the object and its attractiveness framing the economy in the city of Yogyakarta. The Batik research as an object and the attraction of tourism is begun by reviewing some journals and the research results about Batik in Yogyakarta with qualitative approach and action research. The result of Batik research is able to frame the traditions, tourism and economic society that developed in the tourist villages in Yogyakarta. This research needs to be followed up by focusing on stakeholder efforts of governance, tourism stakeholder and society in maintaining Yogyakarta as World Batik City.

Keywords—Batik, object, attraction

Characteristics and Tourists' Behaviour: Case of Middle East Tourists in Puncak Ciajur from Tour Guides Perspective

Taufiq Hidayat
Doktor Kajian Pariwisata
Universitas Gadjahmada
Yogyakarta, Indonesia
taufiqhi7912@gmail.com

Janianton Damanik
Doktor Kajian Pariwisata
Universitas Gadjahmada
Yogyakarta, Indonesia

Nopirin, John Soeprihanto
Doktor Kajian Pariwisata
Universitas Gadjahmada
Yogyakarta, Indonesia

Abstract—Government of Indonesia considered that Middle Eastern tourists are an important market share to develop, understanding the characteristics and behavior of tourists are needed for sustainable marketing activities, it can help in marketing and product planning and development which can increase the number of visitors to the destination. In general, we know the Middle East as an Arab nation and consider all tourists from the Arab nation to have the same behavior, there are some Middle Eastern countries that are not Arabs and are generalized to have the same characteristics and behavior from certain countries in Middle East was over generalised to all tourists. The purpose of this paper is to study the behavior of Middle Eastern tourists according to their tourism characteristics from the perspective of a tour guide. The method used in this study uses a qualitative approach, with data collection techniques using snowball semi-structured interview with nine tour guides. The interview questions cover about seven areas; interactions, knowledge, expenditure, time arrangement, respectfulness, facilities preference and appearance. The results show some differences in Arab tourists based on their significant national origin even though the equation cannot be ignored. This study would help different marketing campaigns according to different behaviour.

Keywords—*Tourist Characteristics, Tourist Behaviour, Middle East, Tour Guide, Puncak Cianjur*

Potential Culture Patita Eating as Power of Culinary Tours in Wayame Village, Ambon, Maluku

Wijayanti Dewi
Prabandari,
Sekolah Tinggi
Pariwisata Trisakti,
IKPN Bintaro
Jakarta, Indonesia
wijayanti@stpтрisakti.ac
.id

Vienna Artina.S
Sekolah Tinggi
Pariwisata Trisakti,
IKPN Bintaro
Jakarta, Indonesia
viena.artina@stpтрisakti
.ac.id

Dian octarina
Sekolah Tinggi
Pariwisata Trisakti,
IKPN Bintaro
Jakarta, Indonesia ,
dianoctarina@stpтрisakt
i.ac.id

Abstract— Indonesia has a variety of cultures and traditions that are still maintained by the people to this day. In the diversity of cultures and traditions that still exist until now is one culture that continues to be maintained, that is eating culture. One of the areas in Maluku province, is Wayame Village, Ambon. Wayame Village is a village that still maintain the culture of patita eating. Patita eating or in the Indonesian language is eating together with all the people in the village is a tradition of the people in Maluku. In this culture the food that served is from the Moluccas own land which has been made by each house with different types of food that has been selected by each house and then will be served and eaten by everyone and free. The purpose of this study was to find out the cultural potential of Patita eating can be a culinary tourist attraction in Desa Wayame, Teluk Ambon Sub-District, Maluku. Methods and units of analysis is qualitative Descriptive method. The population in this research are 100 people from March 1, 2016 until 30 June 2016. The implementation of the patita eating culture is to look more interesting for the tourists. Patita's eating culture is Maluku's traditional custom and Patita's eating culture is a cultural asset that is conserved in a down-and-down manner. This can be a tourist attraction in Wayame Village, Teluk Ambon, Maluku because Patita eating culture only exist in Maluku and preserved by them. The government and the community worked together to make Patita eating as a culinary tourist attraction in Wayame Village.

Keywords—Maluku, Wayame Village, Eating Patita, culture, traditions

Analysis of Consumer Factor on Using Online Travel Agent Traveloka and Pegipegi.Com in Bandung City

Andhika Piambudi
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
andhikaprbd@gmail.co
m

AH.G Kusumah
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
galih@upi.edu
Rosita

Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract—This research has two purposes that is to analyze what factors become consumer consideration when using online travel agent and to analyze how positioning owned by two online travel agent which become object of research in this research that is Traveloka and Pegipegi.com. Data were collected from questionnaires which distributed to two hundred respondents who were online consumers of travel agents. Quantitative methods were chosen using factor analysis techniques and perceptual mapping analysis to answer research questions. Results from the data processing found that from the twelve attributes that analyzed formed two main factors that become consumer consideration when using online travel agent that is factor one user friendliness and security and factor two web features. Furthermore, the results of perceptual mapping analysis showed that two online travel agents studied have different patterns based on consumer perceptions and form a different positioning in the minds of consumers of Bandung City.

Keywords *t*—Online Travel Agencies, Factor analysis, Perceptual mapping, Positioning analysis

The Influence of Lobby Atmospheric Elements on The Overall Guest Impression in Three Star Hotels in Bandung City

D.Atriana
Manajemen Resort dan
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
dickyanggat96@gmail.com

A.H.G Kusumah
Manajemen Resort dan
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
Galih@upi.edu

Sri Marhanah
Manajemen Resort dan
Leisure
FPIPS
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract—This study aims to analyze the influence of lobby atmosphere elements on the overall impression of guests in the three-star hotel in Bandung City. The research method used is quantitative descriptive. The data was taken using a questionnaire and the sampling technique used was purposive sampling through Instagram social media so that 200 respondents were obtained. Structural Equation Modeling (SEM) analysis is used to analyze the data obtained. This study found that the color element significantly influences the overall guest impression in the lobby of the three-star hotel in Bandung City, while the other six elements, namely style, layout, lighting, furniture, music and scent have no significant effect

Keywords : Atmospheric Elements, Guest Impression, Hotel Lobby, Three Star Hotels

Service Failure and Recovery at The Trans Luxury Hotel Bandung: An Evidence From Management Perspective

Pamela
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
pamelaleevn@yahoo.co
m

A.H.G Kusumah
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
Galih@upi.edu

Sri Marhanah
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia

Abstract — This study aims to analyze service failure and recovery in hotel industry. A qualitative research method is used, and the techniques to collect the data are interview from seven respondent and secondary analysis data. This study found that there are 25 types of service failure and divided into eight groups. In the other hand, the result also identified recovery into five types. The last, the another findings of this research is a scheme linkages between service failure and recovery.

Keywords—service failure, recovery, hospitality industry, hotel

Tourists' Response on Bike Sharing in Yogyakarta City

Anik Nuryani
Diploma of Tourism, Vocational College
Universitas Gajah Mada
Yogyakarta, Indonesia
anik.nuryani@ugm.ac.id

Abstract — Cycling has been proven to have a number of positive advantages both for the riders and the environment. It improves physical activities rates that contribute to the healthy and fit body. Moreover, it is environmental friendly and increases economic benefits. Bike sharing is popular among big cities particularly in those which are visited by many people. It is aimed to decrease the traffic jam and pollution. For that reason, Yogyakarta city government has just launched bike sharing scheme named Jogja Bike for the tourists. It is a bike sharing facility for the tourists to go sightseeing around the city. The government expects the tourists to use the public transportation and the bikes instead of personal vehicles. Bike sharing promotes both sustainable and responsible tourism. This study was aimed to know the tourists' response towards the bike sharing. The data were collected by doing some observations, having the interview to both the tourists who use Jogja Bike and to the Jogja Bike company provider. The findings show that tourists welcome the bike sharing and are enthusiastic to use it. Bike sharing helps their movement while visiting to be easier, faster and economical.

Keywords—*tourism management, sustainable tourism, bike sharing, Yogyakarta, Jogja Bike*

Developing Strategy of Chinatown as A Halal Gastronomic Tourism Destination in Bandung

Caria Ningsih
Catering Industry Management
Universitas Pendidikan Indonesia
Bandung, Indonesia
caria.ningsih@upi.edu

R. Nuraeni
Catering Industry Management
Universitas Pendidikan Indonesia
Bandung, Indonesia

Abstract —The purpose of this study is to determine the internal and external factors of Chinatown as a halal gastronomic destination in Bandung city, in order to get its development strategy. The study uses a qualitative and quantitative methods (mix method research), by using SWOT analysis. The data collections technique is through observation and interview with the stakeholder of Chinatown, MUI as the association of Indonesia Ulama, Department of Culture and Tourism Bandung, and distributing questionnaires to 100 tourists in the Chinatown area. The obtained data has been analyzed into IFE matrix, EFE matriks, SWOT matriks, and QSPM. Based on the data analysis in the SWOT matrix diagram, it results the positioning of the business in quadrant I, that it can be determined as an Aggressive strategy or Strategy Opportunities (SO). The priority alternatives from QPSM results are affording 9 strategies alternative. In which, the most priority strategy is to create product innovative (including culinary aspect with halal food branding, environmental, events, and numerous souvenirs and clothing accessories) in order to avoid of visitor saturation.

Keywords—developing strategies; chinatown; halal gastronomy tourism

Analysis of Consumer Behaviour in Dropbox Resto and Café Tangerang

Darmawan Damanik
Sekolah Tinggi Pariwisata
Sahid Jakarta, Indonesia
darmawan.dmnk@gmail.com

FX Setiyo Wibowo
Sekolah Tinggi Pariwisata
Sahid Jakarta, Indonesia
fxsetiyowibowo@gmail.com

Hengky J Firmansyah
Sekolah Tinggi Pariwisata
Sahid Jakarta, Indonesia
hengkylestari@gmail.com

Abstract— This study aims to know the characteristics of the consumers who come to Dropbox Resto Cafe, and to learn behavior patterns of consumers in determining the decision of choosing Dropbox Resto Café. This study use descriptive qualitative method. Unit analysis is guest who visits Dropbox Resto and Café with 60 respondents as sample of population which is consist of 18 male and 42 female with ages range from 17 years to 45 years old. The results is : 1) Most of the consumer characteristics of Dropbox restaurant cafe are women, on average 17-17 years old, student or student profession and earning less than IDR 1,000,000; 2) Consumer behavior of Dropbox Resto and Cafe is in making purchasing decisions influenced by suggestions from friends, people around, not influenced by the family, not to show social status, can be enjoyed by various ages, influenced by work, influenced by the necessities of life and comfort of the place

Keywords — *characteristics, consumer behavior, resto and café*

The Effect of Halal Destination Attributes on Visiting Decision

Della Maghfira Napu
Manajemen Pemasaran Pariwisata
Universitas Pendidikan Indonesia
Bandung, Indonesia
Dellamaghfiranapu@gmail.com

Wildan Nurhidayat
Manajemen Pemasaran Pariwisata
Universitas Pendidikan Indonesia
Bandung, Indonesia
Wildannrhdyt@gmail.com

Abstract — Bandung is one of the cities developing halal destinations in West Java. With a variety of attractions and supported by various facilities, the accommodation sector in the form of sharia hotels and halal-certified restaurants experienced growth as a step to accommodate Muslim tourists who visit the city of Bandung. This study aims to determine the effect of halal destination attributes that focuses on sharia hotels and halal-certified restaurants on visiting decision. The type of research used is verification with explanatory survey method and using cross sectional. The sample in this study was 209 respondents of foreign Muslim tourists who visited Bandung. The analysis technique used is path analysis. The result shows halal destination attributes (X) to the visiting decision (Y) simultaneously and partially influential. In this study in the city of Bandung should be done quality improvement on aspects that support halal tourism.

Keywords—Halal Tourism, Halal Destination Attribute, Visiting Decision

A Study on E-Commerce: How Does it Has An Influence on Purchase Decision?

Hari Mulyadi
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
harimulyadi@upi.edu

Dewi Pancawati Novalita
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
d_pancawati@upi.edu

Novelita Damar
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
novelitaaa@student.upi.edu

Abstract —Travel India Professionals is currently faced a problem that has an impact on the decline in consumer interest to purchase through E-Commerce in Viator. Efforts made to improve purchasing decisions in Travel India Professionals by increasing E-Commerce which includes Transaction/cost, Interactive Programs, Site Design and Interactivity. The type of this research is descriptive and verification using explanatory survey method. The purpose of this study is to find out the impact of E-Commerce towards purchase decision in Travel India Professional. Research respondents were 120 consumers who had purchased the Travel India Professionals's tour package through Viator. This research used multiple regression as data analysis technique. The result shows that E-Commerce has an impact on purchase decision in India Professionals Travel.

Keywords— *E-Commerce, Purchase Decision, Travel India Professionals.*

A Study on Hotel Perceived Value: Is There An Impact Towards Customer Loyalty?

HP Diyah Setyorini
Manajemen
Pemasaran Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
hp_diyah@upi.edu

Dewi Pancawati
Novalita
Manajemen
Pemasaran Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
d_pancawati @upi.edu

Armellya Syafira
Manajemen
Pemasaran Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
armellyasyafira@gmail.
com

Abstract — Hotel concordia is one of the local three stars hotel that located in Bandung which is always strive to maintance and improve customers' loyalty. The problems hotel concordia's encountered is the efforts to improve customers' loyalty in Hotel Concordia by increasing customer perceived value including self gratification, aesthetics, price, prestige, transaction, hedonics and quality. The purpose of this research is to determine the effect of customer perceived value toward customer loyalty in Hotel Concordia Bandung. The type of this research is descriptive and verificative with explanatory survey method. The sample of this study are 112 member guest of Bumi Sangkuriang who stay at Hotel Concordia with the sampling technique used is systematic random sampling. This research employed multiple regression for data analysis technique as well as hypothesis test. The result of simultant showed that the variable of customer perceived value contributed a significant impact on customer loyalty in Hotel Concordia. While the result of partial showed five out of these seven dimensions; specifically, the self gratification, aesthetics, price, transaction, and quality dimensions were then found to have a significant direct positive effect on customer loyalty. The results showed there is a influence of customer perceived value towards customer loyalty

Keywords—*Perceived Value, Customer Loyalty, Hotel Concordia Bandung*

How Do You Believe Electronic Word of Mouth in Making Decision to Stay?

Yeni Yuniawati
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
yeni@upi.edu

Dewi Pancawati Novalita
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
d_novalita@upi.edu

Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
bektisabila@student.upi.edu

Bekti Sabila Riyanto

Abstract — Crowne Plaza Bandung is a 5 star class hotel in the city of Bandung which is an international chain under the auspices of the Intercontinental Hotels Group. Crowne Plaza Bandung currently has problems with marketing which has an impact on the decline in hotel room occupancy. Efforts are being made to improve the decision to stay at Crowne Plaza Bandung, one of which is to improve marketing strategies electronic word of mouth, which consists of Source Expertise, Source Trustworthiness, Perceived Source Similarity, Receiver Expertise, Volume, Valence, Nature Of The Product, Tie Strength, and Type Of Website. The type of this research is descriptive and verification with cross sectional method. The purpose of this study is to find the impact of Electronic Word of Mouth towards the decision to stay at Crowne Plaza Bandung. Research respondents were 100 individual guests, who had stayed at Crowne Plaza Bandung. This research used multiple regression as data analysis technique. The result shows that Electronic Word of Mouth has impact on decision of stay at Crowne Plaza Bandung.

Keywords—*Electronic Word of Mouth, Decision of Stay, Purchase Decision, Crowne Plaza Bandung.*

ANGLENG AS GASTRONOMY HERITAGE TOURISM ATTRACTION IN KAMPONG NIHMAT CIGUGUR VILLAGE PARONGPONG DISTRICT WEST BANDUNG REGENCY

Rurry Tridayanti
Manajemen Industri Katering
Universitas Pendidikan Indonesia
Bandung, Indonesia
rurrytridayanti@student.upi.edu

Dewi Turgarini
Manajemen Industri Katering
Universitas Pendidikan Indonesia
Bandung, Indonesia
dewiturgarini@upi.edu

Abstract — Angleng is a traditional dessert from Sundanese ethnique, and become one of the gastronomy heritage in West Java. This sweet dessert is hard to find, that is why Angleng need to preserve. The reason was that this dessert was become main dessert was exist in Sundanese traditional event such as wedding ceremony, and to celebrate the Eid Day. Angleng also made from local raw material, and process making was interesting to become gastronomic attraction in Kampong Nihmat Cigugur Village Parongpong District West Bandung Regency. This research was conducted using qualitative method with data collection technique through in-depth interview, observation, and documentation. The results show that Angleng history exist in this Kampong since 200 ago, and has tradition served in special day. This food always served in this special day because sticky rice symbolized friendship ties. To become tourism attraction there is need more development, and coordination, promotion also support adequate facilities with many stakeholder to increase their quality so the tourist can visit them. Through this research Angleng Researcher help the producer to organize them self in the name of Sundanese Gastronomy Heritage Education Centre, with the main activity first improving their product as home industry, second create cooking class, third create tourism package, the last is create network and involve in gastronomic event.

Keyword — *Angleng, Traditional Food, Gastronomy, Preservation, Tourist Attraction.*

Tourist's Perception on Gastronomic Heritage Restaurant as A Tourist Attraction in The Sukabumi City

Andriani Mareth
Manajemen Industri Katering
Universitas Pendidikan Indonesia
Bandung, Indonesia
andrianim@student.upi.edu

Dewi Turgarini
Manajemen Industri Katering
Universitas Pendidikan Indonesia
Bandung, Indonesia
dewiturgarini@upi.edu

Abstract — This study was conducted to find out the perception of gastronomic heritage restaurant according to the viewpoint of tourists as consumers in Sukabumi City. The method for this study is mixed method with approach of research method using descriptive analysis. The authors spread questioners to 100 consumers. Authors also conducted in-depth interviews to five resource persons. The results of this study obtained continuum line data that most of the tourists who visited the gastronomic cultural heritage restaurant in Sukabumi agreed that this restaurant is qualified as a gastronomic heritage restaurant. The result of continuum line data of tourist attraction shows agree and continuum line of perception of tourists shows that is good. The interviews of potential of gastronomic heritage restaurants in Sukabumi are also good. But it still takes of government role in the recognition of these restaurants, so that the restaurant can grow and become identity of Sukabumi.

Keywords—Gastronomic Heritage Restaurants, Touris's Perception

The Reinforcement of Women's Role In Baluwarti As Part of Gastronomic Tourism and Cultural Heritage Preservation

Budiningtyas, Erna Sadiarti
Department English Language
St. Pignatelli English Language Academy
Surakarta, Indonesia
Sabinaerna70@gmail.com

Dewi Turgarini
Catering Industry Management Program
Study
Universitas Pendidikan Indonesia
Bandung, Indonesia
dewiturgarini@upi.edu

Abstract—Surakarta has the potential of gastronomic heritage tourism. The diversity of cuisine becomes the power of Surakarta as a tourist attraction. Municipality of Surakarta stated that their Long Term Development Plan for 2005-2025 will develop cultural heritage tourism and traditional values, historical tourism, shopping and culinary tourism that is part of gastronomic tourism. The study was conducted with the aim to identifying traditional food laden with historical, tradition, and philosophical values in Baluwarti. This area is selected because located inside the walls of the second fortress and the closest area to the center of Kasunanan Palace. The participation of Baluwarti women in the activity to process the traditional food become the part of gastronomic tourism, and cultural heritage preservation. This study uses a qualitative approach because the collected data is the history, and values in society that demand the depth of data. The data obtained and then sorted into groups to be reduced, and analyzed. The selection of informants was done by snowball sampling, the informants were chosen in accordance with the criteria of sought data, and scrolled from one informant to another. The informants are limited to public figures who understand the history, and values of gastronomy as well as the women in Baluwarti who have the skills to cook signature food and participate in Baluwarti's food festival. The data searching will be stopped after the same data obtained from several informants. The findings in this study first is that Mentho and Penyon menu are almost extinct, because they are not durable, and it must be consumed immediately. Second, Baluwarti is introduced as the origin area of Sega Liwet has become the signature dish of Surakarta. Third, the implementation of the Baluwarti gastronomic festival is expected to successfully reintroduce the endangered food which is loaded with traditional, and philosophy values. Fourth, the society recognizes Bubur Suran menu which is only served in Sura, the month of the Javanese calendar. Fifth, woman in Baluwarti has role in tourism, and cultural heritage preservation, especially the gastronomic heritage of Surakarta.

Keywords— *Baluwarti, gastronomic tourism, cultural heritage, preservation, women's role*

Sustainable Tourism Development (The Perspective of the Tourism Stakeholders in Biak Numfor, Papua, Indonesia)

Diena Mutiara Lemy
Master of Tourism Study
Program
Universitas Pelita Harapan
Tangerang, Indonesia
diena.lemmy@uph.edu

Yustisia Kristiana
Travel Industry
Management Study
Program
Universitas Pelita Harapan
Tangerang, Indonesia
yustisia.kristiana@uph.edu

Theodosia C. Nathalia
Master of Tourism Study
Program
Universitas Pelita Harapan
Tangerang, Indonesia
theodosia.nathalia@uph.edu

Abstract—Indonesia has a variety of tourism destinations that are potential and full of meaning. The historical value contained in it can be developed so that it has an influence on commercial value. It can be seen significantly that the tourism sector has become an industry that contributes a lot in providing high foreign exchange inputs for the country. However, the tourism industry in Biak Numfor Regency in Papua, has not been growing well for the past ten years. This beautiful destination was slowly being forgotten by the tourists. Therefore, it is very important to identify factors affecting the tourism sector in this destination. This paper is discussing about the perspective of the tourism stakeholders in Biak Numfor, Papua, regarding the condition of tourism sectors in this destination. Sustainable tourism concept was chosen as the foundation of the perspective. In order to gain the insights, a Focus Group Discussion was conducted. The results show that there were several factors identified as important for sustainable tourism in Biak Numfor: accessibility, infrastructures, destination management and planning; destination promotion; inspirational leaders; and community awareness.

Keywords—*tourism destination; sustainable tourism; tourism stakeholders*



**THE THIRD
INTERNATIONAL
SEMINAR ON TOURISM**
BANDUNG, 12 DECEMBER 2018

National Currency as A Media for Tourism Destination Promotion

Diena Mutiara Lemy
Master of Tourism Study Program
Universitas Pelita Harapan
Tangerang, Indonesia
diena.lemmy@uph.edu

Elang Kusumo
Master of Tourism Study Program
Universitas Pelita Harapan
Tangerang, Indonesia
elangkusumo1551@gmail.com

Abstract—This research is to know the public awareness on tourism promotion of Indonesia tourism destinations and culture image through Indonesia national currency, specifically on 2016 emission (bank note). Measurement of the awareness according to one of the national currency purpose as a promotion media. The purpose of this paper as well, are evaluate socialization and communication programs by the government to induction the tourism destinations and culture image at national currency 2016 emission. The key screening question for the respondents to be used for analysis is for respondents who have been actively use the Indonesian national currency for daily transaction In addition, the researchers also conduct face-to-face interviews with respondents. The study resulted in percentage of respondent who has awareness of tourism destinations and culture images on national currency, and it is just get 6%-7% of 120 respondents. The on-site survey was carried out with Indonesian citizens as the respondents. Data collection was conducted using convenience sampling method

Keywords—*National currency, tourism promotion, tourism destination*

Effect GDP, Tourism to Human Development

(Case Study Of Asean Countries)

Edi Wahyu Wibowo
Universitas Borobudur
Jakarta
edilp3ijkt@gmail.com

Wahyu Widayat
Universitas Borobudur
Jakarta

Siswandi
Politeknik LP3I Jakarta

Abstract— The ASEAN Economic Community (AEC) is an initiative of ASEAN countries to realize ASEAN into a solid and calculated economic area in the international economic arena. Human Development Index (HDI) is a method used to measure the success or failure of a country or region in the field of human development. The economic growth of ASEAN countries and tourism sectors is very important for the improvement of the HDI. This study uses a quantitative method with panel data secondary to the 2011-2015 period by combining 10 ASEAN countries. The HDI in ASEAN countries is already good, it can be explained that Singapore is the country that has the highest HDI while Myanmar, Laos and Cambodia are the countries that have the lowest Human Development Index. To overcome the increasing human development index in Myanmar, Laos and Cambodia, an open economy needs to be improved by conducting international trade. Digital technology is needed to further accelerate the economy of openness. Government policies of the three countries are to be more open in their economy. It is hoped that the policies of these three countries can contribute to creating a prosperous society in ASEAN countries and having a parallel HDI.

Keywords: *GDP, Tourism, Human Development, ASEAN*

Resident's Perception Towards Tourism Impact and Community Participation

Mela Vhita Dewi
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
melavhita333@gmail.com

Fitri Rahmafritria
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Reiza Miftah
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract— Tourism development in various regions has both positive and negative impacts on various aspects of life. Sustainable development with regard to community perceptions and participation is a step taken to avoid the negative impacts of tourism development. This study aims to understand the influence of resident's perception about tourism impact on participation willingness in Kampung Adat Kuta, one of the areas planned to be a cultural village in Ciamis Regency, West Java. By understanding what is happening in Kampung Adat Kuta, the possibility of tourism development problems can be anticipated. This research uses quantitative descriptive method with simple linear regression analysis techniques. Quesioranes were distributed to 74 residents to collect the data. The results showed that resident's perception of Kampung Adat Kuta regarding the impact of tourism was positive and the willingness in the community to participate was positive. However, this perception affected only 16.4% of the willingness of the community to participate. This can happen because people do not really understand tourism and its impacts or because the community only follows the orders of its leaders to participate without really understanding the interests of tourism.

Keywords— *Community Perception, Participation, Development*

Tourism Component Evaluation: GIS Based Analysis Towards Qualify Destination Planning

Muhamad Rifki
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
rifkibajry@gmail.com

Fitri Rahmafitria
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
rahmafitria@upi.edu

Nanin Trianawati Sugito
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract—The role of GIS in tourism development has been known to group spatial data based on certain criteria. In this study, GIS is used to analyze the readiness of the region in developing its tourism sector. Therefore, the aims are to identify the current conditions of the tourism components and to provide the evaluation of the supply components for further tourism planning in the region. Four tourism components were used as the indicators, namely accessibility, amenities, ancillary services, and attractions. The research method used in this study is the mix method, where qualitative methods are the main method and mapping geographic information systems with Mapinfo. The samples are three sub-districts in Purwakarta Regency. The results of this study are divided into three classes of readiness, namely high, medium and low. In this analysis, it can be concluded that Purwakarta sub-district was the rediest sub-district to be functioned as tourism destination. The use of GIS in determining the final category of regional readiness is also very effective because it is detail, based on its weight and score. It is expected that the use of GIS could be a recommendation for planning and creating a tourism development strategy.

Keywords—*Tourism component, GIS for tourism, destination planning*

The Model of Tourism Village-Based Service Learning: Strategy of Regional Tourism Potential Development

Leni Anggraeni
Pendidikan Kewarganegaraan
Universitas Pendidikan Indonesia
Bandung, Indonesia
l_anggraeni@upi.edu

Fitri Rahmafitria
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
rahmafitria@upi.edu

Abstract—This study aims to find out the model of tourism village-based service learning as a strategy in developing tourism potential in the region. Qualitative approach was used in this study. The required data was collected through interview and observation methods. The locations of this research are Bandung Regency, Indramayu Regency and Subang Regency involving 56 students, 3 field supervisors, elements of local government and society as informants. The results obtained show that village-based tourism service learning models conducted by students consist of three mutually sustainable stages, including: (a) the preparatory phase which aims to identify the potential of regional tourism and program preparation; (b) the implementation phase which aims to implement service learning activities for 40 days; (c) the monitoring phase is carried out systematically with the aim of knowing the suitability between the program and its implementation in the field.

Keywords—*Service Learning, Tourism Village, Tourism Region*

The Locals' Readiness in Developing Tourism Village Case Study of Jelekong Art & Culture Village, Bandung

Ghoitsa Rohmah Nurazizah
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
ghoitsa.rohmah@upi.edu

Darsiharjo
Pendidikan Geografi
Universitas Pendidikan Indonesia
Bandung, Indonesia
darsiharjo@upi.edu

Abstract—This study aims to explore the readiness of local communities towards the development of tourism villages in the Jelekong Art & Culture Village, Bandung. The subjects in this study were 100 local respondents from Jelekong Village. Data obtained from the distribution of closed-end questionnaires and field observations. The analysis was performed using qualitative descriptive analysis. The results show the four readiness of local communities. First finding shows that the locals are psychologically ready (score 4.16, agree), seen from the understanding towards the principles of sustainable development that must be applied in tourism villages management. The second result is about social readiness, which shows that the existence of tourism activities has built a positive attitude, proactive, innovative and creative processes of the locals (4.36, strongly agree). The local community disagree that tourism activities implicating negative social impact on people's behavior (1.81, disagree). Furthermore, in the side of government support, counseling and training has been provided by the government and the Non-Governmental Organization (NGO) in increasing community skills. The government policy has also supported the development of tourism villages (3.93, high). Nevertheless, from the institutional perspective, Jelekong village already have local tourism action group yet has not coordinating and managing the whole stakeholders of tourism there. According to the results, the ideal strategy to perform in the Jelekong is strengthen the institution by consolidate all existing groups and art groups that manage tourism villages, holding integrated village tour packages both from shows and exhibitions so that financial benefits can be felt evenly and spread throughout the village community.

Keywords: *tourism readiness; local people; tourism village*

FACTOR ANALYSIS OF HOTEL ATTRIBUTES BETWEEN BUSINESS TRAVELERS AND LEISURE TRAVELERS IN CHOOSING AN UPSCALE HOTEL IN BANDUNG CITY

Vika Irvania
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
vikairvania1212@gmail.com

Ghoitsa Rohmah Nurazizah
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
ghoitsa.rohmah@upi.edu

AH Galihkusumah
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
Galih@upi.edu

Abstract—Factor of hotel choice attributes is a useful thing to understand what the hotel attribute is considered important for the guest so that it can influence the guest in choosing a hotel. especially for business travelers and leisure travelers. This study aims to analyze factor of hotel choice attributes that can affect the guest in choosing a hotel, and to comparison factor of hotel choice attributes based on business and leisure travelers perceptions in choosing upscale hotel in Bandung City. This research uses a quantitative approach based on data collected by survey with questionnaires to two hundred respondents. The data analysis technique in this research is factor analysis. The results of this study indicate that there are seven factors of hotel attributes based on business travellers perceptions, there is core service, service quality, convenience, business facilities, general amenities, ambiance, and leisure facilities. and five factors of hotel attributes based on leisure travellers perceptions there is core service, leisure facilities, service quality, business facilities and ambiance, and general amenities. Factor dominant based on business and leisure travelers is core service.

Keywords : *Hotel attributes, Upscale Hotel, Business Travelers, Leisure Travelers*

The Influence Of Hotel Attributes Toward Three Star Hotels Guest Satisfaction In Bandung City

Romi Nuryawan
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
rnuryawan996@gmail.com

Goitsa Rohmah Nurazizah
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
ghoitsa.rohmah@upi.edu

AH Galihkusumah
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
Galih@upi.edu

Abstract— Hotel attribute is the dimension found in the hotel which can affect guest satisfaction. The purpose of this study is to find the influence of hotel attributes toward guest satisfaction staying at three-star hotels in Bandung City. Descriptive quantitative method was used. In this study questionnaires was distributed to 200 respondents with Convenience sampling technique in two weeks. Multiple regression methods with SPSS for window 20 was used to analyze data obtained. The results of this study show that two Hotel attributes significantly influence guest satisfaction, namely quality service and quality of food. While the other six attributes have no effect significantly.

Keywords— *Hotel attribute, Guest Satisfaction, three star hotel*

The Influence of Co-Creation Toward Customer Loyalty (Survey of Bumi Sangkuriang Members who Stay at Concordia Hotels)

Rizal Aga Saputra
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung
mpp@upi.edu

Hari Mulyadi
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung
mpp@upi.edu

Gitasiswhara
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung
mpp@upi.edu

Abstract— In the development of the tourism industry, there are several major issues being highlighted as research topics, one of which is the issue of customer loyalty. Guest loyalty affects the hotel, so the hotel management should pay attention to it. Hotel Concordia is one of the two star hotels in Bandung that is faced with the problem of low loyalty of guests of member at the hotel. Therefore Hotel Concordia Bandung should have a strategy to overcome these problems by trying to improve and maintain all aspects to gain and maintain the loyalty of its members. Thus the researchers chose co-creation as one solution that can be set to increase the level of loyalty of members of the Bumi Sangkuriang at the Hotel Concordia. In this study the independent variable (X) used co-creation consisting of dialogue, access, and transparency. Dependent variable (Y) is customer loyalty. The type of research used is descriptive and verification with the method used is explanatory survey and cross sectional approach. Samples were 236 respondents ie guest of Bumi Sangkuriang with withdrawal technique used was systematic random sampling. Data analysis technique used is multiple regression. Implementation of co-creation at Hotel Concordia Bandung indicator access get the lowest valuation while transparency get the highest rating and found that the influence of co-creation to customer loyalty. Each co-creation dimension consisting of dialogue, access, and transparency has an effect on customer loyalty. It can be concluded that co-creation gives significant influence to customer loyalty in Hotel Concordia Bandung, with percentage of 51% and the remaining 49% influenced by other factors not examined in this research.

Keywords : *co-creation, customer loyalty*

The Influence of Heritage Destination Attributes Towards Customer Satisfaction at Palaces in Cirebon

Fahdila Betakemala
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
Alfabetakemala@gmail.co
m

Gitasiswhara
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Rini Andari

Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract— Customer Satisfaction becomes an issue that is being observed in tourism industry, where tourists' satisfaction influenced by attributes at tourism destination. The level of satisfaction can be measured by means of comparison between expectation and perceiveton. Present study aims to find out the Heritage Destination Attributes description towards Customer Satisfaction at Palaces in Cirebon. In this research, the independent variables (X) are Heritage Destination Attributes and the dependent variables (Y) are Customer Satisfaction. Present study applies descriptive and verificative, along with explanatory, survey method and cross sectional approach. Sample data involves 71 respondents.. This study includes multiple regression as the analysis technique. The result that is based on simultaneous test shows that there is significant influence between Heritage Destination Attributes and customer satisfaction. However,partially, among three dimensions:heritage attractiveness, facilities and service at heritage sites, and heritage interpretation, the dimension that influences customer satisfaction signifcantly is only heritage interpretation.

Keywords—*Heritage Destination Attributes, Customer Satisfaction, Kanoman palace, Kacirebonan palace, Kaparbonan palace.*

THE EFFECT OF VENUE QUALITY ON CUSTOMER SATISFACTION IN JAKARTA CONVENTION CENTRE

Cyndiana Bidasari
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
mpp@upi.edu

Gitasiswhara
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
mpp@upi.edu

Taufik Abdullah
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
mpp@upi.edu

Abstract—Jakarta Convention Centre is one of the venue where events are held. The problem faced by Jakarta Convention Centre is the fluctuating and declining of the number of events held. Based on the results of pre-research, they are caused by the dissatisfaction of the client in holding the event at the venue. Therefore, Jakarta Convention Centre should have strategies to overcome these problems. Thus, the researcher chose the venue quality as a solution that can be applied to get client satisfaction to raise the number of event held at Jakarta Convention Centre. The independent variable (X) used is the venue quality consisting of interaction, environment, and value. The dependent variable (Y) is customer satisfaction. The type of research used is descriptive and verifikatif with explanatory survey method with cross-sectional approach. The sample in this study is 82 respondents, who are the clients who used the venue of Jakarta Convention Centre with sampling technique used is simple random sampling. Data analysis technique used is multiple regression. The application of venue quality at Jakarta Convention Centre is in the high category, in the variable assessment venue quality (expected) is the environment which gets the highest rating while the value dimension gets the lowest rating. Then the response about venue quality (perceived performance) at Jakarta Convention Centre is in the high category, the interaction dimension gets the highest rating and the value dimension gets the lowest rating. The results show a significant effect of venue quality on customer satisfaction.

Keywords—*Venue Quality, Customer Satisfaction, Jakarta Convention Centre, event, venue introduction*

Coffee Tourism Development Potential: Benefit and Consequences

Heri Puspito Diah Setiyorini
Manajemen Pemasaran Pariwisata
Universitas Pendidikan Indonesia
Bandung, Indonesia
hp_diyah@upi.edu

Abstract—This conceptual paper discuss the coffee tourism development potential and its impacts. Literatures are being used to explain the benefit and consequences to local communities. It also discussed the marketing opportunity for coffee tourism.

Keywords— *coffee tourism, third wafe of coffee, community*

The Sustainable Tourism Attitude Scale Of Residents' Attitudes Towards Urban Tourism Development in Bandung, Indonesia

Heri Puspito Diyah Setiyorini
Manajemen Pemasaran Pariwisata
Universitas Pendidikan Indonesia
Bandung, Indonesia
hp_diyah@upi.edu

Abstract—City or urban area has a very significant attractions that could lure many tourists. A city usually become a popular destination because it has a good accessibility, infrastructure, complete facilities, and strong image as the center of economic, social, and cultural development of a region. However, if the urban tourism development is implemented well, the tourists, as well, as the local people would have earn mutual benefits. The tourists could have a good impression of the city and the memorable experience in the city. Furthermore, the residents could contribute more activities that could sustain the attractiveness of the area. On the other hand, if this could not be implemented, there would be reluctance for the residents to succeed the tourism development in the area. Hence, this would affect to the tourists dissatisfaction and experience in visiting the urban area. Thus, the understanding of residents' attitudes towards sustainability in developing urban tourism is urgently needed. The measurement of how residents perceived the sustainable development on the urban area used the Sustainable Tourism Attitude Scale (SUS-TAS) that was popularized by Yu, Chancellor, and Cole (2011). SUS-TAS has seven variables such as perceived social cost, environmental sustainability, long-term planning, perceived economic benefit, community center economy, ensuring visitor satisfaction, and maximizing community participation. This research was conducted by using explanatory research method. The data were collected by questionnaires to 100 residents in Bandung City. It was analysed by ANOVA to understand whether each SUS-TAS variables has differences or not. The result showed that each variable was different and heterogenous. From descriptive analysis, it revealed that the community perception on long term planning variable was higher than other variables. It indicated that the community called for a better city planning for enhancing the benefit of tourism development in the area. Thus, a model of urban sustainable tourism development that would lead to residents participation could be generated from this research.

Keyword— *urban tourism development, sustainable tourism attitude scale, residents' attitudes*

Industrial Revolution 4.0: The Challenge for Secondary Education on Tourism and Hospitality In Indonesia

Elly Malihah
Pendidikan Sosiologi
Universitas Pendidikan Indonesia
Bandung, Indonesia

Heri Puspito Diyah Setyorini
Manajemen Pemasaran Pariwisata
Universitas Pendidikan Indonesia
Bandung, Indonesia

Abstract—The purpose of this paper is to discuss the impacts of industrial revolution 4.0 to the tourism and hospitality industry and how the secondary vocational education respond to the impacts. The paper analyses discourses found in the literature. The result shows that the industrial revolution 4.0 needs basic skills, namely communication, critical thinking, and problem-solving that should be aligned with current information and technology skills. Indonesian government has developed vocational education revitalization policy that generated collaborative actions among several ministries to accelerate quality improvement for students. Some regional policies attribute to curriculum that emphasizes on hard skills improvement. This paper recommends concern on strengthening the characters that could enhance creativity, innovation, and ethics to prepare students in industrial revolution 4.0.

Keywords: *industry revolution, tourism and hospitality, secondary school, vocational education*

Analysis Labor, Tourism and Growth GDP (CASE STUDY OF ASEAN COUNTRIES)

Helmi Adam
Universitas Borobudur
Jakarta

Universitas Borobudur
Jakarta

Universitas Borobudur
Jakarta

Muhammad Asrian Mirza

Sri Iswati

kaifahal.indonesia@gmail.co
m

Abstract— The ASEAN Economic Community was formed with the aim of achieving the perfection of economic integration in the ASEAN region which is believed to provide tangible benefits for all elements of society. On the other hand, the use of technology in the company will also affect how much work is needed. Technological sophistication alone does not necessarily result in a decrease in the number of workers. Technological progress will lead to better production results. This study uses a quantitative method with panel data secondary to the 2011-2015 period by combining 10 ASEAN countries (Indonesia, Malaysia, Singapore, Thailand, Philippines, Vietnam, Myanmar, Brunei, Laos, Cambodia). Labor and tourism influences on GDP are already good, but there are some countries that have to be improved again such as Myanmar, Laos and Cambodia. The policies of these three countries in the use of digital technology are expected to improve the welfare of the workforce. If digital technology has been implemented properly, all countries in ASEAN will get the same welfare.

Keywords: *Labor, Tourism, GDP, ASEAN*

Analysis of Tourism Supply Chain Management (TSCM) After Eruption Mount Agung in Ubud, Bali

I Gusti Putu Bagus Sasrawan Mananda
Fakultas Pariwisata
Universitas Udayana
Bali , Indonesia
gusmananda@unud.ac.id

W Citra Dewi
Fakultas Pariwisata
Universitas Udayana
Bali , Indonesia
w.citra_ipw@unud.ac.id

Abstract—The tourism industry has a number of different characteristics from the manufacturing industry; there are six characteristics of tourism as follows: intensive coordination, perishable, information intensive, to consume tourism products, tourists need to travel to the destination where tourism products are produced. Tourism products usually cannot be checked before a purchase is made, which means that the sale of tourism products is highly dependent on the presentation and interpretation of the product. Therefore, the tourism industry is very information-intensive or industry-dependent information, product complexity, demand uncertainty, and dynamics. There are seven key tourism supply chain management (TSCM): 1. Demand Management, 2. Two Party Relationships, 3. Supply Management, 4. Inventory Management, 5. Product Development, 6. Coordination of Tourism Supply Chain and 7. Information Technology Based on Fuzzy logic analysis founded that demand management and service order are still poorly managed, the relationship of cooperation between similar tourism business actors (horizontal) and the collaboration of different types of tourism business actors (vertical) needs to be improved and managed better, the development of the local government towards tourism suppliers is still poorly managed, local government support for the availability of tourism supplies is still poorly managed and the progress of information networks, hardware and software information technology has been well implemented, only human resources who are competent in the field of information technology that supports tourism are still lacking.

Keywords— *Tourism Supply Chain Management, Fuzzy Logic*

THE STABILITY AND INSTABILITY CONDITION OF TOURISM AND HOSPITALITY (T&H) CURRICULUM MODEL

Indra Kusumawardhana
Tourism Department, Faculty of Economic and Communication
Universitas Bina Nusantara
Jakarta, Indonesia 11480
ikusumawardhana@binus.edu

Abstract—Trends and promising outlooks of global Tour & Travel (T&T) industry over the next decade offers the opportunity for Tourism & Hospitality (T&H) educator to react and prepare a knowledgeable highly skilled workforce. As such, T&H educational setting done by curriculum, should distinguish a specific requirement for the principle, practices, and program that differ from a general education regard to the knowledge, skills, and competencies acquisition. However, T&H domain study is still fairly growth and develop, thus, literature examining curriculum issues or the pressures and changes affecting this important education sector remains relatively limited, particularly in the dynamic global changes of higher education (HE) policy. This article focusses on T&H curriculum model approach in order to have comprehensive understanding of the current context to look forward on T&H knowledge creation and research development as well as education. Benefitted from documentation of secondary data collection that cover a long span of time, events, and setting, the article provides the framework thinking of contemporary T&H curriculum model from both modernist and post-modernist approaches. Looking through Ornstein and Hunkin (2018) thinking toward HE curriculum and Posner (1998) curriculum modelling, the result and discussion offer a fact that the modernist approach dominate the curriculum model while at the same time produce an instability condition for the future T&H HE agenda. Curriculum model is understood as a broad theory informed framework to design and organize the curriculum according to certain principles and criteria.

Keywords—*Curriculum model, tourism, hospitality, higher education*

Development of Rural Tourism in Bogor Regency (Case Study Ciseeng Village)

Liliana Dewi
Diploma III Hospitality
Sekolah Tinggi Pariwisata Bogor
Bogor, Indonesia
Lilidewi.ana@gmail.com

Ika Suryono Djunaid
Diploma III Hospitality
Sekolah Tinggi Pariwisata Bogor
Bogor, Indonesia
koko_aufklarung@rocketmail.com

Abstract—Ciseeng Village is one of a village in Ciseeng sub-district of Bogor regency, known as Minapolitan strategic tourism area by Bogor Regency Government. Aims of this study are to analyze the potentials of this village, weakness, opportunity, and the threat to the strategy to develop can be formulated. Based on data from the Department of Culture and Tourism of Bogor Regency and survey, Ciseeng Village has a natural potential to develop as rural tourism. SWOT analysis is needed in this study. Descriptive Qualitative method is used in this study. The results are descriptions of SWOT analysis and strategies to develop Ciseeng Village as rural tourism.

Keywords —*rural tourism, minapolitan, swot analysis*

The Prestige of Students Visitor Cafe (Descriptive Study Toward Students In Bandung)

Mirna Nur Alia Abdullah
Universitas Pendidikan Indonesia
Bandung, Indonesia
alyamirna@upi.edu

Abstract—Bandung became one of the cities with a culinary paradise. The cafes in Bandung became one of the culinary tourism destinations. The students as the visitors are the target of a cafe or culinary businessman. In this modern era, eating is no longer just about how to feel full, but becomes a lifestyle. The students usually take a lot of considerations when they want to eat, because they want to catch every moment of eating together with friends, so they would tend to choose a comfortable place to talk. The purpose of this study was to determine the general arguments of the students' behaviour in choosing their type of foods and beverages in the cafe. The approach of this study was descriptive qualitative method that described and depicted an event naturally. The data collection in this study are using participatory observation, deep interviews, documentary studies, literature studies, and diary methods. The results showed that the presence of more and more cafes in town Bandung make a change student behaviour in determining the type of food and beverages will be consumed while hanging out in cafes with friends. This study can be implemented in sociology, especially the matter of social change.

Keywords— *prestige, socio-cultural change, students as cafe visitors*

Do The Cikondang Traditional Village's Values and Local Wisdom Inheritance Need To Be Developed for Tourism?

Murdiyah Winarti
Department of History
Education
Universitas Pendidikan
Indonesia
Bandung, Indonesia
murdiyahwinarti@upi.edu

ling Yulianti
Department of History
Education
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Yasmin N. Chaerunissa
Department of History
Education
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract—This article came from authors' restlessness regarding the life of Cikondang traditional village which has not been empowered and optimized as a source of learning through tourism activities. There are several things highlighted in this article. First, in this era, young generations would rather go to a music concert or department store for shopping than know closer about the traditional society around them. Whereas, there are so many cultural potencies in Cikondang traditional village that reflected in their custom values such as in social-cultural values, religion and belief values, and adaptive and preventive values related to the environment which are very interesting. Second, Cikondang traditional village's custom values and local wisdom can be interpreted as *tatanan*, *tuntunan*, and *tontonan* (order, guidance, and spectacle) at once. Order and guidance are things that should be maintained due to its function as a basic way of life of the indigenous people in that village, while spectacle is related to the context of tourism. For the custom values of Cikondang traditional village that can be seen and learned by the outsiders as part of tourism are needed to be packed attractively, so that there is the occurrence of values inheritance as an effort to develop historical and cultural awareness. Third, differences had by people of Cikondang traditional village do not make them marginalized. Cultural approach is required to understand this case comprehensively. To sum up, this article tries to portray empirically the profile of Cikondang traditional village life which can be used as 'something more' for tourism, together with its empowerment and preservation.

Keywords— *Cikondang traditional village, custom values, local wisdom, tourism*

Openness, Labor, and Tourism (CASE STUDY OF ASEAN COUNTRIES)

Muslim Kamil
Universitas Borobudur
Jakarta
Jakarta, Indonesia

Marshal Imar Pratama
Universitas Borobudur
Jakarta
Jakarta, Indonesia

M. Noor Arief
STIE Ganesha
Banten, Indonesia
khasanahindonesia2000
@gmail.com

Abstract— The ASEAN Economic Community was formed with the aim of achieving the perfection of economic integration in the ASEAN region which is believed to provide tangible benefits for all elements of society. The phenomenon of globalization can be seen from the growth of cross-border economic activities in various forms. Among other things, two forms of economic activity are increasingly globalized, namely trade flows and international capital flows. This study uses a quantitative method with panel data secondary to the 2011-2015 period by combining 10 ASEAN countries (Indonesia, Malaysia, Singapore, Thailand, Philippines, Vietnam, Myanmar, Brunei, Laos, Cambodia). The influence of economic openness, labor on the number of arrival of ASEAN countries needs to be improved even though it is good. The 2014-2015 Numerous Arrival of all ASEAN countries experienced good growth. The problem is how to keep this Number of Arrival getting better. Of course the role of the digital economy is very much needed, the increasing internet user growth will have a positive impact on increasing tourism in ASEAN countries which will help better economic openness in ASEAN countries.

Keywords— *Openes, Digital, Tourism, ASEAN*

Residents' Attitudes on The Contribution of Cultural Tourism in Sasak Sade Village Lombok

Nindita Fajria Utami
Sociology Education
Universitas Pendidikan
Indonesia
Bandung, Indonesia
ninditafajria@yahoo.co.id

Elly Malihah Setiadi
Sociology Education
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Siti Komariah
Sociology Education
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract—This study aims to determine the response of the sasak sade community to the contribution of cultural tourism for social welfare of local people who participate in tourism activities conducted at Sasak Sade. based on research conducted in the sade village, central Lombok NTB province, researchers use interview techniques to determine how far the community participation on tourism activities. the results show that initially sade people reject the arrival of tourists because it is considered foreign. With the development of the era, the tourism activities in sasak sade increase by the tourists who visited and give an impact on the acceptance of tourists is an ordinary thing and the relationship between the community and tourists is limited to commercialization activities. With the existence of tourism activities make sade people have more income and money left by tourists used for the sade community.

Keywords—*cultural tourism, residents attitudes, welfare*

Volunteer Tourism Experience in Friends of The National Parks Foundation

Lili Adi Wibowo
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia

Oce Ridwanudin
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia

Aditya Rizki Rinaldi
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
adityarizkirinaldi@gmail.
com

Abstract—The aim of this study is to identify the implementation of volunteer tourism experience on the volunteer program in Friends of The National Parks Foundation (FNPF). This research use the quantitative approach, with the number of samples are 88 respondents. The method used in this study is descriptive analysis. Implementation of volunteer tourism experience in FNPF is in the high category. Personal development and growth dimension has the highest score (335.33), it means FNPF succeeded in creating the participants' experience that gained from the program which can improve their personality and help them to developing themselves.

Keywordst; *volunteer tourism, experience, volunteer tourism program*

Tour De Linggarjati: The Model Of Effective International Tourism Promotion Through Sport Tourism Events

Sandey Tantra Paramitha
Departemen Pendidikan Kesehatan dan
Rekreasi
Universitas Pendidikan Indonesia
Bandung, Indonesia
sandeytantra18@upi.edu

Oman Sukirman
Manajemen Industri Katering
Universitas Pendidikan Indonesia
Bandung, Indonesia
oman@upi.edu

Abstract—Tourism promotion currently has a variety of ways to increase the number of tourists visiting, the use of film media has become a common strategy in tourism promotion, but the promotion strategy of using film cannot increase the population quickly. This indicates the need for a promotion strategy in a different way, namely with the promotion of sports-based tourism, sport events that have been carried out in 2017, namely the tour de linggarjati which is an international level bicycle racing sport event. This study uses a qualitative approach with a case study method which aims to find out in detail the tour de linggarjati activities in increasing the number of tourists. The results obtained show that the tourism promotion model involves elements of local government, the community and organizers of the activity, these three elements are interrelated with one another, and to increase the number of tourists using relations with international sports organizations to give permission and promote sports activities, using media online and mobile marketing as active social media users.

Keywords—*Tour de Linggarjati; Tourism Promotion; Sport Tourism Event*

Corporate Social Responsibility To Improve Marginal Community Welfare Around Star Hotels

Purwanto
Development
Counseling/Community
Empowerment,
Universitas Sebelas Maret
Surakarta, Indonesia
purwantohotellorin@gmail.com

Djoko Suhardjanto
Development
Counseling/Community
Empowerment,
Universitas Sebelas Maret
Surakarta, Indonesia
suhardjanto04@yahoo.com

Warto and Supriyadi
Development
Counseling/Community
Empowerment,
Universitas Sebelas Maret
Surakarta, Indonesia
warto_file@yahoo.com,
supriyadi.sn.su@gmail.com

Abstract—Corporate Social Responsibility is a social care from a company to around neighborhood. This article describes how corporate social responsibility to improve marginal community welfare around star hotels. This article was qualitative research. Object of this article is two famous hotels located in Surakarta. To collect data, the researcher employed observation, interview, and document analysis. Those data were validated by triangulation. Besides that, Miles and Huberman Model was also employed to analyze data. Based on the data findings, it shows that corporate social responsibility held by those star hotels are (1) the recent form to empower community based on the potential analysis, (2) very useful in order to improve marginal community welfare and skill, (3) those communities have potential skills in art and making traditional snacks, and (4) there is a cooperate between management hotel and those communities to include them in each hotel event. Therefore, it can be concluded that corporate social responsibility is not only given in the form of material, but also in the form of developing skill for community welfare in the future as the recent of CSR form given by hotel in Indonesia.

Keywords—Corporate Social Responsibility, Marginal Community, Star Hotel, and Welfare

Tourism Activities Development in Southern Coastal Province of West Java

Darsiharjo
Manajemen Resort & Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
darsiharjo@upi.edu

Reiza Miftah Wirakusuma
Manajemen Resort & Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
reizamiftah@upi.edu

Upi Supriatna
Manajemen Resort & Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
ossamakallam@gmail.com

Abstract—Development of ecotourism in southern coast of West Java was not received government attention and should be well managed with variation of interesting tourist activities. This study aims to identify, analyze opportunities and constraints in the development of tourism activities on the southern coast of West Java. The method used in this study was descriptive method. The sample locations in this study were Jayanti Beach, Rancabuaya and Santolo. Primary data was collected through observations and interview with questionnaires as the instrument. Secondary data was collected through pre-existing data from management or agency, literature review and internet to supplement data that has not been obtained either directly or from reference books. Data analysis used in this study are data reduction, data display and conclusion. Based on data analysis most of the tourists (51% -74%) consider that tourism activity in three coasts are less attractive, very less 20% and sufficient 26%. Based on the analysis of the three coastal potentials, Jayanti Beach can be developed for culinary and edutourism tourism, Rancabuaya Beach for camping, paragliding and fishing, and Beach of Santolo Island to be child friendly beach recreation. Development of activities on the three beaches will influence on improving people's welfare.

Keywords —*Special Interest Tourism, Tourism Activity Development*

Tourism Carrying Capacity Analysis as A Basic for The Determination of The Spatial Tourism in Tidung Besar Island South Thousand Islands Subdistrict The Province of Jakarta

Reiza Miftah Wirakusuma
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
reizamiftah@upi.edu

Kiki Ermawati
Manajemen Resort & Leisure
Universitas Bina Sarana Informatika
Bandung, Indonesia
Kikierma11@gmail.com

Abstract—With an area of 50.13 ha, Tidung Besar Island still could not accommodate the high number of tourist. This shows that the carrying capacity of tourism on the island is still inadequate. This research aims to analyze island spatial planning, tourism carrying capacity, and how the layout according to the carrying capacity of the land. The method used descriptive analysis and reviewing secondary data about the physical condition of the island for further verification in the field. After the secondary data is processed with digitized maps and calculated using the formula of ecological carrying capacity and the need for an accomodation. Result indicate that the carrying capacity of tourism on the island could not be suffucient on this island and accomodate activities like place to stay and tourism activities. Thus the development of the region should be offset Tidung Travel Agent corresponding spatial carrying capacity of land, so that the carrying capacity of the island has opportunity to recover from ecological conditions for tourist comfort. This is intended to ensure that the comfort is not reduced and no buildup at a specific location or area in order ti provide an optimal travel experience.

Keywords—*Marine Tourism, Tourism Carrying Capacity, Tourism Spatial*

Enhancing Students' Creative Thinking Skill through Tourism Community Engagement

Vidi Sukmayadi
Ilmu Komunikasi
Universitas Pendidikan Indonesia
Bandung, Indonesia
vsukmayadi@upi.edu

Reiza Miftah Wirakusuma
Manajemen Resort & Leisure
Universitas Pendidikan Indonesia
Bandung, Indonesia
reizamiftah@upi.edu

Abstract—Students are ‘engaged’ in the community when they play a significant part in the discussions, considerations, decision-making, and implementation of a program that is designed to be closely related to the concerns of both the students and the community. The study describes the implementation of creative thinking skill as a foundation in designing a community engagement project. The project was conducted in a tourism village in Purwakarta, Indonesia and the objective of our study is to employ the creative thinking skill principles to design a familiarizing program for rejuvenating the tourism promotion system in the area. By implementing the creative thinking elements, the students are assigned to analyze the existing system and proposes alternatives for improving the tourism promotion in the area. Also, a grounded study was implemented to analyze and observe the current issues and potential of the village. Key informant interviews, focus group discussions and secondary data gathering were also conducted as part of the study. As the results, social capital and professional linkages play a prominent role in familiarizing a tourism object. The reflective paper also argues that by implementing creative thinking principles, the students are able to address the emerging issues and can lead to a better understanding of where to focus in improving the tourism village. **Keywords**—*community engagement; community based tourism; handicraft tourism*

Assessing Tourist Motivation and Heritage Destination Attribute Performance

Rini Andari
Manajemen Pemasaran Pariwisata
Universitas Pendidikan Indonesia
Bandung, Indonesia
andaririni@gmail.com

Abstract—Tourism sector has a strategic position in national development, historical heritage has a precious value that cannot be measured economically. The existence of heritage destination extremely valuable for preserving and caring the existence of heritage in the urban area. The research focused on describing heritage tourism destination in old town of Bandung. Furthermore the motivation of tourist to visit a heritage destination and evaluation of heritage destination attributes are important which can effectively attract tourists to choose old town as their destination. The research will use quantitative approach. Questionnaires are given to tourists and local people at heritage destination. The data are analyzed by statistical descriptive and to detect the internal structure of the measured items of tourists' motivation, and destination attributes performance, during their visit, a factor analysis is conducted.

Keywords— *heritage tourism, tourist motivation, attribute performance.*

The Influence of Memorable Experience to Revisit Intention in Baduy Traditional Village

Hafiz Rifaatulloh
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia

hafizrifaa@gmail.com
Rini Andari
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia

Bandung, Indonesia
andaririni@gmail.com
Bagja Waluya
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract—Baduy Traditional Village which is a cultural tourism is still faced by the problem of the low revisit of tourist intentions. Therefore Baduy Traditional Village seeks to improve revisit intention by creating a memorable experience consisting of memorable experiences which consist of perceived opportunities for encounter authentic local experience, perceived professionalism of local guides, perceived novelty, perceived local hospitality, perceived significance and perceived opportunities for social interaction. The type of research conducted is descriptive and verification using the explanatory survey method. The research respondents were 112 tourists visiting the Baduy Traditional Village. The data analysis technique used is multiple regression analysis techniques. The results of the study show that the memorable experience has an influence on revisit intention in the Baduy Traditional Village.

Keywords—*Memorable Experience, Revisit Intention, Baduy Traditional Village.*

Urban Agritourism For Urban Tourism Sustainability A Case To Promote Local Government Initiation for Consensus Building on Urban Agritourism Development in Pekanbaru, Riau

Ronny Bowo Leksono
Urban and Regional
Planning
Institut Teknologi Bandung,

Heru Purboyo Hidayat Putro
Urban and Regional
Planning
Institut Teknologi Bandung,

Benedictus K & Ridwan S
Urban and Regional
Planning
Institut Teknologi Bandung

Abstract—The cities in Indonesia shows the development progress that is always accompanied by complicated problems, even if many solutions are offered and may have succeeded in solving the problems, various problems re-emerge. This article attempts to examine the importance of developing the urban agritourism to address urban issues and contribute to support the achievement of government goals and policies. Today the urban agritourism has developed at any cities like in Beijing, Hongkong, Louisiana, San Diego, Chicago, New Orleans, and etc. Meanwhile, Pekanbaru is one of the cities in Indonesia which is currently developed rapidly, high air temperature, the large dependence supply of food needs from outside of the city, a policy of the government to develop tourism, and the efforts to anticipate the increasingly complicated future problems, make the impetus to develop the urban agritourism in the city of Pekanbaru become increasingly viable. However, this article will focus on how the role of the local government as a strong initiator in encouraging development by building consensus on each relevant stakeholder to answer the challenges of polemics in the urban agritourism development. As the initial conclusion was obtained that the development of urban agritourism in Pekanbaru can provide the answers to the urban problems such as the urban air discomfort, green open space, the development of populist economy, contribute in supplying a portion of the city's food and its potentially absorbing labor, increase tourism visits and tourism development in Pekanbaru, reduce the poverty and even urban crime. Furthermore, even though the development of the urban agritourism is possible to growth from the initiation of the community or private sector, but without the encouragement of the local government, its complicity will be very small because of many polemics faced, especially in empowering the poor, jobseeker and to optimizing the urban open space and even to synergizing the programs.

Keywords: urban agritourism, urban agriculture, urban tourism sustainability, consensus building, Pekanbaru city

The Development of Creative Tourism Villages In Aceh

Rosmery
Political Science
Universitas Sumatera Utara
Medan, Indonesia
faticob@gmail.com

Arwina Sufika
Tourism
Universitas Sumatera Utara
Medan, Indonesia
arwina@usu.ac.id/winasufika@yahoo.com

Abstract—This Tourism is an important sector in increasing a nations foreign exchange income, especially for local government revenue, in regions with a tourism industry. Aceh’s provincial government is working continuously to optimize its nature tourism potential. Aceh Besar regency is a region with tremendous potential in the tourism sector. Aceh Besar has determined villages deemed to be tourism hotspots in an effort to increase tourist visits. Notable among of those villages are GampongLamteuba and Gampong Nusa. Utilizing the local wisdom and waste management, the locals not only developing a tourism spot but also turning waste into crafts with economic value. Same goes with GampongLateumba which has successfully turned a desctructive cannabis farm into a turmeric crop that is sought after by the cosmetic and pharmaceutical industry. Moreover, the tourism concept in these two villages is halal tourism, which goes along with the local culture in a region often referred to as ‘veranda of mecca’.

Keywords; Aceh, halal tourism, creative village, Gampong Nusa, Gampong Lamteuba

Factors Affecting The Empowerment of Rosella Farmers to Realize Rural Agroecotourism

Sri Fatimah
Department of
Socioeconomics,
Universitas Padjajaran
Bandung, Indonesia
srifatimah.sf@gmail.com

Gunardi D, Farida LM,
Dika S
Department of
Socioeconomics,
Universitas Padjajaran
Bandung, Indonesia

Yuyun Hidayat
Faculty of Mathematics &
Natural Science
Universitas Padjajaran
Bandung, Indonesia

Abstract—As an effort to accelerate the development of Cikondang Village, in Majalengka Regency, rural elites supported by the Regency government plan to develop the Cikondang village to become a tourism village based on agroecotourism. In this activity Cikondang Village will develop the rural scene into a village with sustainable agriculture-based tourism activities by cultivating rosella plants that have been developed by a group of farmers in the Cikondang village and thrive in this region. The purpose of this paper is to find out the response of farmers to the tourism village program that was introduced to rural areas, the role of the apparatus (program implementers), as well as influential (driving and inhibiting) factors for the empowerment of rosella farmers as the main component of tourism villages in Cikondang. This paper is a case study using a qualitative approach. The subjects in this study were rosella farmers with 35 people, plus 5 informants. Primary data collection is done through in-depth interviews and group discussions. The data analysis model used is an interactive analysis model. Secondary data was taken from the Cikondang Village Office, KWT (Woman Farmers Group) of Rosella, BUMDES (rural-owned enterprise) and PPL (Agriculture Field Extension). The results show the factors that influence the empowerment of rosella farmers to continue to develop are supporting factors in the form of environmental temperatures suitable for the cultivation of rosella (hot temperatures of 24 degrees Celsius), the existence of workers who cultivate rosella, long-term farming experiences (3 -20 years), and strong support from Cikondang village officials. The inhibiting factor is mainly from physical factors/structure of land ownership that are narrow, namely an average of less than 0.5 ha, economic and institutional factors in the form of a price policy that does not yet exist for rosella with the same quality, and social/cultural factors in the form and attitude and mentality of farmers who are more oriented towards the present condition, and BUMDES administrators who have not yet begun to carry out promotional and distribution activities and product marketing. It requires cooperation, fast work, and quality of work, to implement rural tourism in Cikondang to meet West Java's sustainable tourism indicators, namely to improve and preserve tourist objects and attractions, structuring new tourism areas, regularly collecting tourism facilities and fostering human resources and management of attractions in this case of agro tourism. A partnership approach can be carried out to encourage

cooperation between the village community, the government and tourism business players to create an agro-tourism village in Cikondang.

Keywords—Rosella farmers, empowerment, agro-tourism, driving factors, inhibiting factors.

Comparative Research of Bandung Residents' Recreation Behaviors from Gendered Perspective

Risa Febrianti
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
jasminemoonclan1@gmail.com

Sri Marhanah
Manajemen Resort &
Leisure
Bandung, Indonesia
Universitas Pendidikan
Indonesia

Manajemen Resort &
Leisure
Bandung, Indonesia
Universitas Pendidikan
Indonesia

Rosita

Abstract—This study aims to identify Bandung residents' recreation behaviors which are categorized by gender and analyze its differences with statistical test. The research was conducted to one hundred and six selected samples consisting of men and women who currently resided in Bandung starting from the teenagers until the elders. Primarily, survey method was used to collect all the required data by giving out questionnaires to those selected samples. Result in this thesis shows that based on manual calculation and statistical test, there is a difference between men and women in Bandung regarding their recreation behaviors though the difference is not so prominent. The implication of this result is directed to managers and planners of recreation facilities in Bandung to open their market segments and target not only for one particular gender and always make provision of basic facilities and infrastructures for each gender as main concern. The implication of this research is addressed to managers and planners recreational facilities in order to be able to design recreational activities that can be enjoyed by both genders.

Key words: recreation, recreation behavior, gender, gender differences, community.

THE RELATIONSHIP OF KNOWLEDGE UPON ATTITUDE OF VISITORS AS THE EFFORT TO DEVELOP INTERPRETATION IN CONSERVATION AREAS OF FOREST PARK IR. H. DJUANDA BANDUNG

Lilis Suryani
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia
Lilis.suryani0833@gmail
.com

Sri Marhanah
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Fitri Rahmafritria
Manajemen Resort &
Leisure
Universitas Pendidikan
Indonesia

Abstract—Good knowledge make visitors understand how to behave properly in conservation areas. This study aims to analyze the relationship between knowledge and attitudes of visitors as the basis for the development of interpretation media in Tahura Djuanda. This research using quantitative descriptive method that is processed statistically. The data were obtained from field observation, literature study and questionnaire with 100 visitors as sample. The data analysis technique using Pearson correlation. The results showed a significant relationship between the knowledge and attitudes of visitors in the Tahura Djuanda conservation area, with a significance value of 0.396, meaning that the relationship between variables was in the moderate stage which led to positive.

Keywords —*conservation areas, knowledge, attitude, visitor*

Analysis of The Implementation Policy of Radical Effect of Terrorism In Tasikmalaya District

Rahmat, Prayoga Bestari, Encep Syarief
Nurdin
Civic Education Department
Universitas Pendidikan Indonesia
Bandung, Indonesia

Sri Wahyuni Tanszil
Civic Education Department
Universitas Pendidikan Indonesia
Bandung, Indonesia

Abstract—Research results show that the high level of intolerance and the potential for radical understanding in West Java. Field studies in six districts and cities (Sukabumi District, Sukabumi City, Kab, Cianjur, Kuningan District, Indramayu Regency and Cirebon City) in West Java showed that there were no specific policies focused on the area of terrorism prevention, which only existed. limited to integration into the "State and National Insight" program. Likewise in Tasikmalaya District does not have a specific policy that is focused on preventing and tackling terrorists. This is the background of the researcher to analyze the implementation of the radical terrorist countermeasures policy in Tasikmalaya Regency. Therefore, it is necessary to examine the substance of the radical counter-terrorism policy in Tasikmalaya Regency. The purpose of the research is to analyze the implementation of government policies in the radical countermeasures of terrorism in Tasikmalaya Regency. This study uses qualitative and quantitative approaches with descriptive methods. Data collection techniques using document studies, interviews, and questionnaires. Qualitative data analysis using data orientation steps, data exploration and member check. Quantitative data analysis using cross check literature review. The subject of the research is the Regional Government of Tasikmalaya Regency in the field of prevention and prevention of radical terrorism and society. The results of the study show that: 1) the level of understanding of Tasikmalaya district society towards radicalism is quite good; 2) In terms of policies regarding radical countermeasures against terrorism, in Tasikmalaya District does not have a specific policy regarding the handling of radical movements. This has resulted in the development of radical understanding. However, the program on overcoming the radical terrorism movement is often carried out by the FKUB in collaboration with the local government of Tasikmalaya Regency.

Keywords—*Counter-terrorism policy, radical terrorism movement, Tasikmalaya Regency*

Does Food Image Affect Customer Intention to Buy Food?

H. P. D. Setiyorini
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
hp_diyah@upi.edu

Taufik Abdullah
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
taufikabdullah@upi.edu

Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia

W. Ariandani

Abstract—Culinary tourism is believed could bring both economic and cultural benefits to the community. Bandung city which is in Indonesia known for its innovative and varied foods which bring Bandung famous as a culinary tourism destination. This study was conducted to analyze the image built within the customer who came to one of the top culinary tourism destination spots in Bandung, that is Sudirman Street Day & Night Market. This study also examined the influence of food image towards customer intention to buy food in that market. The respondents were 200 customers of Sudirman Street Day & Night Market. The data were collected from questionnaires and later on, they were analyzed by using descriptive statistic and regression analysis. The results of this study showed that from all dimensions of food image, only food quality, the attractiveness of food and food culture which significantly influence the behavioral intention of the customer.

Keywords—*food image, behavioral intention*

Factors That Influence Generation Y Satisfaction In Sundanese Restaurant

Gita Siswhara
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
wa_egha@upi.edu

Taufik Abdullah
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
taufikabdullah@upi.edu

M. Sukmawati
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract—The purpose of this study was to determine and analyze the factors that affect customer satisfaction among generation Y at Traditional Sundanese restaurant in Bandung. Three restaurants selected as the object of this study, because those three were the most widely recommended through the internet. The generation Y was chosen as the subject of research because the generation Y is a generation that is dominating the market nowadays. The dimensions of restaurant attributes in this study consist of food quality, service quality, and atmosphere. The type of research was descriptive verification and the technique of sampling used was a survey using cluster random sampling technique with the number of respondents as many as 400 consumers who made purchases at those three Sundanese restaurants in Bandung. The Data analysis technique used was multiple regression analysis. The result found that restaurant attributes gave significant influence on customer satisfaction of generation Y. The most influential factor was service quality.
Keywords— *restaurant attributes; customer satisfaction; generation Y*

The Effect of Consumer Ethnocentrism on Tourists' Purchase Decision

Rini Andari
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
riniandari@upi.edu

Taufik Abdullah
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
taufikabdullah@upi.edu

D. Aulia
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract—The purpose of this Study was to investigate the effect of consumer ethnocentrism on purchase decision of a specific type of food. The concept of consumer ethnocentrism itself has been a phenomenon in the developing country as well as in Indonesia. It is necessary to conduct a study to find out the tendency of tourist in choosing what they eat when they travel. As one of the most famous ethnic food in Indonesia, Padang food becomes the main reason why this study was conducted. It originally comes from West Sumatra. Therefore, this study examined the influence of west java tourist ethnocentrism in purchasing Padang food while they were outside their province, specifically who came to Jakarta Capital Special Region. The method used was an explanatory survey. This study took 200 respondents as the sample, and all of them were West Java tourists who visited Jakarta Capital Special Region. The Data were analyzed by using multiple regressions analyze. The result indicated that simultaneously, all the three dimensions in consumer ethnocentrism influence purchase decision.

Keywords—*consumer ethnocentrism; purchase decision*

Cultural Heritage Tourism Preservation in Kota Tua Jakarta Indonesia and Old Town Central Hong Kong: A Comparative Study

Bet El Silisna Lagarensé
Politeknik Negeri Manado

Nova R, Rahmi S,
Nararya N
STIEPAR YAPARI,
Universitas Indonesia,
Universitas Udayana

Titing Kartika
STIEPAR YAPARI
Bandung
Jawa Barat, Indonesia
nengtiting_kartika@yahoo
.co.id

Abstract—The purpose of this study is to compare the cultural heritage tourism preservation in two heritage sites between Kota Tua Jakarta in Indonesia and Old Town Central in Hong Kong. This is done for cross-national comparisons in similarities, differences and how the sites are preserved. The study focused on preservation system and efforts such as funding, management, ownership, stakeholder involvement, spatial distribution within the sites, community concerns on tourism and signage besides the physical setting of the sites. This explorative research used qualitative approach to obtain more accurate results in the context of comparisons between two cultural heritage sites. In this study, we do field and online observation techniques, documentation, notes and literature studies. To obtain the primary data, on-site observation sessions were conducted directly in the Old Town Central Hong Kong and Kota Tua Jakarta area, in-depth interviews and photo documentation was made as well. Besides, the secondary data collection for the Old Town of Jakarta is done through online literature study in the form of news, trip advisor and travel note. This paper raises suggestions to settle some ways of preserving historical heritage by making a comparative discussion on the differences in the legislation, administration and government support supports in the two countries such as Hong Kong and Indonesia that can be applied in any kind of cultural heritage tourism sites performance for sustainability purposes.

Keywords— *preservation, cultural heritage sites, tourism, Kota Tua Jakarta, Old Town Central. Introduction*

Linkage of Variable of Tourism Product, Destination Image, and Word of Mouth to Visiting Decision at Rantih Tourism Village, West Sumatera

Verinita
Department of Management
Universitas Andalas
Padang, Indonesia
verinitaarsya@gmail.com
verinitaarsya@eb.unand.ac.id

Yanda Afrinon Putra
Department Management
Universitas Andalas
Padang, Indonesia

Abstract—This study aims to analyze the influence of tourism products, destination image, and word of mouth against the decision to visit the village Rantih in Sawahlunto city in West Sumatra Province. This research uses marketing management approach. The type of research is explorative research. The research method used is a questionnaire of 125 domestic tourists who visit the village Rantih. Sampling technique is Purposive Sampling with time scope is cross sectional. Data were analyzed using SPSS. The results showed that the variable of tourism product and destination image did not influence the visiting decision. This shows that the increased accessibility, facilities and tourist attractions did not increase the decision of domestic tourists to visit Rantih village. This means that the nature tourism offered by Rantih Tourism Village is more a tourist attraction compared to the completeness of tourist facilities. Improved destination image does not affect the decision of visiting tourists to the tourist village Rantih. This is due to Rantih Village is still relatively new to tourists so it has not had a strong impression. But for word of mouth variable shows a significant influence. This means that word of mouth as a friend recommendation becomes an important consideration that influences the decision of tourists to visit Rantih tourism village.

Keywords: *Tourism product, Destination Image, Word of Mouth, Visiting decision, Rantih Tourism Village,*

What is The Perception of Halal Food According to Food Vendors and Consumers?

Woro Priatini
Tourism Department
Universitas Pendidikan
Indonesia
Bandung Indonesia
woro.priatini@upi.edu
Habibatun Rachmah

Student of Tourism
Department
Universitas Pendidikan
Indonesia
Bandung Indonesia

Nurul Fitria

Student of Tourism
Department
Universitas Pendidikan
Indonesia
Bandung Indonesia

Abstract—Indonesia has 237.64 million population and 88.10% of the total population are Muslim, along with it necessary to understand the concept of halal food and beverage for consumers and food vendors. The purpose of this study was to find out how the perception of halal food according to the food vendors and consumers. In this research the authors used mixed methods and the respondents were 100 consumers or tourists and 100 food and beverage food vendors in the street food culinary area in Bandung and Pangkalpinang. Based on the results of the research, the result showed that perceptions food vendors of halal food and food vendors on halal food can influence the attitudes and behavior of producer respondents. While consumer perceptions of halal food in Bandung and Pangkalpinang, these results are impressive. Then it can be concluded that consumer respondents' perception of halal food is an impressive perception that the perception is very influential in determining the attitudes and behavior of consumer respondents.

Keywords—*Perception, Halal, Food, Bandung, and Pangkalpinang.*

The Influence of Airport Service Quality Toward Passenger Satisfaction

Fadjri Noor Ardiansyah
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
fajri.nur.ardiansyah@gmail.com

Yeni Yuniawati
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
yeni@upi.edu

Oce Ridwanudin
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
oceridwanudin@upi.edu

Abstract—Passenger satisfaction is an important goal of an airport to provide services in an airport. Passenger satisfaction arises when an airport can provide facilities provided more than passenger expectations. On this research, the independent variable (X) used is Airport Service Quality consisting of Servicescape, Service Personal, and Services. The dependent variable (Y) is Passenger Satisfaction. The types of research used is descriptive verification, and the method used is explanatory survey and cross sectional approach with saturation sampling technique, therefore the minimum sample size is as many as 100 passengers at Soekarno Hatta International Airport. Techniques of data analysis and hypothesis testing used multiple linear regression. The results showed that Airport Service Quality consisting of Servicescape, Personal Service, and Services had a significant influence on Passenger Satisfaction.

Keywords—*Airport Service Quality; Passenger Satisfaction; Soekarno Hatta International Airport.*

The Impact of Nature Experience Towards Revisit Intention

Okta Hariansyah
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
okta.hariansyah@gmail.com

Yeni Yuniawati
Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
yeni@upi.edu

Manajemen Pemasaran
Pariwisata
Universitas Pendidikan
Indonesia
Bandung, Indonesia
oceridwanudin@gmail.com

Oce Ridwanudin

Abstract—This study aims to find out the impact of nature experience on revisit intention at Mount Ciremai National Park. The independent variable (X) of this study was nature experience, concerning about educational, escape and aesthetic dimensions. Meanwhile, the dependent variable (Y) of this study was revisit intention. The approach used was quantitative. The technique of collecting data was distributing questionnaires to respondents. The population of the study was 200 tourists of Mount Ciremai National Park. The technique of analyzing data was multiple regression using IBM SPSS 23.0. As a whole, the results show that there was a significant contribution of independent variable (nature experience) to dependent variable (revisit intention). However, it is found that only one sub dimension of nature experience (X) which contributed to revisit intention (Y).

Keywords—*Nature Experience, Revisit Intention, National Park*

Stress Difference Analysis Based on Gender and Age at Surabaya Formal Restaurants

Aniela A, W & Endo W, K
Hotel Management
Program
Universitas Kristen Petra
Surabaya, Indonesia
aniela_alda@yahoo.com

Jennifer Wirayang
Hotel Management
Program, Petra
Universitas Kristen Petra
Surabaya, Indonesia
jenniferwirayang@live.co
m

Yoel Wibowo
Hotel Management
Program, Petra
Universitas Kristen Petra
Surabaya, Indonesia
yoel.wibowo@petra.ac.id

Abstract—Stress difference analysis based on gender and age at Surabaya formal restaurants. Stress in the workplace has become a major problem for employees and company. From the previous studies, there are several inconsistent research results. This study is an empirical verification aimed to analyze the stress differences on the gender and age of the employees in restaurant industry. This study utilizes a quantitative method with 200 respondents consisting of employees from 7 formal restaurants in Surabaya. The data analysis technique is independent sample t-test to examine gender differences, and also one-way ANOVA to test age differences. This research reveals that there is no significant stress difference between men and women. Nevertheless, there are some differences about stress experienced by employees based on the specific age range.

Keywords—Stress, Gender, Age, Restaurant

Implementation Model of Sustainable Tourism In Taman Wisata Alam Pantai Carita Pandeglang Banten

Yohanes Sulistyadi
Sekolah Tinggi Pariwisata Sahid
Jakarta, Indonesia
yohanessulistyadi@yahoo.com,

Fauziah Eddyono & Derinta Entas
Sekolah Tinggi Pariwisata Sahid
Jakarta, Indonesia
fauziaheddyono@yahoo.co.id,
derinta.derinta@gmail.com

Abstract—The strategic location of *Taman Wisata Alam Pantai Carita* is not far from the capital city of Jakarta and easy to access by public transportation, it takes two hours from Jakarta. Strategic location is supported by its natural tourism potential to be an attraction for tourists. The high level of domestic tourist visit is dominated by DKI Jakarta, West Java, and parts of Central Java (Disbudpar Banten Province, 2016). Tourism development in this region is focused on economic aspects. It has an impact on the exploitation of natural resources, human resources and local culture. Empirical facts show that the dimensions of sustainable tourism are in a weaknesses position. Fundamental weaknesses in this region are (1) Destination Management Organization (DMO) has not been applied; (2) the absence of concepts and efforts to conserve nature and culture carried out by stakeholders; (3) there isn't carrying capacity; (4) there aren't educational efforts and training in the principles of sustainable tourism; (5) there isn't promotion and campaign for sustainable tourism and; (6) there isn't monitoring and evaluation program. This research used of descriptive qualitative method. This research aims to design a governance system to develop sustainable tourism principles at the *Taman Wisata Alam Pantai Carita*. The condition of tourism provides of benefits to local society in the economic sector, environmental and cultural conservation and provides positive social values for stakeholders.

Keywords—*Model of Sustainable Tourism, Carrying Capacity, Destination Management Organization (DMO).*

Mitigation Risk Based On ISO 31000:2009 On The Optimization Model for Developing Spiritual Tourism Destinations

Yuviani Kusumawardhani
Sekolah Tinggi Pariwisata Bogor
Bogor, Indonesia
kusumawardhaniyuvi@gmail.com

Abstract—The number of foreign tourists visiting Indonesia from year to year is increasing. Tourism development needs to be done in order to attract more tourists. Spiritual tourism has recently become a new trend in the tourism industry. Spiritual tourism highly values local culture, loves nature and the environment, and tourists who come also are taught to get to know local culture. Parahyangan Agung Jagatkartta Temple located at the foot of Mount Salak has the potential to be a spiritual tourist attraction because of its natural beauty. However, it is necessary to develop tourism so that this temple has comparative advantages. In the optimization model of developing spiritual tourism destinations, there are many risks that will be faced by the developer. Risk management can be a solution to reduce the possibility of damage or risk. This study aims to find out what risk mitigation based on ISO 31000: 2009 on the optimization model for developing spiritual tourism destination. The target of this research is risk mitigation based on ISO 31000 : 2009 can help optimization model to maximize its performance in the implementation process by minimizing the risks that occur. Existing constraints or risks can be overcome quickly by empowering the community and using effective local technology effectively and efficiently.

Keyword : Risk, Mitigation Risk, Tourism Risk, Iso 31000, Optimization Model

Sharing Economy and Tourism: The Intention to Use e-Ride Hailing Transportation System for Tourism

Heri Puspito Diyah Setiyorini
Manajemen Pemasaran Pariwisata
Universitas Pendidikan Indonesia
Bandung, Indonesia
hp_diyah@upi.edu

Abstract—The e-ride hailing system transportation is a part of sharing economy activities, where community could participate in giving services for customers through on-line application platforms. The system, such as Go-Jek, Grab, Uber, has shifted the people' mobility behavior. However, there are only limited numbers of research that study the impact on this system to tourism development. Therefore, this study aims to understand the tendency of people in using the system for tourism. The study used two-stage research method. There were 310 respondents who participated in the survey. However, only 241 were valid for further analysis. At the first stage, factor analysis was applied to classify the people behavior in using this system. Hence, there were four dimensions that could describe the behavior. The dimensions are apps-interaction behavior, perceived quality, satisfaction, and behavior intention in using the apps for tourism. The second stage was calculating each dimension with regression analysis to understand the relationship. The result showed that the apps-interaction behavior and satisfaction had a significant influence to the behavior intention in using the apps for tourism. This study has an implication for developing theory for the technology acceptance model for tourism within the sharing economy context of the society.

Keywords — *E-Ride Hailing System, Apps-Interaction Behavior, Perceived Quality, Satisfaction, And Behavior Intention, Tourism*

The Perception, Motivation and Preference Analysis of Culinary Tourism “Laksa Tangerang” Amongst Potential Consumer and Eksiting Consumer

Dhian Tyas Untari
Fakultas Ilmu Pendidikan Pengetahuan
Sosial
Universitas Indraprasta PGRI
Jakarta, Indonesia
tyas_un@yahoo.co.id

Budi Satria
Fakultas Teknologi, Matematika, Ilmu
Pengetahuan Alam
Universitas Indraprasta PGRI
Jakarta, Indonesia

Abstract— The aim of this research are; a) mapping the public perception, b) mapping the community's preference towards Laksa Tangerang. Primary data obtained from the questionnaire that Tangerang community as potential travelers cosumer and culinary laksa as existing customer. Respondents were divided into two groups, namely potential and existing costumer. Each group of respondents as many as 100 people. Aspects of the research include product, promotion, distribution, pricing and service. Dimantional Analysis (DIAN) method used in this study. The result of the research, it can be seen that the sixth aspect of the study is considered important by consumers, only the cleanliness factor of Laksa Tangerang Central Culinary deemed to be lacking and to see culinary products are still considered less attractive by society in general, although there are differences in the existing consumers. So it appears the GAP perception and preference, between potential customers and existing customers. To maintain the continuity of Laksa Tangerang, the cleanliness of Laksa Tangerang Central Culinary and Laksa Tangerang (as a product) display needs to be improved.

Keywords—*Laksa, Dimention Analysis (DIAN), Tangerang*

Active Research Directions for Studying Repeat Tourist Behaviour

Manisha Agarwal
College of Business, Law and Governance
James Cook University
Townsville, Australia
manisha.agarwal@jcu.edu.au

Abstract—Repeat tourism has drawn mounting interest among researchers recently. Various aspects of repeat tourism have been studied addressing key issues such as definition, methodology and underlying mechanism. The current article aims to highlight the discrepancies found in the research via a review of existing literature and specifically emphasizes the active research directions for studying the repeat tourist behaviour. The main findings of the review are discussed with theoretical and practical implications.

Keywords—*Repeat tourism; multiple visits, destination loyalty*

Literation Village as a Social Capital in Tourism to Realize Literated Cultural Communities

Neiny Ratmaningsih
Pendidikan Ilmu
Pengetahuan Sosial
Universitas Pendidikan
Indonesia
Bandung, Indonesia
neiny@upi.edu

Aim Abdulkarim
Pendidikan Ilmu
Pengetahuan Sosial
Universitas Pendidikan
Indonesia
Bandung, Indonesia
aim.abdulkarim@upi.edu

Diana Noor Anggraini
Pendidikan
Kewarganegaraan
Universitas Pendidikan
Indonesia
Bandung, Indonesia

Abstract—Background of this research was the low level of quality of social capital, concerns about the state of education in Indonesia, and the very low level of interest in reading. The results of the 2015 Central Bureau of Statistics census which was the first year of the 2015-2019 National Medium-Term Development Plan, there were only 5,984,075 people illiterate in Indonesia or 3.70%. From these problems it is necessary to develop social capital through collaboration between the community and the government in realizing a cultured literacy villages. The research approach uses a qualitative and quantitative approach (mixed method), while the method used is an naturalistic inquiry and correlational method. Research location in Cimenyan village, Bandung District, Indonesia. The results showed that: 1) The forms of literacy village programs included those related to language literacy, numeracy literacy, scientific literacy, ICT literacy, financial literacy, and citizenship cultural literacy; 2) the public response to the extension literacy village program was 49.18%, indicating that it was good enough and the public perception of the civilization of the literate amounting to 67.97 showed that it was very good; 3) Constraints faced in developing literacy villages are limited time and facilities that are not sufficient.

Keywords : *Social Capital in Tourism, Culturally Literate Society, Literation Villages, and Interest in Read*

