

PROGRAM BOOK

THE THIRD INTERNATIONAL CONFERENCE ON TOURISM AND ENTREPRENEURSHIP

Podomoro University, Indonesia, 15-16 December 2021



*“Promoting Innovation as a Survival Strategy for
Tourism Business and Development in
Covid-19 Pandemic”*



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THE THIRD INTERNATIONAL CONFERENCE ON TOURISM AND ENTREPRENEURSHIP (ICTE) 2021

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“Promoting Innovation as a Survival Strategy for
Tourism Business and Development in
Covid-19 Pandemic”

The Organizer:
Podomoro University

Supported by:
Goodwood Conferences

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WELCOMING SPEECH FROM RECTOR OF PODOMORO UNIVERSITY



Bacelius Ruru

President Director of Agung Podomoro Land - Rector of Podomoro University

Assalamualaikum warahmatullahi wabarakatuh, salam sejahtera untuk kita semua, Om Swastyastu, Namu Buddhaya, salam kebajikan.

Ladies and Gentlemen, Please allow me to express my gratitude to God Almighty for His blessings so that it possible for us to gather today in a perfect condition. I am also honored to welcome the keynote speakers: Dr Laura Lesar from Flinders University, South Australia; Prof.Dr.Mohammad Kamal Mostafa Battour from University of Sharjah, UAE; Ms. Charlotte Esnou as Cultural Attaché at the French Embassy; and Ms. Diana Permana as the Trade Commissioner of New Zealand Trade & Enterprise.

Distinguished guests and participants of The 3rd INTERNATIONAL CONFERENCE ON TOURISM AND ENTREPRENEURSHIP (ICTE) with the topic of “Promoting Innovation as a Survival Strategy for Tourism Business and Development in Covid-19 Pandemic.”

Podomoro University is pleased to host this conference in collaboration with Goodwood Conferences and really appreciate our honorable co-host: Universiti Kuala Lumpur, Universitas Negeri Jakarta, Universitas Nusa Cendara, Universitas Baturaja and UBP Karawang. As the third series, ICTE will again bring an excellent forum for any researchers around the world to collaborate and share their fresh findings and ideas aiming at accelerating the development of Tourism. In accordance with the tagline of Podomoro University, where future entrepreneur begins, we develop industry driven curriculum framework and teaching methodology through work-based learning. This international conference, held by the Faculty of Tourismpreneur is one of our efforts to expose the stake holders of the University to an International environment, which align to the Vision and Mission of our university. Aside from that, this year conference is held to expand our Hotel Business Program which focus on the developing and educating the students in terms of knowledge, skill as well as the spirit of entrepreneurship, without forgetting the root of Indonesian Culture with International Quality.

Lastly, thank you for being here, and enjoy the conference!

Wassalamu’alaikum Warahmatullahi Wabarakatuh, salam sejahtera, Om Shanti Shanti Shanti Om, Namu Buddhaya. Semoga semua hidup berbahagia

Bacelius Ruru, SH, LL.M.

Rector of Podomoro University, Jakarta-Indonesia

SPEECH FROM RECTOR OF BATURAJA UNIVERSITY



We warmly welcome the Podomoro University Conference on 15-16 December 2021 with the great topic “Promoting Innovation as A Survival Strategy for Tourism Business and Development in Covid 19 Pandemic”. On this occasion, allow me to express my gratitude to all the committee, especially the Chancellor of Podomoro University Bacelius Ruru, S.H., LL.M and the Dean of the Faculty of Tourismpreneur Mrs. Dea Prasetyawati, S.ST, Par., M.M.

With great pride and appreciation to the Podomoro group, on behalf of the Chancellor of Baturaja University, I thank you very much for being invited to participate in the International ICTE 3 Conference, hopefully this collaboration can continue in the future.

Ir. Hj. Lindawati, M.T

Rector of Baturaja University

**SPEECH FROM DEAN OF ECONOMIC AND BUSINESS FACULTY
UNIVERSITAS NUSA CENDANA**



Assalamualaikum warahmatullahi wabarakatuh, salam sejahtera, Om Swastyastu, Namu Buddhaya, salam kebajikan, Shalom.

1. Honorable Rector of Universitas Podomoro, Mr. Bacellius Ruru, SH.,LL.M;
2. Honorable Keynote Speakers: Dr Laura Lesar, Ms. Charlotte Esnou, Prof. Mohamed Bottur and Ms Diana Permana;
3. Honorable organizing committee of Third (3rd) International Conference on Tourism and Entrepreneurship (ICTE);
4. All distinguished presenters, participants, ladies and gentleman

First of all, let us thank and praise to the Almighty God for all His blessings and mercies that have made us possible to meet in Universitas Podomoro through The 3rd International Conference Tourism and Entrepreneurship 2021 with the theme is “Promoting Innovation As A Survival Strategy For Tourism Business And Development In Covid 19 Pandemic”. Although, it is held virtually, I believe that this is not discourage our motivation and enthusiasm to participate in and to make this event success. The theme of today’s conference is very interesting and has a spirit for us both as academics or practitioners in the economic field to play an active role in creating innovation strategies to increase the Indonesian tourism business sector especially during this global covid-19 pandemic situation. As we know that Covid-19 has impacted significantly to our economy especially for tourism sector.

On behalf of Universitas Nusa Cendana leaders, let me extend my sincere gratitude to the organizing committee, who trusted us, The Faculty of Economic and Business of Universitas Nusa Cendana to work together as a Co-Host. This such a great opportunity and we are very proud and excited to be part of this event and we committed to synergize and to cooperate with Universitas Podomoro and other related parties to make this event success. To all distinguished presenters and participants, I would like to welcome you all and thank you very much for sharing and presenting your valuable knowledge in this event.

Ladies and Gentleman, lastly, I would also like to express my gratitude to the organizing committee, than you for your effort and hard work in managing this event very well. To end my speech, please allow me to wish you all a successful and enjoyable conference, God be with us all.

Christien C. Foenay, ST,SE, M.Si

**Dean of Economic and Business Faculty,
Universitas Nusa Cendana**

SPEAKERS

Dr Laura Lesar



Flinders University, South Australia-College of Business, Government and Law

Talking Points:

- Presenting about article: A diffusion perspective on the discontinuance of sustainable tourism quality control tools
- Personal point of view about the article connected to research in pandemic era

Assoc. Prof. Mohamed Battour



University of Sharjah, UAE

Talking Points:

- Innovation of Islamic Marketing and Halal Tourism facing the pandemic
- Personal point of view of Destination Marketing during Pandemic

Charlotte Esnou



Cultural Attaché at the French Embassy

Talking Points:

- Presenting about Le Tourisme en France et Post Pandemie

Diana Permana



Trade Commissioner, New Zealand Trade & Enterprise

Talking Points:

- Presenting about Innovation and Collaboration of Business related to Tourism & its product (Study Case : New Zealand & Indonesia)
- Personal point of view about the business collaboration in tourism and entrepreneurship during pandemic

RUNDOWN

Join Zoom Meeting Day 1

Time: Dec 15, 2021 10:00 AM Jakarta Time/Western Indonesian Time (WIB), UTC +7

<https://zoom.us/j/91824538902?pwd=SzN2TDEyTlJFYStGbjBHWXZiYlMwdz09>

Topic : ICTE Day 1
Meeting ID : 918 2453 8902
Passcode : ICTE

Join Zoom Meeting Day 1

Time: Dec 16, 2021 10:00 AM Jakarta Time/Western Indonesian Time (WIB), UTC +7

<https://zoom.us/j/91875369195?pwd=azE1TkhhcGJ6b2NMWUcyQ0x1RWV6dz09>

Topic : ICTE Day 2
Meeting ID : 918 7536 9195
Passcode : ICTE

Day 1 15 December 2021		Day 2 16 December 2021	
10:00 - 10:05	Opening	10:00 - 10:05	Opening
10:05 - 10:15	Speech by Rector	10:05 - 10:15	Speech by Dean
10:15 - 10:30	Keynote speech by Founder	10:15 - 10:30	Story telling Merapi
10:30 - 11:30	Speaker 1 : Dr Laura Lesar	10:30 - 11:30	Speaker 1 : Prof.Dr.Mohammad Kamal Mostafa Battour
11:30 - 12:30	Speaker 2 : Charlotte Esnou	11:30 - 12:30	Speaker 2 : Diana Permana
Paper Presentation		Paper Presentation	
14:00 - 17:00	5 Breakout room @ 15 minutes/presenter	14:00 - 17:00	5 Breakout room @ 15 minutes/presenter

PARTICIPANTS & PRESENTER GUIDE

1. All Participants and Presenters are required to take part in the entire series of The 3rd ICTE activities according to the rundown listed in the program book.
2. All Participants and Presenters must be present at Zoom 5 minutes before the activity starts.
3. All participants and presenters are required to rename their zoom account according to the following provisions.
 - Participant account name format: ICTE3_Complete Name
 - Presenter name format: PresenterICTE3_Complete Name (Please check your session and breakout zoom room in the presentation schedule listed in the program book)
4. Use the virtual background that has been provided by the committee.
5. Participants and presenters are required to fill in the attendance list on the link that has been distributed in the middle of the seminar. Make sure to fill in the attendance list correctly because it will be used for certificate.
6. Presentation Terms (only for presenters):
 - In parallel sessions, presenters are required to follow directions from the Chair Session Chief in breakout room.
 - When the parallel session starts, participants can independently enter the breakout room according to the predetermined presentation schedule.
 - During a presentation, the presenter shares the screen independently, the Chair Session Chief will assign the presenter as co-host.
 - Each presenter is given a maximum of 20 minutes of presentation time which includes discussion and questions and answers. If you pass the set time limit, your presentation will be stopped by the Chair Session Chief and continue to the next presentation.
7. Information on certificates and publications will be shared after the conference done by emails.

CHAIRSESSION

DAY 1

15 December 2021

Room 1

Chairsession Chief : Anwar Basalamah

No	Name of Presenter	Title of Paper	Affiliation	Country	Code
1	Isdarmanto	Innovation Strategy of Potential Glagah Beach as Leading Marine Ecotourism Development of Kulon Progo Regency in Post Covid-19	STP. Stipram Yogyakarta	Indonesia	2
2	Ni Nyoman Sri Astuti	Empowering Subak through Determining Strategy of Pinge Tourist Village Resilience During the New Normal Era of Covid-19 Pandemic	Politeknik Negeri Bali	Indonesia	27
3	Helma Malini	Small and Medium Enterprises Halal Literacy Measurement during Covid-19 Pandemic	Universitas Tanjungpura	Indonesia	31
4	Md. Anwar Hossain Bhuiyan	The Covid-19 Pandemic and Sustainable Tourism Development	National University Bangladesh	Bangladesh	10
5	Farah Levyta	Investigating the MSMEs Bussiness Owners Intention to Use Cloud Kitchen during Covid-19 Pandemic	Binus University	Indonesia	19
6	Sri Fajar Ayuningsih	Gastronomic Tourism Experiences: Chinese-Betawinese Peranakan Cuisine in Pasar Lama Tangerang	Podomoro University	Indonesia	56
7	Cahyadi Pakeh	New Employee Orientation Training at the Langham Jakarta during Covid-19 Restriction	Podomoro University	Indonesia	36
8	A.A. Manik Pratiwi	The Role of Entrepreneurship Training Program for Laid -off Tourism Workers during the Covid-19 Pandemic	Tourism Faculty, Udayana University	Indonesia	40
9	I Made Bayu Wisnawa	Development of E-marketing Based on Tourist Brand Loyalty Model in the Bali Tourism Industry in the New Normal Era	Universitas Triatma Mulya	Indonesia	73

Room 2

Chairsession Chief : Felix Oktarianto

No	Name of Presenter	Title of Paper	Affiliation	Country	Code
1	Mariae Khrisna Arreza	Users' Experience on Airline Chatbots in the Philippines	Cebu Normal University	Philippines	66
2	Nabila Thyra Janitra	Voluntourism as an Effort to Realize Sustainable Tourism to Reduce Waste in the Ocean	University of Darussalam Gontor	Indonesia	61
3	Chukwurah, G.O.	Preservation of Environmental Historic and Cultural Heritage in Delta State, Nigeria	University of Nigeria	Nigeria	76
4	Sharina Osman	Measuring Factors Contributing Destination Quality of Rural Tourism	Universiti Kuala Lumpur Business School	Malaysia	78
5	Asep Syaiful Bahri	Tourism Village Criteria: The Implementation In Batulayang Tourism Village, Bogor, Jawa Barat	Podomoro University	Indonesia	20
6	Clarce Sarliana Maak	Development of an Integrated Green Tourism Model In Meeting the Interests of Stakeholders on Mainland Timor	Universitas Nusa Cendana	Indonesia	83
7	Nam Trung Nguyen	Tourism after Covid Pandemic	People's Police's University, Faculty of Economic	Vietnam	84
8	Lila Muliani	Implementation of Community-Based Tourism to Develop Tourist Attractions: A Case Study in Pujon Kidul Tourism Village	Institut Ilmu Sosial dan Manajemen Stiami	Indonesia	58

Room 3

Chairsession Chief : Stefanus Angga

No	Name of Presenter	Title of Paper	Affiliation	Country	Code
1	Marianus Saldanha Neno	Strategic Analysis of Increasing the Income of Mobile Street Traders (PKL) In Belu Regency, East Nusa Tenggara Province, Indonesia	Universitas Nusa Cendana	Indonesia	85
2	Dian Sudiantini	Impact of Management Information System Quality and Strategic Risk Management on Performance Management Mediated by Good Corporate Governance at Chief of Village	Univ Bhayangkara Jakarta Raya Bekasi	Indonesia	86
3	Irna Ratnasari	The Influence of Credit and Non Performing Loans on the Profitability of The Banks Listed on the Indonesia Stock Exchange for the 2015-2019 Period	Universitas Buana Perjuangan Karawang	Indonesia	87
4	Gracelle Angel Maria Patty	Percieved Organizational Support, Job Satisfaction, and Organizational Commitment to Turnover Intentions in Generation Y Employees	University of Nusa Cendana	Indonesia	81

		(Millennials). Study at PT. Surya Bahtara Mahkota Kupang.			
5	Yanti	The Effect of Understanding Taxpayer Accounting, Tax Rates, Application of Self Assessment System, and Taxpayer Honesty on MSME Taxpayer Compliance at KPP Pratama Karawang Utara 2016-2019 Period	Univesity Buana Perjuangan Karawang	Indonesia	71
6	Dirvi Surya Abbas	Pandemic Covid-19's Impact on the Financial Conditions and Performance of Public Companies in The Property Sector	University of Muhammadiyah Tangerang	Indonesia	65
7	Yuvita Saputri	Spiritual Leadership Influence On Employee Performance On Bank Syariah Indonesia In Kupang City	Universitas Nusa Cendana Kota Kupang	Indonesia	47
8	Uus Mohammad Darul Fadli	Factor Analysis and Formation Process of Human Capital Lecturers	Universitas Buana Perjuangan Karawang	Indonesia	34
9	Karmawan	Implementation of Village Fund Management for Covid-19 Handling in Pemali District Bangka Regency.	Faculty of Economic University Bangka Belitung	Indonesia	4

Room 4

Chairsession Chief : Herry Windawaty

No	Name of Presenter	Title of Paper	Affiliation	Country	Code
1	Bernard Musyck	"Pamir Highway": New Challenges in Mountain Tourism in The Pamir Region, Tajikistan	University of Central Asia	Kirgiztan	3
2	Ahmad Nazrin Aris Bin Anuar	Visitor Satisfaction Towards the Theme Park Experience: Using Marketing Mix Approach	Universiti Teknologi Mara	Malaysia	8
3	Yuliawan Kasmahidayat	Collaboration Strategy In The Development and Inheritance of Archipelago's Arts	Universitas Pendidikan Indonesia	Indonesia	9
4	Ika Berliani Lase	Chse-Based Tourism Development Strategy in Maimun Palace	Medan Tourism Polytechnic	Indonesia	12
5	Anggita Damanik	The Effect of Attraction and Accessibility on Interest to Visit the Maimoon Palace Tourism Object	Politeknik Pariwisata Medan	Indonesia	14
6	Sawarisa Suam	Cave Tourism in the Abode of Clouds: Meghalaya	Assam Royal Global University	India	15
7	Rizki Amelia	Analysis of Elements of Culture Tourism Destinations In The China Benteng Region In Tangerang City	Podomoro University	Indonesia	25
8	Dasril Indra	Tourism Village Development Strategy In Subang District	Sekolah Tinggi Pariwisata Bandung	Indonesia	16

9	Liyushiana	E-Review: Danau Toba as a New Bali from Tourists' Perspective	Politeknik Pariwisata Medan	Indonesia	17
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Room 5

Chairsession Chief : Junaedi Abbas

No	Name of Presenter	Title of Paper	Affiliation	Country	Code
1	Juju Masunah	Building Arts Entrepreneur Motivation through the Production of Shadow Puppet Performances for Education	Universitas Pendidikan Indonesia	Indonesia	45
2	Siska Maya	Exploring Micro, Small and Medium Enterprises (UMKM) as a Cultural Heritage Based on Resource-based Theory	Universitas Indraprasta PGRI Jakarta	Indonesia	59
3	Abhishek Rajeshkumar Mehta	A Model of Entrepreneurship Education for Computer Science and Computer Engineering Students	Parul Institute of Engineering and Technology, MCA, Parul University	India	67
4	Abhishek Rajeshkumar Mehta	Approaches to Incorporating IT Entrepreneurship into the Information Systems Curriculum	Parul Institute of Engineering and Technology, MCA, Parul University	India	68
5	Rancati Elisa	How traveller will perceive the absence of human contact in tourism accomodations? An Exploratory Study	University of Milan-Bicocca	Italy	42
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ABSTRACT

**THE SLOGAN LANGUAGE "*HEBAT PONOROGO*" AS IDENTITY AND CITY
BRANDING IN *PONOROGO* TOURISM PROMOTION**

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Abstract

Slogan language is an interesting part of advertising. The government of Ponorogo has the slogan "*Ponorogo Hebat*" which is the identity and city branding as an effort to promote the city of Ponorogo, one of which is through tourism. Therefore, it is necessary to know how the city branding strategy is carried out by the Ponorogo government. This study uses a qualitative descriptive approach. This research took place in Ponorogo Regency, precisely at the location that became the object of branding. Data analysis using triangulation. The results of this study can be concluded that the implementation of the city branding "*Ponorogo Hebat*" is very appropriate based on the analysis of place, objectives, popularity and goals in developing tourism aspects such as branding on Hos Cokroaminoto street, Bendo Dam, and the mural festival. The city branding becomes an identity because it is a monument that has a long enough duration and has a significant impact on tourism development in Ponorogo

Keywords: *Language, City Branding, Tourism, Ponorogo*

INNOVATION STRATEGY OF POTENTIAL GLAGAH BEACH AS LEADING MARINE ECOTOURISM DEVELOPMENT IN KULON PROGO REGENCY

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Abstract

Glagah Beach as one of the most potential beaches has to be developed as marine ecotourism, because it has the uniqueness and charm of the advantages of the southern sea coast. the only one has a sea lagoon that is separated from the sea and the presence of a breakwater, so that big waves do not reach land. The research method uses qualitative research by collecting data in form of observations, interviews, documents, and data sources from information media. This study results aims to understand the empirical conditions of the Glagah beach area to be developed as marine tourism ecotourism according to the potential for coastal tourism as well as geographical and strategic aspects close to YIA international airport. Limitation as Glagah Beach has a natural tourist attraction and special features of sea lagoon did not find in other beaches of Yogyakarta. So, it useful for the development of ecomarine tourism in Kulon Progo Regency. But any way, that needs be maintained and managed more effectively by the role of Penta helix in post-covid-19 pandemic to become one of superior attractive marine tourism objects in Kulon Progo Yogyakarta.

Keywords: *Glagah Beach. Sea lagoon, Breakwater*

BEYOND THE “PAMIR HIGHWAY”: NEW CHALLENGES IN MOUNTAIN TOURISM IN THE PAMIR REGION, TAJIKISTAN

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Abstract

The Pamir mountain range is located in the Gorno-Badakhshan Autonomous Region (GBAO) which occupies the entire eastern part of Tajikistan. The region counts some of the highest peaks and glaciers of Central Asia and is renowned for the so-called “Pamir highway” which is the main supply route for the GBAO region but also a major tourist attraction for foreign tourists. The road which is unpaved in some areas stretches over a distance of about 1300km between Dushanbe (Tajikistan) and Osh (Kyrgyzstan) and reaches altitudes above 4000 meters, attracts various kinds of adventure tourists using off-road vehicles, motorcycles, bicycles or travelling by foot. Whilst this is the most prevalent form of tourism in the region, visitors can also enjoy less known tourist activities such as exploring the rich history of ancient trade routes, mountaineering, hunting or relaxing at some of the local hot springs. The region possesses an enormous tourism potential stretching much further than the “Pamir highway” experience, but to this day many of these activities remain underdeveloped and under documented. This paper aims to contribute to the limited literature on mountain tourism in the Pamirs, the objective being to explore academically the expansion of tourism attractions beyond today’s current state of play. In doing so, the paper reviews various forms of tourism activities with a proven relevance to the region’s geographical and cultural assets, offering some insights in the challenges and opportunities that lie ahead. The methodology followed includes the analysis of secondary sources of information and the collection of data on the field through interviews. An expected outcome of our research will be to inform policy makers in the field on how to improve the regulatory framework to better support the various new and different tourist activities that could gradually emerge in the region to enrich the already existing “Pamir highway” experience.

IMPLEMENTATION OF VILLAGE FUND MANAGEMENT FOR COVID-19 HANDLING IN PEMALI DISTRICT BANGKA REGENCY

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Abstract

This study uses a qualitative methodological approach specifically examines the practice of managing Village Funds used for handling the COVID-19 pandemic. This paper examines the practice of managing Village Funds, especially in making changes to the Village Budget for activities to handle the COVID-19 pandemic and social safety nets in the village. This research is useful in providing an overview of the practice of managing Village Funds for handling the COVID-19 pandemic, especially at the beginning of the case and this research is also expected to provide views and insights on the factors that influence the accountability of village fund management. As well as as reference material for further research, especially in fields related to refocusing village fund management during the Covid-19 period. The research emphasizes the need for the Village Government in Pemali District to be able to provide understanding to the community regarding the use of Village Funds not intended as all Direct Cash Assistance (BLT). From the results of this study, it is hoped that it can provide benefits for various parties. This research is useful in providing an overview of the practice of managing Village Funds for handling the COVID-19 pandemic, especially at the beginning of the case and this research is also expected to provide views and insights about the factors that influence on village fund management accountability. As well as reference material for further research, especially in fields related to refocusing on village fund management during the Covid-19 period.

Keywords: *Implementation, Village Fund Management, COVID-19.*

MANAGERIAL INNOVATION: HOW TO IMPLEMENT INNOVATIVE MANAGEMENT PRACTICES

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Abstract

When discussing innovation, we come across various concepts, one of which is Alter's (2015), who describes innovation as a mechanism that turns a discovery, whether it includes a strategy, a substance, or a social report design, into new practices.

When we talk about managerial innovation, which can be described as a substantial deviation from conventional management concepts, procedures, and methods, or a departure from the traditional models of management that have been used in the past (Hamel, 2006).

Managerial innovation is viewed as advancement in management practices and greatly interests businesses who want to abandon the traditional ways of doing things and start using alternative methods that value the well-being of their workers while still improving their efficiency.

(Hamel, 2007) defines the managerial innovation as: 'it is all that changes how the tasks or the traditional structures are managed in order to better achieve its objectives.

Continuing with innovative approaches that respect and improve employee well-being, we may provide some examples of processes for managerial creativity, such as Design Thinking, which is an innovation process focused on usage observation and prototyping (Brown, 2007).

The method aids in the teaching of novel problem-solving techniques to individuals. Another example is: Hackathon is a technology project with a set completion date and time. They normally last just 24 hours, but in some situations, programmers, designers, and project managers will work together for up to a week to develop a new product or service.

A learning network is a 'a-hierarchical interaction to deal with a topic that causes active involvement. The learning network provides an incentive for individuals to build collective intelligence by placing them in contexts of collective thought and intervention (Autissier et al., 2016), for example.

What really is managerial innovation? Is this a novel technique? How can we take advantage of it?

Keywords: *Management; Direction; Innovation; Managerial innovation*

SUSTAINABLE ECO-TOURISM DEVELOPMENT STRATEGY AS TOURISM ALTERNATIVE DURING COVID 19 PANDEMIC IN POSONG TOURISM AREA

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Abstract

Purpose: Posong is tourist destination needs to be built, developed, and perfected. Therefore we need right way to develop Posong area into leading and attractive destination for tourists. Attraction characteristic of Posong's natural attractions is view sunrise and display of seven mountain peaks. Spread plantation land does not forget to be allure Posong's natural tourist destination. However, this potential has not been managed optimally, such as lack of adequate facilities, less intensive promotions, and accessibility problems in form roads are still steep and rocky. In addition, during this pandemic, natural tourism in Posong experienced decrease in number tourists, which affected local economy. Therefore we need the right strategy to make Posong a sustainable tourism.

Research Methodology: Qualitative with explorative. Data collection by observation and documentation.

Results: Strategies used to develop Posong tourist destinations which include application of sustainable tourism principles, ecotourism development, accessibility and amenity development, Human Resources Development local communities, formation of Posong tourism area managers. Aspects of attractions, environment and visitors is good and ready to deal with revenge tourism during pandemic by paying attention to strict health protocols. Sustainable development has a comprehensive, integrated and human oriented approach.

Limitations: Observation during covid 19 pandemic that Large Scale Social Restrictions.

Contribution: Posong tourism area, Temanggung Regency, Central Java.

Keywords: *eco-tourism, tourism strategy, sustainable tourism , tourism alternative*

VISITOR SATISFACTION TOWARDS THE THEME PARK EXPERIENCE: USING MARKETING MIX APPROACH

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Abstract

Purpose: The theme park in Malaysia has been selected as the prior destination among the residents, visitors, and tourists. It is one of the famous attraction sites for leisure, recreational, entertainment, and enjoyable activities besides providing visitors experience at the destination. The purpose of this study is to explore the visitor satisfaction towards the theme park experience using the marketing mix approach.

Research Methodology: This study used quantitative descriptive analysis by tabulating the frequency responses of respondents at I-City Shah Alam theme park.

Results: Based on the findings show the positive result regarding the visitor satisfaction towards the theme park experience using the marketing mix (promotion, product, place, and price).

Limitations: This study was limited to one theme park which covered one state. It is because of the time and financial limitations.

Contribution: This study is useful to the visitor as the main user in a theme park. It will be contributed to the theme park, visitor, and marketing approach.

Keywords: *Experience, Marketing Mix Approach, Theme Park, Satisfaction, Visitor*

COLLABORATION STRATEGY IN THE DEVELOPMENT AND INHERITANCE OF ARCHIPELAGO'S ARTS

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Abstract

The analysis of the collaboration strategy in this article aims to raise the value of repertoire in interactions between groups, communities, nations, religions and countries as an effort to inherit the archipelago's arts and culture, which is developed and becomes a limitation of analysis, especially in the development of anthropology in art education. The scope of interaction as the foundation for the development of socio-cultural values in producing various events: socialization, acculturation, and enculturation. The industrial revolution 4.0 and society 5.0, requires universities to be able to adapt in the face of trend developments. In-depth understanding of how to play a role and what strategies to have in dealing with it. The literature study method on the concept of SDGs in society 5.0 and SWOT analysis is used as a development model to describe the object as; documentation and archiving innovation, capacity building improvement, support capacity, revitalization, institutional strengthening, and facilitation of cultural networking and creative collaboration. The results of the analysis are the formation of a development strategy on a new vision of cultural inheritance, differentiation, education, community values, business networks, and information technology in increasing the productivity of the value of developing the enculturation of Indonesian art culture.

Keywords: *Collaboration Strategy, Enculturation of Archipelago Culture, Education Transformatio*

THE COVID-19 PANDEMIC AND SUSTAINABLE TOURISM DEVELOPMENT

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Abstract

The Corona Virus (COVID-19) pandemic situation has posed significant effect on tourism industry. Tourism destinations have embraced emergency health care measures and restrictions imposed on human movement around the world. Beaches and resorts are empty, peoples' movements are stopped and travelling between territories is strictly controlled. The COVID-19 lockdown around the world has imposed negative impact on the livelihood of people and world economy as well. The present study attempts to find out the scopes for sustainable tourism development in near future from the consequences of social, economic, and environment in COVID-19 pandemic situation.

Keywords: COVID-19; Economic; Environment; Development; Social; Tourism.

CREATIVE PRODUCTS-ENTREPRENEURSHIP (CPE) AND TEACHING FACTORY (TEFA): IS EFFECTIVELY IMPLEMENTED IN HIGHER VOCATIONAL EDUCATION?

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Abstract

Purpose: This study demonstrates the effectiveness of creative products and entrepreneurship learning and teaching factories to prepare for job creators in the Industrial Revolution Era 4.0 and COVID-19 pandemic at Tourism Department, Poiteknik Negeri Bali (PNB).

Methodology: This study was conducted in a descriptive qualitative way using NVivo 11 software to classify and display results in the form of charts, graphs, and models. Data was obtained through in-depth interviews and Focus Group Discussions (FGDs) that were done with the stakeholders involved in the research.

Findings: Results show that creative products and entrepreneurship, and the implementation of teaching factories, did not effectively turn Tourism Department Poiteknik Negeri Bali students into job creators. There were several factors that caused this phenomenon. Time management, instructor abilities, student motivation and funding. Therefore, in order to train excellent and ready-to-use graduates, evaluation is required in planning, development and implementation.

Limitations: Considering the current state of the COVID-19 pandemic the research locations, the authors decided to conduct various online data collection activities. Collection data with in-depth interviews and FGDs carried out with the application online calls such as WhatsApp and online face-to-face with video conferencing application.

Contributions: This development study makes teachers of higher vocational education more self-reliant for students to create creative and innovative products that can be sold and encouraged in the future in an attempt to facilitate research related to entrepreneurial practice. They can be motivated to be creative and competent.

Keywords: *Creative Products, Entrepreneurship, Job Creator; Teaching Factory, Double Disruption*

CHSE-BASED TOURISM DEVELOPMENT STRATEGY IN MAIMUN PALACE

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Abstract

The COVID-19 pandemic that is currently rocking the world has had a major impact on many sectors, including tourism. In the current pandemic, the tourism sector is the most depressed sector; this can be seen from the decline in tourist visits and also the closure of tourist attractions. But the government, especially the Ministry of Tourism, is trying to run tourism again in readiness to deal with post-pandemic tourism by issuing the CHSE (Clean, Health, Safety & Environment) Policy. This study aims to find out about CHSE-based tourism. The research method uses qualitative methods by utilizing SWOT analysis. The result of this study shows that Maimun Palace has a strong determination in implementing CHSE principles, unfortunately Maimun Palace has not yet officially certified as CHSE tourist attraction by government.

Keywords: *Development Strategy, CHSE, Covid19Pandemic, SWOT Analysis.*

MALAY CULTURE CONSERVATION STRATEGY THROUGH MAIMUN PALACE AS TOURIST ATTRACTION

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Abstract

Maimun Palace is the royal palace of Deli and is one of the historical attractions located in Medan city, precisely on Brigadier General Katamso street, Medan Maimun sub-district, this cultural tourism is managed and developed properly by the parties involved in the field. Maimun palace so that the wealth and beauty of historical objects in this object become an attraction for tourists to visit, in addition to historical objects that are an attraction for sustainability at Maimun palace, it is quite optimal but still needs to be considered again by the authorities. The purpose of this study is to answer the question: how is the strategy of preserving Malay culture through the attractiveness of the Maimun palace in Medan city and to examine the promotion actions of the manager and the government towards the Maimun Palace. In this study, the method used is a qualitative method using a SWOT analysis involving the manager and the tourists who visit Maimun Palace.

Keywords: *preservation, culture, strategy, SWOT analysis*

PENGARUH DAYA TARIK DAN AKSESIBILITAS TERHADAP MINAT BERKUNJUNG KEMBALI KE OBJEK WISATA ISTANA MAIMOON

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Abstract

Potential tourism is tourism that has an attraction that can attract people to visit these tourist attractions. The attraction can be in the form of natural conditions around tourist attractions as well as existing infrastructure or accessibility that can provide comfort to visitors so that they feel at home for long in these tourist attractions. While accessibility is the degree of ease achieved by people or parties, to an object, service or environment. The method used in this study is quantitative data collection so that it can be seen how big the percentage of community satisfaction with all aspects of the destinations they visit and will visit again. Based on the results of the study, it is known that tourist attraction and accessibility have a positive relationship direction and have a significant effect either partially or simultaneously on the effect on interest in coming back to visit Maimun Palace.

Keywords: *attractiveness, accessibility, interest in visiting again.*

CAVE TOURISM IN THE ABODE OF CLOUDS: MEGHALAYA

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Abstract

Purpose: This paper outlines the cave tourism resources available in the state of Meghalaya, the potentials to be developed and presents a way forward towards tourism development.

Research Methodology: The research is empirical in nature. Researchers visited the caves and explored tourism opportunities by discussion with the natives and other stakeholders. Literature from various websites and publications have been referred to make the SWOT analysis and conclusions.

Results: Cave tourism is a niche segment of Tourism in Meghalaya. Only few caves have been explored and has been made accessible to tourists. Illegal mining is destroying the caves.

Limitations: The study is limited to the caves of Meghalaya. Other forms of tourism have not been taken into consideration for assessing the holistic nature of the impact on tourism.

Contribution: Cave tourism in Meghalaya is a prospect for enhancing the economy of natives. Branding and promotion of these natural resources can attract tourists from the nation and abroad.

Keywords: *Cave, Tourism, Meghalaya, Economy, Natural Resource, SWOT*

TOURISM VILLAGE DEVELOPMENT STRATEGY IN SUBANG DISTRICT

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Abstract

Purpose: This study aims to determine the strategy for developing the tourist attraction of the tourism Village in Subang district.

Research Methodology: Descriptive research is a description of the actual condition of the development of an object of research. The data analysis technique uses the SWOT matrix, with the SWOT matrix the right development strategy can be determined.

Results: The strategy formulated for the development of tourist villages in Subang Regency is to explore tourism resources that have the potential to become superior tourism. by improving the quality and quantity of tourism supporting facilities and infrastructure, especially local scale tourism services, modes of transportation to tourist attractions and training the community to become competent human resources in the tourism sector. To strengthen the existence of local culture in Subang Regency, it is necessary to manage cultural tourism attractions that have characteristics so that they can strengthen the character of a tourist village

Limitations: This paper uses a small number of informants, limited data access and tourism activities are not fully open due to the Covid-19 pandemic situation

Contribution: This study will contribute to the tourism development strategy body knowledge. Furthermore, this study contributes to the tourism strategy development especially tourism village

Keywords: *Tourism Village, Development Strategy, SWOT Analys*

THE EFFECT OF USING 3D FOOD PRINTER ON FOOD-BEVERAGE INDUSTRY AFTER THE COVID-19 PANDEMIC

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Abstract

After the World Health Organization declared that Covid-19 disease as a pandemic, the fear of virüs infection has negatively affected the tourism sector and the food and beverage sector. Although there are many studies in today's literature regarding the negative impact of the epidemic on the food and beverage industry, there has not found many studies related to solutions in the literature. The fact that food can be printed untouched by human hands with the use of 3D food printers in the food and beverage industry has been thought that it can be a solution to the fear of virus infection experienced by consumers. The purpose of this study is to explain the use of 3D food printers in the food and beverage industry during and after the Covid-19 process with current examples and to offer solutions to the industry. In line with the purpose of the research, document scanning was carried out within the context of qualitative research methods.

Keywords: *Covid-19, Food and Beverage Industry, 3D Food Printer.*

INVESTIGATING THE MSMEs BUSINESS OWNERS INTENTION TO USE CLOUD KITCHEN DURING COVID-19 PANDEMIC

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Abstract

The aim of this study was to evaluate the application of the technology acceptance model for the use of online applications at MSMEs in Jakarta's. In this study, the population is the MSMEs of online application users. In this study, a qualitative review was utilized as the sampling technique, with the criteria for online application users. Using Google Form to collect data in the study through a questionnaire. There were 98 respondents who participated in this study. The result shows Consumers' willing to adopt and use technology has a direct impact on the growth of online businesses. The person's ability to adopt technological developments is determined by their behaviors in terms of why they use and what technology they use. The Technologies Accepted Model (TAM) is a model used to predict market acceptance of new technology.

Keywords: *The Technologies Accepted Model (TAM), MSMEs, cloud kitchen, perceived usefulness*

TOURISM VILLAGE CRITERIA: THE IMPLEMENTATION IN BATULAYANG TOURISM VILLAGE, BOGOR, JAWA BARAT

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Abstract

The Purpose of this research is to analyze the implementation of criteria in Batulayang Tourism Village, Bogor, West Java and to analyze the classification of tourism village in Batulayang, Bogor, West Java. The research methodology used in this study is descriptive methodology, with a purposive sampling technique. With 115 respondents who are visitors to Batulayang Tourism Village, the data that has been collected analyzed using descriptive analysis using frequency tabulation and scatter. The result of this research is Batulayang has mostly implemented the criteria for a tourist village according to the guidance from the Ministry of Tourism and Creative Economy of the Republic of Indonesia. Referring to these criteria, Batulayang Tourism Village has succeeded in being in the classification of advanced tourism villages. This study focuses on the implementation of the criteria for the tourism village, which automatically becomes the limitation of this study. This research is also expected to contribute to Batulayang Village to increase tourism and community capacity and contribute to tourism village information.

Keywords: *Tourism, Tourism Village, Criteria of Tourism Village, Batulayang Village Bogor, West Java*

HOTEL EMPLOYEES' PERCEPTION OF THE IMPORTANCE OF ENGLISH

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Abstract

Purpose: This research aims to investigate the perceptions of hotel employees (n=40) working at a five-star hotel in Bali of the importance of English in hospitality and tourism industry. This serves as one important consideration in needs analysis of classes of English for Specific Purposes (ESP).

Research Methodology: To measure the perception, a 23-item questionnaire with five-point Likert scale was distributed online using Survey Monkey website link. The hotel was chosen based on convenient sampling.

Results: The survey shows that most respondents perceive that listening and speaking have the highest importance (with percentage of results on the item are 92.5% and 85% respectively). The next skill considered as important is reading (82.5%), while writing is perceived as the least important (77.5%).

Limitations: This research is subject to several limitations. First, the subjects are limited to five-star hotels. Thus, it is necessary to expand the subjects to other types of hotels in the future studies. Second, it is understandable that due to the small size of participants in the sample, the findings are not generalizable.

Contribution: The findings are expected to be valuable to ESP instructional designers especially when designing syllabus or course materials.

Keywords: *employees' perceptions, tourism and hospitality education, ESP, Indonesia*

TJONG A FIE HOUSE DEVELOPMENT STRATEGY AS A HISTORICAL TOUR IN MEDAN CITY

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Abstract

Tjong A Fie House is one of the historic houses in the city of Medan, the architectural style of this house resembles typical of China and Europe. Uniqueness from this house is implementing aesthetic facilities, therefore this research aims to identify or describe a concept of how the strategy of development of Tjong A Fie tourist attractions packaged as tours that have historical value. Development strategies using SWOT theory and the main data obtained through observation to the research site and interviews to managers and visitors at Tjong A Fie House. The results of this study reveals the potential offered by Tjong A Fie House as the buildings and facilities in the house contain a strong historical value that can be packaged as historical tourism in the city of Medan and can be useful for the government, general public and Medan tourism office. The government and managers of the house have a well-established connection to contribute to existing attractions so as to provide opportunities for tourists to develop and appreciate the value of history.

Keywords: *Tjong A Fie House, Historical Value, Medan City*

CHALLENGES AND OPPORTUNITIES FOR DIGITAL ENTREPRENEURSHIP TOURISM IN WEST SUMATERA

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Abstrak

Purpose: The purpose of this paper is to encourage and intensify the trend of digitalization of entrepreneurial organizations in West Sumatera by highlighting its opportunities and challenges, in general, and in the tourism sector in a way that will allow the exploitation of available opportunities while avoiding or successfully handling potential challenges that digital entrepreneurship may present.

Research Metodology: The paper examines numerous definitions of digital entrepreneurship, shows the differences between digital and conventional entrepreneurship, and defines distinct categories of digital entrepreneurship to arrive at a more accurate theoretical determination.

Results: Digital entrepreneurs are expected to be innovative and encourage innovation within an entrepreneurial organization; be open to new knowledge and skills.

Limitations: The limitations of this study only discuss quantitative methods so they are needed further research regarding qualitative research.

Contribution: this study can be useful as a reference and base for west sumatera governace for making policy

Keywords: *digital entrepreneurship*

THE EFFECT OF ATTRACTION TOWARD THE INTEREST OF TOURISTS TO RETURN TO THE MUSEUM PERJUANGAN TNI

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Abstract

The purpose of this study is to analyze the influence of tourist attraction in the Struggle Museum TNI on the interest of returning tourists by using a quantitative approach method. According to Medan tourism statistics, the number of tourists visiting the Museum Perjuangan TNI continues to increase every year, but after the Covid19 era, tourists rarely come to visit. Therefore, researchers are interested in knowing whether the tourist attraction of this museum has a significant effect on the interest of tourists to visit again. The research method used in this research is descriptive and regression analysis. The results showed that the quality of the tourist attraction at the Museum Perjuangan TNI had a significant effect on the interest of tourists to revisit the Museum Perjuangan TNI. The percentage contribution of the attractiveness variable to the interest in returning to the Museum Perjuangan TNI is 64.7%. This indicates the need for a diversity of attractions in order to increase the motivation of tourists to revisit a tourist attraction.

Keywords: *Tourism, Attraction, Revisit Interest, Museum.*

ANALYSIS OF ELEMENTS OF CULTURE TOURISM DESTINATIONS IM THE CHINA BENTENG REGION IN TANGERANG CITY

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Abstract

Until Now, the Chinese people of Benteng still preserve the ancestral culture of their ancestors who have hundreds of years and respect Chinese cultural traditions. The Benteng Chinese community has its own uniqueness that can be a tourist attraction for tourists, both local and foreign. The China Benteng area is located in Tangerang City, which is centered on Chinatown, especially in the Old Market. At the celebration of Chinese holidays, this area is very crowded by visitors because in the area there are various attractions that are cultural tourist attractions. Chinese Culture This fort is a tangible manifestation of cultural acculturation in Indonesia. This study aims to analyze the elements of cultural tourism destinations found in the China Benteng area in Tangerang City which have the potential to be one of the cultural tourist attractions that are attractive to both local and foreign tourists in the future. The research method used is a descriptive method with a quantitative approach. This method aims to describe or describe the cultural tourist attraction found in the China Benteng area. This research was conducted in 2020. Primary data was collected by means of observation, interviews, and distributing questionnaires to 60 respondents. While secondary data obtained from various libraries and research results. The results obtained indicate that the China Benteng area in Tangerang City received a good response from visitors as an area that has an interesting cultural tourism attraction. This research is expected to attract the attention of stakeholders and the community to continue to preserve and develop elements of the Chinese Benteng area of cultural tourism destinations in Tangerang City.

Keywords: *China Benteng, Culture Tourism, Tourism Destination*

TOURISM PRODUCT DEVELOPMENT STRATEGY AT THE MUSEUM PERJUANGAN TNI, MEDAN CITY

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Abstract

The Museum Perjuangan TNI is one of the historical museums located in the city of Medan. This museum contains a lot of historical stories from the fighters to defend the country, especially the history of the Battle of Medan Area. This study focuses on the factors that are the strengths, weaknesses, opportunities, and threats of the Museum Perjuangan TNI. This study aims to find out how the strategy for developing tourism products at The Museum Perjuangan TNI is. Data collection techniques used in this study were interviews, field surveys, documentation studies, and literature studies. Sources of data are taken from respondents, managers of tourist objects, and tourists. Data collection techniques using SWOT analysis, the results of the study show. 1) The Museum Perjuangan TNI has a variety of products from the history of the Medan Area battle and their authenticity is still maintained. 2) there is still a lack of variety and tourist attractions and the absence of tourism activities/activities. The limitations experienced in this study were the lack of information and resource persons at the time of conducting interviews. The development strategy in a tourist attraction has an important role in developing a business, to find out how big the targets, goals, and expectations of future businesses are. This study reveals that it is necessary to increase the use of media digital as a platform to promote and introduce business products where the role of the use of digital marketing is very important in developing a tourism product in today's era

Keywords: *Strategy, Development, SWOT, Historical Tourism, Museums*

EMPOWERING SUBAK THROUGH DETERMINING STRATEGY OF PINGE TOURIST VILLAGE RESILIENCE DURING THE NEW NORMAL ERA OF COVID-19 PANDEMIC

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Abstract

Purpose: This research tries to identify the strengths, weaknesses, opportunities and challenges faced by *subak* the irrigation system; determine several alternative strategies for the *subak* development solutions; and define the chosen solution strategy for development and sustainability of the *subak* system in Pinge tourist village as well as resilience of the tourist village in the midst of the COVID-19 pandemic.

Methodology: In this study, the determination of the appropriate alternative strategy was carried out in stages. The first stage by means of create a SWOT Matrix. The next stage, based on the SWOT Matrix, various alternative strategies are prepared. Furthermore, the selection of alternative solution strategies that are considered the most suitable is carried out using Analytical Hierarchy Process (AHP) completed with Criterium Decision Plus Version 4.0 program.

Findings: Assessment using AHP results obtained that the development of *subak* as an ecotourism area is a choice of alternative strategy that has the greatest value (0.471) compared to alternative development as a mass tourism area (0.157) and as tourist facilities area (0.372). With the development of *subak* as an ecotourism area in Pinge tourist village, it is expected to support the sustainability of the *subak* system during and post COVID-19 pandemic, which is a synergistic effect of tourism and agriculture. During the COVID-19 pandemic era, the utilization of *subak* as an ecotourism region is able to maintain the tourist village resilience, whereas, when the pandemic is over and the tourism sector gains its recovery a shift of land functions into non-agricultural sector could be prevented.

Limitations: This study has some limitations as it is applied a survey for one of the methods in collecting the data and it limits the distribution of surveys to online media distributed via Whatsapp, Telegram and Google Forms. Therefore, the reach of respondents is limited to those with this access.

Contributions: An important indicator of *subak* system for ecotourism in Pinge tourist village which is directly adjacent to the conservation of paddy field from shift of land functions, and ecotourism which is located in the village settlement. In addition, the utilization of *subak* as an ecotourism area nowadays is fruitful for Pinge tourist village to be more resilient.

Keywords: *Subak, Ecotourism, Tourist Village, Empowerment, Resilience.*

ANALYSIS OF VISITOR SATISFACTION LEVEL ON SERVICE QUALITY AT TJONG A FIE MANSION

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Abstract

The aims of this study were (1) to determine the level of visitor satisfaction with the quality of service facilities and attractions offered at Tjong A Fie Mansion and (2) to identify the importance of the level of tourist satisfaction with Tjong A Fie Mansion. The method in this study uses quantitative methods. The research location is on Jalan Jendral Ahmad Yani, Kesawan, West Medan District, Medan City, North Sumatra. Methods of data collection through primary data and secondary data. The number of samples in this study were 71 respondents. Data analysis method using *Importance Performance Analysis* (IPA), as well as validity and reliability tests to measure variables. In this study, researchers found overall visitor satisfaction with service quality at 79.54% which means satisfied. From each indicator, it is grouped into four parts, namely maintaining performance, excessive, low priority, and improving performance.

Keywords : *variables, satisfaction, quality, indicators*

IMPLEMENTATION OF COMMUNITY-BASED TOURISM TO DEVELOP TOURIST ATTRACTIONS: A CASE STUDY IN PUJON KIDUL TOURISM VILLAGE

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Abstract

Purpose: This research conducted to overview and describe how Community Based Tourism/ CBT concept is applied in the management of the Pujon Kidul tourism village, especially in Café Sawah.

Methodology: This research is a qualitative research with descriptive method. The author wants to provide an overview and describe the forms of participation carried out by the local community in developing and managing a restaurant and community-based tourism village (Community-Based Tourism). The qualitative approach was obtained from the results of interviews with informants, observations, and documentation. In addition to the results of interviews as primary data, the author also uses secondary data from various scientific sources.

Findings: Based on the results of the research it can be concluded that all the main principles in the CBT- planning strategy at Cafe Sawah, Desa Pujon Kidul Tourism, has been fulfilled

Keywords: *Community Based Tourism/ CBT, Tourist Attraction, Tourism Village*

RESEARCH OF REGIONAL POTENTIAL POTENTIAL OF THE TOURISM SECTOR DEMAK DISTRICT

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Abstract

The purpose of the study was to measure the implementation and analyze the optimization of the management of retribution for the tourism sector of the Demak Regency government.

The analysis carried out is to measure the degree of Regional Fiscal Autonomy, the contribution of the tourism sector retribution to PAD and an analysis of the effectiveness and efficiency of Demak Regency. Secondary data used by documenting regulations and libraries.

The results of the study show that the tourism sector levies have not yet reached effectiveness because the average results are still below 100%. Regional levies from the tourism sector until 2020 are still relatively not contributing significantly to the PAD of Demak Regency.

The strategy for developing the tourism subsector in the future must be focused on increasing the specific uniqueness of Demak Regency as a tourist destination that has its own uniqueness and specialization compared to other regions in Central Java Province.

Keywords: *regional autonomy, user fees, tourism sector*

SMALL AND MEDIUM ENTERPRISES HALAL LITERACY MEASUREMENT DURING COVID-19 PANDEMIC

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Abstract

The purpose of this study is to determine the level of *Halal* literacy among small and medium-sized enterprises (SMEs) in Indonesia. The aspects studied are knowledge about *Halal* Behavior, *Halal* attitude and *Halal* knowledge. This research is a descriptive study based on a survey of research subjects using a purposive sampling technique. The population in this study were SMEs in Indonesia with a focus on the cities of Jakarta, Bandung, Surabaya and Pontianak with a total sample of 150 people. The sample was composed of owners of SMEs in Indonesia between the ages of 19 and 45. The age group used as a sampling criterion is determined by the differences that may exist between age groups or generations. The results of the study indicate that the overall level of education is In Indonesia, SME *Halal* literacy is defined as sufficient literacy. It is hoped that the proposed measures of *Halal* literacy in small and medium enterprises will assist policymakers in better understanding the level of literacy among SMEs to create a better *Halal* ecosystem to improve economic resilience's toward crisis.

Keywords: Awareness, *Halal* Literacy, Small and Medium Enterprises, Economic Resilience

CREATING COMPETITIVE ADVANTAGE THROUGH CUSTOMER VALUE IN THE KOPENG FLOWER MARKET TOURISM

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Abstract

This study aims to determine the effect of product diversity and price perception on customer value so that it can affect competitive advantage in a market. The population used in this study were consumers who had or frequently visited the Kopeng Flower Market. The sample in this study was 100 respondents and the technique used was the Non Probability Sampling technique with the Accidental Sampling approach. The test instrument uses validity and reliability tests, the primary data in this study were obtained from the distribution of closed questionnaires. Data analysis technique using path analysis Hypothesis testing using t-test which shows that the variable product diversity, and price perceptions have a positive and significant effect on customer value and also has a positive effect on the competitive advantage variable. Then through the F test, it can be seen that all the independent variables are indeed feasible to be tested against the dependent variable. The shortcomings of this study can be seen in the Adjusted R Square figure of 91.7%, meaning that 8.3% is explained by other variables that can be used for further research. This research is expected to be a means to develop science and as literature material to add new discourses in the academic world.

Keywords: *Competitive advantage, Customer value, Diversity of products, Price perception*

PRIVACY PRESERVED TOURIST TRAJECTORY DATA PUBLISHING: A DEEP LEARNING APPROACH

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Abstract

Purpose: The main purpose of this paper is to ensure privacy to the sensitive stay locations of the tourists. The privacy-preserved data publishing has become much more important in these recent years because of the increasing ability to store and publish personal data about users, and the increasing sophistication of data publishing algorithms and techniques to leverage this information. The main aim of this study is to publish individual tourist travel data in a privacy enabled manner.

Research Methodology: In this paper, we are concentrating on sensitive stay locations, Extracting those locations and publishing the travel data with privacy preservation with the help of differential privacy.

Results: The existing methods are not appropriate for the proper privacy preservation of the travelers trajectory. But with help of the Differential privacy mechanism it will be much more efficient for the privacy of the sensitive locations.

Limitations: This research area is still challenging, because the reduction of information loss and maximizing the privacy is a major problem and at the same time we need to consider multi parameters.

Contribution: In this study we are discussed about the real time applications, so with the help of the techniques we can achieve more privacy in all aspects. Which means it is applicable to all resources.

Keywords: *Privacy Preservation, Tourist Spatiotemporal data, Differential Privacy, Sensitive stay locations: extraction and publishing.*

FACTOR ANALYSIS AND FORMATION PROCESS OF HUMAN CAPITAL LECTURERS

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Abstract

Purpose: The purpose of this study was to identify the factors that play a role in building Higher Education Lecturer Human Capital and the process of its formation.

Research Methodology: This research used a quantitative approach, data was taken using a questionnaire to 166 lecturers from universities in West Java. Data were analyzed using factor analysis and dendogram analysis.

Results: The result of the factor analysis shows that all the indicators analyzed form the basic, moderating, supporting and output components of Higher Education Lecturer Human Capital. The results of the dendogram analysis inform that the formation process of Higher Education Lecturer Human Capital begins with educational activities and faculty skills.

Limitations: This research is still on the study of intellectual capital identification which is explained to individual college lecturers with a small sample area, so it still needs to be developed on the intellectual relationship of lecturer capital with other variables that reflect the university's business processes.

Contribution: Karawang, West Java, Intellectual Capital.

Keywords: *Lecturer Human Capital, Factor Analysis, Dendogram Analysis*

LINEN ASSESMENT WEBSITE EVELOPMENT: SISTEMATIC LITERATURE REVIEW THROUGH BIBLIOMETRIC ANALYSISUSING VOSVIEWER SOFTWARE

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Abstract

Purpose: Penelitian ini bertujuan untuk melakukan studi systematic literature review dengan bibliometric analysis menggunakan VOSviewer software. Kajian ini diperlukan sebagai dasar penyusunan construct theoretical LINEN Assessment. LINEN Assessment merupakan sebuah tools yang dikembangkan melalui website berbasis Artificial Intelligence untuk mengukur kapasitas literasi, numerasi dan entrepreneurial mindset yang dimiliki oleh siswa di seluruh Indonesia. Wawasan siswa tidak terbatas yang dipelajari terkait literasi maupun numerasi, tetapi juga berbagai pengetahuan yang membangun entrepreneurial mindset, sehingga siswa memiliki daya kreatif dan inovatif.

Research Methodology: metode penelitian yang digunakan adalah metode Neuroresearch dengan tahapan exploratory research. Tahap eksploratory dilakukan dengan melakukan kajian pada 300 jurnal internasional bereputasi dan kemudian dianalisis melalui bibliometric analisis menggunakan VOSviewer software.

Results: Hasil penelitian menunjukkan bahwa visualisasi melalui VOSviewer software merupakan an overlay visualization of the keyword co-occurrence map that describes the novelty of the topics by year of publication.

Limitations: studi ini merupakan preliminary research sehingga masih memiliki. Penelitian ini masih akan terus dilanjutkan untuk mengembangkan instrument LINEN Assessment dan websiter berbasis artificial intelligence.

Contribution: Mengimplementasikan LINEN Assessment berbasis Artificial Intelligence sebagai Decision Support System of the Ministry of Education of the Republic of Indonesia merupakan wujud komitmen pemerintah dalam membenahi pendidikan secara merata berdasarkan basis data pemetaan nasional. Novelty penelitian ini adalah LINEN Assessment sebagai peta kecakapan minimum siswa Indonesia yang akurat dan real time.

Keywords: *LINEN Assessment, Sistematic Literature Review, Bibliometric Analysis, VOSviewer software*

NEW EMPLOYEE ORIENTATION TRAINING AT THE LANGHAM JAKARTA DURING COVID-19 RESTRICTION

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Abstract

Purpose: Sharing the best practice from ultra luxury hotel in facilitating new employee orientation training virtually due to pandemic restriction.

Research Methodology: Descriptive method with data collection using direct interview, typeform and quizziz tabulated by MS Excel.

Results: The ADDIE training cycle (Analyze, Design, Develop, Implement and Evaluate) has always been a strong guide to start off. From analysis to developing learning objectives. In the development of materials, Microsoft Words and Powerpoints are still the best as these two can be incorporated in to virtual presentation platform. During the implementation virtually, more devices are used to ensure smooth lecturing and participation. Evaluation is done by completing online survey using typeform and examination using Quizziz. Result says that participants see orientation training in an online platform is as acceptable as classroom method. From the examination, it is found that no participant scored 100% for each knowledge category. Checking understanding of participants during the online session is another challenge for Trainer.

Limitations: This research is focused only on searching digital platform that might be suitable for online new employee orientation training, detailed assessment on how effective of it, not carried out. Therefore, further study about the effectiveness of virtual new employee orientation program will be great to know.

Contribution: This research is beneficial for new Trainer who is yet to conduct new employee orientation training virtually which now is required due to pandemic restriction. This research also give an insight and idea on how to look for the most suitable digital platform for the company training.

Keywords: *New employee orientation training, digital platform, ADDIE Training Cycle, Kirkpatrick's four levels of evaluation*

BRAND SWITCHING MODEL TOWARD CONSUMER DISSATISFACTION ON MARKETPLACE SHOPEE TO OTHER MARKETPLACE

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Abstract

The development of e-commerce during the pandemic changes consumer behaviour in determining where to make a purchase. Shopee, one of the most popular marketplaces in Indonesia, actually experienced a decrease in the number of visits in the first quarter of 2021. The study determines consumer dissatisfaction, variety seeking, and brand switching at Shopee's market offices. This study was conducted to determine the direct and indirect effects of consumer dissatisfaction and variety-seeking on brand switching on the Shopee marketplace to other marketplaces. The method used is quantitative with a population of Shopee users in Karawang who have switched to other marketplaces. A total of 150 samples were taken using a non-probability method of incidental sampling technique. In this paper, the researcher used SEM with the help of Smart PLS. The results showed that consumer dissatisfaction and brand switching were in the moderately high category, and variety-seeking was high. Consumer dissatisfaction has a positive and meaningful impact on variety seeking, variety seeking has a positive and significant effect on brand switching, consumer dissatisfaction has no significant and positive effect on brand switching, and consumer dissatisfaction has a significant and significant effect on brand switching through variety seeking. Conclusions and implications are explained in this study.

Keywords: *Dissatisfaction consumer, Variety Seeking, Brand Switching, Market place*

EFFECT OF TRAINING AND COMPENSATION ON EMPLOYEE PERFORMANCE AT PT. DAI INCHI KIMIA RAYA

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Abstract

This research or study aims to fulfill the writer's curiosity, analyze, and identify the relationship between training and compensation on employee performance. Increased employee performance must be supported by employee knowledge and competence because both are important things in supporting them to be more effective at work. Training is an activity to improve the ability, knowledge, and better skills of the job. Very important things that can affect employee performance include training and compensation. The number or population in this study were 56 people and all of them were used as research samples. This study uses a quantitative approach with the correlation method. Data collection techniques using questionnaires, interviews and observations and processing data using SPSS. The results showed that the training was in good criteria. Compensation is in the range of the scale with a good value range, and is also obtained well on the performance criteria. The value obtained from statistical tests shows that partially training and compensation have a positive and significant effect on employee performance.

Keywords: *Training, Compensation, Employee Performance*

RESTORING TOURISM BUSINESS THROUGH TOURIST BRAND LOYALTY AND RURAL TOURISM DEVELOPMENT

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Abstract

Tourist loyalty is the ultimate goal and the primary key in surviving and winning the competition between tourist destinations. In the Covid-19 pandemic situation, the government implemented a new normal policy to turn the wheels of the economy in line with health efforts while at the same time restoring the pulse of tourism which had stopped in Bali. One of the government policies to revive tourism is to develop rural tourism because there is a change in the tourism market segment from mass tourism to special interest tourism in the new normal era. The research was conducted in Belimbing Village, Pupuan District, Tabanan Regency. The number of respondents used as many as 200 people who have visited at least twice. This research uses structural equation modeling (SEM) Amos 24.00 and focuses on group discussion. The results showed that the loyalty model of tourists visiting Bali in the New Normal era was formed by: i) service quality, ii) brand image, iii) Brand awareness, iv) and customer satisfaction. Customer satisfaction is the strongest predictor, ii) tourism development includes: increasing the ability of human tourism resources and e-marketing. The study's limitations have not been able to represent the entire tourist market segment, especially foreign tourists. The results of this study contribute to tourism science, especially in the development of brand loyalty theory

Keywords: *brand loyalty, brand image, customer satisfaction, rural tourism, covid-19*

THE ROLE OF ENTREPRENEURSHIP TRAINING PROGRAM FOR LAID – OFF TOURISM WORKERS DURING THE COVID-19 PANDEMIC

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Abstract

The purpose of this study was to determine the role of entrepreneurship training program for for laid-off tourism workers during the Covid – 19 pandemic. This research took place in Denpasar City, Bali Province. The informants who were questioned were tourism workers who had to be laid off and and try to open own business. The data analysis used was thematic content analysis. The main findings of the study show that the role of entrepreneurship training is very important for laid-off tourism workers so that they have entrepreneurial skills that are very useful for developing their business.

Keywords: *entrepreneurship, program, laid-off, tourism, workers*

TEARS ANALYSIS ON LUXURIOUS HOTEL ENDORSEMENT MARKETING STRATEGY

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Abstract

Along with the development of the internet that has been very advanced in the present era, the development of marketing in Indonesia has also evolved which we can see on some social media using certain parties such as endorsers or celebrity with this opportunity that many companies make them effective marketing tools in the present term, Endorsement, but in this discussion, we will further analyze the marketing endorsement strategy at Hotel X and more in finding out what is needed from an endorser to become an endorser suitable for five-star hotels by means of the TEARS model (Trustworthiness, Expertise, Attractiveness, Respect, Similarity)

The methodology used is descriptive qualitative with the method of collecting data in an unstructured interview where correspondents can answer freely and express all their opinions in detail so that the authors get more results and information. The results of this study indicate that the way the TEARS model is very supportive in the process of selecting Endorsers for five-star hotels

Keywords: *Internet, Social Media, Endorsement, Hospitality*

HOW TRAVELLER WILL PERCEIVE THE ABSENCE OF HUMAN CONTACT IN TOURISM ACCOMODATIONS? AN EXPLORATORY STUDY

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Abstract

The increasing consumer adoption of voice-based artificial intelligence technologies and the necessity to replace human contact due to the pandemic is starting to catch the attention of researchers. This study fits into the nascent marketing literature on artificial solution to substitute human contact in tourism location with the interactions of voice assistants (VAs) and IoT devices by exploring perceived VA/Smart Devices anthropomorphism and benefits. Quantitative exploratory research was conducted based on questionnaires (N=320) of different ages. The data were analysed through exploratory factor analysis. This paper is not exempt from limitations, especially those related to the exploratory nature of the analysis techniques adopted. This study contributes to the existing partial and fragmented knowledge by offering an overall integrated interpretation of consumer perceptions related to VA/Smart Devices interactions. Our findings are the first to jointly reveal user perceptions of the tourist of the future in a completely Smart Hotel solution.

Keywords: *Internet of things, smart hotel, cluster analysis, voice assistants*

UNIVERSITY AND HIGH SCHOOL STUDENTS PERCEPTION OF LEARNING HOW TO MAKE A FRENCH DESSERT

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Abstract

In the culinary world, understanding cooking terminology is very important. Lots of terminology that does have meaning in French. At the French Day seminar organized by the Institut Francais Indonesia in collaboration with the Hotel Business Program – Podomoro University in 2021, the theme was Chocolate Coffee Mousse. The purpose of this study was to see the participants' interest in learning French desserts. This research uses qualitative and quantitative methods. The participants of this research are vocational high school students and university students. It can be seen that after attending the seminar, students and students want to learn more about French desserts. Because the terminology about cooking in French is also easy to understand.

Keywords: *desserts, cooking terminology, interests*

TOURISM AFTER TERRORISM: A STUDY OF THE REVIVAL OF SWAT

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Abstract

Swat is a beautiful valley and attracts tourists from all over the world. But unfortunately, the Taliban was a stronghold in the valley and that was the dead fall period for tourism in Swat. In 2009, Pakistan military started operations and again took charge in Swat and then life can go back to normal. This study underlines the revival of tourism in Swat with a special aim to understand the government policies and steps for the revival of the tourism industry in Swat. Pakistan has enormous tourism potential with wide variety of landscape and government of Pakistan is specially focus on the revival of tourism industry however, due to terrorism and security issues in Swat tourism industry suffer a lot in recent decades. Swat is also known as Switzerland of Pakistan and a highly terrorism-hit tourism stop. The purpose of this study is to investigate the revival of tourism industry in Swat after terrorism and to examined government policies and its implementation for the revival of tourism. The study also aims to investigate the areas and aspects which are neglected by the government. The study is quantitative in nature, the data is collected through survey methods using structured questionnaires. The sample for this study is 500 people (tourists and local residents of Swat). The results of the research show the government is working for the revival of the tourism industry in Swat; however, there are some areas which are ignored by the government. The results also show that infrastructure is not properly developed, and some basic facilities also need to be improved for the revival of the tourism industry. The study concludes that for the revival of the Swat tourism industry, the government with the help of local departments need to take emergency steps and a strong monitoring policy must be adopted to review the progress.

Keywords: *Swat, Tourism, Terrorism, Revival of Tourism*

BUILDING ARTS ENTREPRENEUR MOTIVATION THROUGH THE PRODUCTION OF SHADOW PUPPET PERFORMANCES FOR EDUCATION

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Abstract

Purpose: The purpose of this article is to describe the results of research on efforts to foster student entrepreneurial motivation through shadow puppet performances for children's education.

Method: The method used in this research is a project based approach. The activities are initiated by: 1) diagnosing the problems of performing arts entrepreneurship; 2) create art incubation designs to produce innovative works of shadow puppet performances; 3) implement activity plans; 4) evaluate activities through performances to appreciate children and families. The participants of this study were students with educational backgrounds in dance, music, and fine arts at *Universitas Pendidikan Indonesia*, as well as partners in the Indigo Moon Theater community based in London, UK.

Results: The result of this research is a production of shadow puppet performance art with Jungle Book story. This production is able to foster student entrepreneurial motivation which is shown through paid performances and business planning sales of show package sales, merchandise, and a shadow puppet workshop model for children and families.

Limitation: This research has a limitation to assist the research participants in a production, and less focus in management for continuing their business.

Contribution: This research has a contribution to develop an entrepreneurship model of performing arts as parts of creative industry sub sector in Indonesia.

Keywords: *children's education, entrepreneurial motivation, performing arts, shadow puppet*

TOURIST MOTIVATION AND PERCEPTION TO VISIT JAKARTA OLD TOWN CASE STUDY: FATAHILLAH SQUARE

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Abstract

Motivation and perception are fundamental in tourist decisions and are crucial in the formation of the destination image. This study investigates tourist motivation and perception to visit Jakarta Old Town. Tourist motivation is based on 4 factor by McIntosh and Murphy which are physical, cultural, interpersonal, and status/ prestige. While the tourist perception is based on Destination Amalgam theory that contains of attraction, accessibility, amenities and ancillaries. All the data gathered from the primary data are calculated by SPSS and AMOS. The result shows that all the data is valid and reliable because the number is above the minimum standard. All the data from AMOS shows that that all the data is positive and some of them are significant with the variables written. While the secondary data is gathered from the news and journal for the comparison of the previous studies.

Keywords: *Tourist Motivation, Tourist Perception and Decision to Visit*

SPIRITUAL LEADERSHIP INFLUENCE ON EMPLOYEE PERFORMANCE ON BANK SYARIAH INDONESIA IN KUPANG CITY

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Abstract

One important element in an organization is human resources, where the organization will be effective and efficient if it has qualified human resources. The effectiveness and efficiency of an organization is determined by the performance produced by members of the organization as a representation of the organization. The values possessed by members of the organization are the result of religious beliefs that are reflected in their spiritual life. This research focuses on employees of Bank Syariah Indonesia in Kupang City, especially those who are not included in the stakeholders. The purpose of this study is to examine spiritual leadership influence on employee performance at Bank Syariah Indonesia in Kupang City. The methods in this research use a type of associative research with a quantitative research approach. The sampling technique in this study was saturated sampling, with a total of 30 respondents. Data collection techniques use questionnaires, interviews, observations, and library studies. The data analysis technique in this study used simple linear regression with the help of SPSS Version 21 software. The result showed that spiritual leadership variables had a positive and significant effect on employee performance at Bank Syariah Indonesia in Kupang City.

Keywords: *Spiritual Leadership, Employee Performance, Spiritual, Leadership, Bank Syariah Indonesia (BSI).*

**THE IMPACT OF TECHNOLOGY ACCEPTANCE MODEL (TAM) AND
REWARD ON WORK PRODUCTIVITY
(Study on Grab Bike Drivers in Kupang City)**

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Abstract

This research focuses on online drivers, especially Grab bikes in Kupang City. The purpose of this study was to find out the impact of Technology Acceptance Model (TAM) and rewards partially and simultaneously on the work productivity of Grab bike drivers in Kupang City. This research is an associative study using quantitative approaches. Data collection techniques are carried out by disseminating questionnaires, conducting observations and interviews. The sample in this study was taken using a simple random sampling technique with the formula Lemeshow, so the sample in this study as many as 96 Grab bike drivers. The results of this study showed that partially TAM had a positive and significant impact on work productivity, while the reward did not have a significant impact on the work productivity of Grab bike drivers in Kupang City. Simultaneously TAM and reward positively and significantly affect the work productivity of Grab bike drivers in Kupang City. The study also proved that rewards don't always impact work productivity.

Keywords: *Technology Acceptance Model (TAM), Reward, Work Productivity, Impact, Technology*

ANALYSIS OF POTENTIAL AND FEASIBILITY STUDY IN LON MALANG BEACH AS A SHARIA TOURISM OBJECT BASED ON LOCAL WISDOM

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Abstract

Sharia tourism or halal tourism has been introduced since 2000 from the discussion of the Organization of the Islamic Conference (OIC) meeting. Sharia tourism is a tourist demand based on the lifestyle of Muslim tourists during the holidays. In addition, sharia tourism is tourism that is flexible, rational, simple, and balanced. This research has a sustainable goal in introducing potential through feasibility studies and tourism exploration on Madura Island, especially Lon Malang Beach in realizing a sharia tourism industry based on local wisdom. This research was conducted using a descriptive qualitative approach. The data used are primary data and secondary data, data collection techniques are carried out through interviews, observations, and field documentation in the research object area, namely Lon Beach Malang, Sampang, Madura Island. The data were analyzed through several stages including data reduction, data display, and concluding. This research is limited to the potential analysis and feasibility study of Lon Malang beach seen from sharia tourism parameters. This is expected to qualify to make Lon Malang beach tourism a favorite destination on Madura Island compared to other tours due to the implications obtained in seeing the potential of locality attached to tourist sites and around tourism as additional research points. The results in the study indicate that Lon Malang beach when viewed from several sharia tourism indicators has met. However, it still does not have a standardized standard, this is because some parties consider Lon Malang Beach to be under the sharia because of its local wisdom that supports Islamic law.

Keywords: *Potential Analysis, Sharia Tourism, Local Wisdom, Lon Malang Beach.*

PUBLIC RELATIONS CAMPAIGN MANAGEMENT FOR SUPPORTING RESPONSIBLE TOURISM : CASE STUDY OF *JEJAK SERIBU*

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Abstract

Purpose : This research aims to know how the entrepreneurship as part of *Jejak Seribu* manages the public relations campaign for education exploration: *Jelajah Edukasi : Entrepreneur Millenials 2019*.

Research Methodology : This study is qualitative-descriptive research approach with case study. The methods of data collection by in-depth interviews with and the head of *Jejak Seribu*, head of entrepreneurship division of *Jejak Seribu*, and members of it.

Results : The result of this study *Jejak Seribu* had implemented the stages of campaign management in the implementation of the Entrepreneur Millennials campaign, and the application of the concept of responsible tourism was considered more effective in achieving campaign objectives.

Limitation : The main limitation of this research only focused on the very specific program of "Jelajah Edukasi Jejak Seribu : Entrepreneur Millenials 2019" which was conducted on Tidung island (part of thousand island). The data collection only a small size which may not truly represent the sample population.

Contribution : This study can be useful for any communities in the context by analyzing the management of public relations campaign.

Keywords : *campaign management; public relations; responsible tourism; sustainable tourism.*

SUSTAINABILITY STRATEGY OF TOURISM DEVELOPMENT DURING THE COVID-19 PANDEMIC

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Abstract

Purpose: This review aims to describe the sustainability strategy of tourism development during the COVID-19 pandemic

Research Methodology: This is a narrative literature review. Articles were searched from Science Direct and Google Scholar databases. Articles were published within the last 10 years. Inclusion criteria were research and review. Exclusion criteria were unavailable full text and not peer-reviewed articles. The articles were read twice to reduce bias. The final selected articles were summarized and narrated in a descriptive qualitative approach.

Results: The literature review revealed that the recovery would be longer than expected due to the longer time of the COVID-19 pandemic. It is the most tragic pandemic during the last decade. Live saving becomes more important than economic recovery. Therefore, the process of recovery can be done after the COVID-19 pandemic is subsided. Currently, there are still limitations in international and domestic travel. Although the crisis due to disease is not new in tourism, the present pandemic has the biggest damage. The government has a huge role in the recovery process. A new normal can be a good habit for facing post-pandemic situations.

Limitations: This paper is a narrative literature review. Therefore, it needs further research about the specific strategy for tourism sustainability development during the COVID-19 pandemic.

Contribution: This narrative literature review is useful in tourism research and development strategy.

Keywords: *COVID-19 pandemic, sustainability, tourism*

HOW INDEPENDENT HOTEL COMPETE WITH CHAINS – CASE STUDY: THE EXCELTON HOTEL PALEMBANG

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Abstract

The aim of this study is to take a practical look on how independent hotels might be able to compete with chain hotels and winning the market. Common perception is that chain hotel brands are having significantly higher advantages over an independent brand. But unique circumstances and innovative selling preposition perhaps can turn over the table. Palembang city has a case where an independent hotel stands out of the competition while surrounded by prominent chain hotels. This study was conducted in that five-stars independent hotel, The Excelton Hotel Palembang. Qualitative research is adopted as the method since, it fits better while examining deliberate creative marketing approach. Most primary data acquired through focus group discussion and interview. Secondary data was analyzed from related journals, public information available and previous studies.

The result indeed shows that an independent hotel can utilize many creative channels and offerings, exercise more flexible terms of cooperation, have the agility to adapt faster and exploit things that are harder to execute by chain hotels. This study is limited to only one independent hotel however, so further analysis can be conducted to wider independent hotels on different locations. This paper may serve as a recommendation as well as a benchmark for other hotel owners to implement and take the right decision. It also can be useful for hoteliers, entrepreneurs in hospitality business and academician who teach marketing, branding or tourism subjects.

Keyword: *Independent Hotel, Chain Hotel, Marketing Strategy*

CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY DURING THE STAY AT THE HOTEL SINCE COVID-19

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Abstract

Since the outbreak of Covid-19 pandemic, many industries have been affected including tourism sector and hospitality industry especially hotels faced big challenges in their performance towards their service quality and the customers satisfaction. The main purpose of this research is to identify the relationship between the 5 dimensions of the SERVQUAL (Assurance, Empathy, Reliability, Responsiveness and Tangible) in service quality and customer satisfaction during the stay at the hotel since the outbreak of the Covid-19 pandemic. Hence, the SERVQUAL model will be used as a guide to determine the results and findings. Furthermore, this research used quantitative approach and distributed questionnaire through online Google form and seven hotels in Kelantan that rate (1 to 4 star). Moreover, there are two sampling method that had been conducted in this research which are the probability sampling and non-probability sampling as the instrument to collect the data. The type of analysis conducted was descriptive and inferential analysis. The result from the analysis revealed that all 5 dimensions SERVQUAL components have positive relationship with the customer satisfaction. However, two out of five which are the responsiveness and assurance are not significant towards the customer satisfaction.

Keyword: *customer satisfaction, service quality, SERVQUAL model, Covid-19 pandemic, hotel*

THE POTENTIAL OF TRADITIONAL FOOD AS A SUSTAINABLE TOURISM ATTRACTION IN PALEMBANG CITY

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Abstract

This research is based on interest in the existence of traditional food in Palembang City that has diverse potential, abundant raw materials, unique traditional food manufacturing methods, and promising market share, but it turns out that the development is still very local. In addition, some have not met the standards as souvenirs, and seem less noticed by people who actually choose foreign food products that are marketed in bulk. The ethnic diversity in Indonesia reflected in its culinary multiculturalism is not seen by the public as something special.

In addition, cultural heritage and natural resources are the most popular tourist attractions offered by the government, but the promotion of traditional food on government tourism sites is still less noticed. These are the reasons this research has to be done. The purpose of the research is to examine the potential of traditional food through ingredients, processing methods and how to serve, serving time, in Palembang City to serve as a sustainable tourism attraction.

This research uses a qualitative approach. Informants are traditional food producers and sellers in the Palembang City area. The research site is throughout the Palembang city area. Data collection is done with observation techniques, interviews, and documentation studies.

The results of the research obtained is Palembang to be one of the cities that will always be missed because of its variety of traditional foods, including pempek. However, in addition to pempek there are 205 variants of culinary products divided into 165 varieties of daily culinary products Palembang consisting of 15 varieties of staple foods, 69 varieties of side dishes, 77 varieties of snacks and 4 varieties of drinks. How to process with boiled, fried, sautéed, steamed, grilled, baked in oven. In addition, there are special eating habits that emphasize the taste, namely foods that are fermented naturally. The serving time of the meal as much as 4 times, namely morning, noon, afternoon, and evening.

Keywords: Traditional food, sustainable tourism.

HOW PHOTO CONTENT ON INSTAGRAM AFFECTS VIEWER'S PERCEPTION OF HOTEL X'S BRAND IMAGE

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Abstract

The study aims to determine how the viewers' perception of the brand image of Hotel X based on the Instagram photos. In addition, the purpose of this research is to find out whether photos of Instagram content have succeeded in presenting a brand image that is in line with Hotel X's expectations or not. The object of this research refers to a five-star hotel in Jakarta, Indonesia that relies heavily on the power of Instagram in its marketing activities. Qualitative research with descriptive analysis was chosen to analyze the data obtained from interviews. This writing discusses the viewer's perception of brand image based on Instagram content published through Hotel X's official Instagram account. Based on the results of data collection in this study, it was found that the Instagram photos uploaded on the Instagram Hotel X were able to create positive viewers' perception in identifying Hotel X as a promising and classy hotel, especially as a relatively new hotel. The limitation of this research refers to the implementation of digital marketing carried out by Hotel X through social media, especially on the hotel's official Instagram account. This research is expected to provide an overview of hotel marketing practitioners in digital marketing activities, especially in the use of social media Instagram content concerning the desired brand image.

Keywords: *Instagram, Social Media, Brand Image, Social Media Marketing, Hotel Marketing*

GASTRONOMIC TOURISM EXPERIENCES: CHINESE- BETAWINESE PERANAKAN CUISINE IN PASAR LAMATANGERANG

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Abstract

Purpose: This article is focus on finding out the gastronomic tourism experience according to Chinese-Betawi Peranakan cuisine when visiting Pasar Lama Tangerang. The aim of this study is to explore the potential of authentic Peranakan cuisine that contribute to travellers' gastronomic dining experiences on the traditional markets.

Research Methodology: The study was performed using the triangulation data acquisition method, using the qualitative method. Involves the local community, street food vendors, and local tourist.

Results: The diversity of Chinese-Betawi Peranakan cuisine found in the old market of Tangerang has provided an unforgettable gastronomic experience for tourists, including visit Benteng Heritage museums, Boen Tek Bio vihara, and legendary soy sauce factories.

Limitations: The limitation of this study is related to the aspect of data collection, where the observed data are all local food buying and selling activities in the Pasar Lama Tangerang that occur in the morning until noon. Activities that occur in the afternoon until the evening are not observed.

Contribution: The study contributes to the literature on gastronomy tourism experiences, focusing on Peranakan Chinese-Betawi cuisine as tourist attraction in Pasar Lama Tangerang.

Keywords: *Gastronomy Tourism, Tourist Experience, Peranakan Cuisine, Pasar Lama Tangerang*

WHAT VARIABLES ARE THE DETERMINING FACTORS IN THE CONTINUITY OF ENTREPRENEURSHIP IN TOURISM?

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Abstract

Entrepreneurship in tourism is currently a special concern of the state. This is because tourism has the potential to contribute to the economy. In line with that, research in the field of tourism needs to be carried out. This research uses Publish or Perish and Vosviewer. The purpose of this study is to find variables that have been discussed and research that is still rarely done. This study found that research related to government is rarely done. Two variables were found that are important for further research, namely the major government tourist and the largest tourist company. Therefore, it needs to be further developed.

Keyword: *Entrepreneurship in tourism, PoP, Vosviewer, Government Policy.*

IMPLEMENTATION OF COMMUNITY-BASED TOURISM TO DEVELOP TOURIST ATTRACTIONS: A CASE STUDY IN PUJON KIDUL TOURISM VILLAGE

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Abstract

Purpose: This research conducted to overview and describe how Community Based Tourism/ CBT concept is applied in the management of the Pujon Kidul tourism village, especially in Café Sawah.

Methodology: This research is a qualitative research with descriptive method. The author wants to provide an overview and describe the forms of participation carried out by the local community in developing and managing a restaurant and community-based tourism village (Community-Based Tourism). The qualitative approach was obtained from the results of interviews with informants, observations, and documentation. In addition to the results of interviews as primary data, the author also uses secondary data from various scientific sources.

Findings: Based on the results of the research it can be concluded that all the main principles in the CBT- planning strategy at Cafe Sawah, Desa Pujon Kidul Tourism, has been fulfilled

Keywords: *Community Based Tourism/ CBT, Tourist Attraction, Tourism Village*

EXPLORING MICRO, SMALL AND MEDIUM ENTERPRISES (UMKM) AS A CULTURAL HERITAGE BASED ON RESOURCE-BASED THEORY

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Abstract

Batik is a national heritage whose existence will influence the culture of a nation, especially in Indonesia. The Micro, Small and Medium Enterprises which obviously requires the government support. The government support is considered an effort to maintain national culture and improve the economic welfare of the local community. The purpose of the study is to find out what factors make batik successful and famous up to now. The study uses qualitative methods such as observation and interview approaches. Moreover, the sustainability of a batik business is very important. Accordingly, it is important to know the capability of batik entrepreneurs. Resource-Based Theory becomes knowledge so that the resources can be realized and optimized. These factors include super rational, marketing, branding, innovation and awareness of brand rights. Thus, there will always be a business continuity in the economic world.

Keywords: *Cultural Preservation, Sustainability, Resource-Based View, Tanjung Bumi Batik.*

DOES THE PERCEIVED QUALITY OF APPLICATIONS AFFECT CUSTOMER'S TRUST AND SATISFACTION IN ONLINE FOOD DELIVERY SERVICES?

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Abstract

Purpose: This study aims to investigate and analyze the impact of Perceived Apps Service Quality toward customer trust and customer satisfaction in Online Food Delivery System

Research Methodology: The research was conducted using Partial Least Squares - Structural Equation Modeling Method. PLS-SEM 2.0 M3 was used as the software to analyze the data.

Results: Results show that Perceived Service Quality affects Customer Trust and Customer Satisfaction. Customer's trust has a positive effect on Customer Satisfaction in Online Food Delivery Service Context.

Limitations: The limitation of this study are: First, this study only analyzes respondents from Online Food Delivery Service Perspective while there are many other services provided by apps that usually have other services. Secondly, this study only analyzes from the apps quality toward trust while many other factors might contribute toward customer's trust and the consequences of Trust in Online Food Delivery Service Context.

Contribution: This study contributes to the existing Perceived Apps Quality, Customer's Trust, Customer's Satisfaction, Relationship Quality, and Online Food Delivery Service Literature. Furthermore, this study can help Marketing Manager of an Online Application based Service company which part of the apps quality that needs to be focused on in building customer's perceived quality of the apps to gain the trust and satisfaction of their customer.

Keywords: *Perceived Apps Quality, Customer's Trust; Customer Behaviour, Consumer's Behaviour, Online Food Delivery Service, Food Delivery Service, Food.*

VOLUNTOURISM AS AN EFFORT TO REALIZE SUSTAINABLE TOURISM TO REDUCE WASTE IN THE OCEAN

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Abstract

In response to the problem of increasing waste in the ocean, UNWTO formulated sustainable tourism to create economic, social, and environmental stability. UNWTO, to realize sustainable tourism, introduces a voluntourism program that directly seeks to attract tourists' interest and make tourists aware of the importance of protecting the environment. This study aims to understand the voluntourism strategy to realize sustainable tourism to reduce waste in the ocean. The method used in this study is a qualitative method that intends to explore social phenomena based on the variables that have been formulated. In responding to the issue of marine pollution caused by garbage, voluntourism makes various efforts to cooperate with several stakeholders. The voluntourism program that focuses on the topic of marine pollution is expected to become a policy recommendation to be implemented by various countries so that efforts to reduce waste in the sea can be massively carried out in different parts of the world. This study discusses the distribution of waste in the oceans and efforts to handle it through voluntourism programs. The authors analyze the potential for such collaboration as well as possible strategies implemented and become policy recommendations for countries in the world.

Keywords: *Voluntourism, Sustainable Tourism, Waste in the ocean*

ROLE OF ENTREPRENEURSHIP IN REVIVING TOURISM BUSINESS AFTER COVID-19 PANDEMIC

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Abstract

This research focusses on Reviving Tourism Business in Indian entrepreneurship possibilities to enhance the manageable of main entrepreneurship-based tourism. The strategy used is quantitative & qualitative techniques, the software of quantitative & qualitative approaches, & the mixing of these two research in one study.

The consequences showed: 1. Tourism workable in Shimla, 2. the improvement of each nearby & overseas vacationers in Shimla. The tourism viable & tourism improvement in Shimla want to be supported via the tourism enterprise primarily based on entrepreneurship in every tourism destination, thru quite a few functions, such as making ready a variety of breakthroughs in making ready & overcoming a range of surprising troubles each now & in the future, such as: regulating the tourism enterprise by way of planning operational things to do & methods in carrying out things to do of global trendy by using formulating standardization policies, pointers & technical guidance, evaluation, reporting & implementation in the improvement of the tourism industry, additionally imparting expert amenities in the tourism enterprise with practise & technical practise for tourism companies involving standardization, norms, standards & verification, ease of enterprise by means of mapping & advertising commercial enterprise funding in the tourism enterprise thru coordination, cooperation, in the context of the clean implementation of tasks. Local governments, entrepreneurs & the wider district/region are anticipated to seize the number possibilities handy to amplify sources of profits in assisting improvement in Shimla.

Keywords: *Local Potential, Tourism, Development, Entrepreneurship & Covid 19*

DIGITAL NOMADISM PRACTICES DURING THE COVID-19 PANDEMIC IN CANGGU TOURISM AREA, BADUNG, BALI

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Abstract

Purpose: This study aims to examine the practices of digital nomadism in the tourism area of Canggu, Badung during the COVID-19 pandemic in Bali.

Research Methodology: The research was conducted through field observations and interviews with key informants

Results: During the COVID-19 pandemic, tourism conditions in the Canggu area were much better than other tourism destinations in Bali. One of the contributing factors is the ongoing practice of digital nomadism and the presence of international expatriates. The results also show digital nomads' characteristics, their travel patterns and motives for digital nomad tourists in Canggu, Bali

Limitations: research is limited to the practice of digital nomadism that takes place in the Canggu area during the period March – May 2021

Contribution: This research is useful for tourism stakeholders in an effort to develop digital nomads tourism in Bali and Indonesia

Keywords: *digital nomad, expatriates, tourism, Canggu*

ANALISIS POTENSI DAN STRATEGI PEMASARAN KAMPUNG WISATA REJOWINANGUN KOTA YOGYAKARTA

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Abstract

Rejowinangun Tourism Village is one of 17 tourism villages that have various tourism potentials. Currently, Yogyakarta City is preparing a tourism village as a leading destination include the Rejowinnagun Tourism Village in it. As an effort to make the Rejowinangun Tourism Village as one of the leading tourist destinations, various marketing strategy carried out. After the promotions have been carried out, it is necessary to conduct research to identify and analyze the marketing strategy of the Rejowinangun Tourism Village. In this study, qualitative data analysis was used. The conclusion of this study is that the tourism potential in Rejowinangun is quite diverse and very interesting, such as herbal cluster, cultural cluster, craft cluster, agro cluster, and traditional ceremonies of the local community. In addition, the marketing strategy applied in Rejowinangun is also quite good, there is good cooperation between tourism village manager, the government, private sector and other tourism organizations. It is hoped that good cooperation can help make the Rejowinangun Tourism Village as one of the leading tourist destinations in Yogyakarta.

Keywords: *Tourism Village, Marketing Strategy, Potency*

PANDEMIC COVID-19'S IMPACT ON THE FINANCIAL CONDITIONS AND PERFORMANCE OF PUBLIC COMPANIES IN THE PROPERTY SECTOR

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Abstract

The goal of this research is to better evaluate the impact of the Covid19 epidemic on the operations and financial status of public enterprises in Indonesia's real estate industry. The Covid19 pandemic was the independent variable investigated. The operational efficiency and financial status are the associated factors being investigated. The Wilcoxon test was utilized in the search strategy to compare the financial data of Pracovid and Postcovid 19. (half of 2020). This study encompasses the whole population of publicly traded firms in Indonesia's real estate industry. The real estate population is divided into two groups: directors of 25 firms and development boards of 17 enterprises. The findings revealed that the COVID19 pandemic had a considerable and detrimental influence on major firms' financial services and development committees. Covid19 has had an outsized negative influence on financial performance. Given the liquidity of major asset businesses, pandemic 19 had a minimal and insignificant influence on the solvency of large asset consulting firms; similarly, the COVID-19 pandemic had a negligible and negligible impact on the corporate liquidity of development board assets. The pandemic is an asset that has a favorable and substantial influence on a development consulting firm's solvency.

Keywords: Covid-19, Property, Financial performance, Financial condition.

USERS' EXPERIENCE ON AIRLINE CHATBOTS IN THE PHILIPPINES

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Abstract

A *chatbot* is an advancing technology that has taken the airline industry to a different level of service. The continuous pursuit drives this development to provide efficient and quality services; however, this technology is not void of challenges that may affect customers' experiences. This study looks into Filipino experiences with the use of chatbots of airline companies. This study utilized a sequential mixed method approach to understand the experiences of the customers better. The results revealed neutral users' experience. The qualitative components revealed the following themes (1) *difficult experience*; (2) *limitations of the chatbot*; (3) *lack of human connections*, and; (4) *positive experiences*. As a recommendation, further study may be required utilizing different indicators.

Keywords: *Chatbot, Artificial Intelligence, Users' Experience, Airline*

A MODEL OF ENTREPRENEURSHIP EDUCATION FOR COMPUTER SCIENCE AND COMPUTER ENGINEERING STUDENTS

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Abstract

Creativity and innovativeness are among the most essential attributes of engineering graduates and also of successful entrepreneurs. Entrepreneurship, or the process of starting a new venture, is one of the main roads to new technological innovations. This paper presents two novel models of entrepreneurship education integrated in computer science and computer engineering curricula and geared towards computing students with entrepreneurial intentions. To expose all computing students to entrepreneurial ideas and to spark their entrepreneurial spirit, we also developed several entrepreneurship add-on modules for existing CS and CE disciplines. All these programs have been developed and implemented at Hofstra University, with modules implemented also at Qatar University. Preliminary evaluation results are presented and discussed.

Keywords: *computing entrepreneurship education.*

APPROACHES TO INCORPORATING IT ENTREPRENEURSHIP INTO THE INFORMATION SYSTEMS CURRICULUM

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Abstract

The success of tech company IPOs such as Facebook, Twitter, and Snap has not been lost on today's Information Systems (IS) majors. The demand for entrepreneurship education has grown rapidly from a just a few college classes in entrepreneurship in the 1970s to the over 3,000 colleges and universities providing entrepreneurship curriculum today (Davidson, White, and Taylor, 2012; Morris, Kuratko, and Cornwall, 2013). Information Systems (IS) students interested in launching their own tech startup can benefit from the common body of knowledge found in general entrepreneurship coursework. However, such coursework generally does not take into account the specific characteristics of IT services and software. This translates into the need for a special set of entrepreneurial skills for developing and launching an IT startup. While there has been some research into software and IT entrepreneurship in the fields of software engineering and computer science, little curricular guidance exists for IS students wishing to launch their own tech startup. This paper explores current approaches to teaching the IT and software entrepreneurial skill set. Experience with a dedicated course in tech startup entrepreneurship is described. A sample syllabus for IS majors is provided. The paper concludes with lessons learned and suggestions for implementing an entrepreneurship component as part of an undergraduate IS program.

Keywords: *IT entrepreneur, Tech startup, IS major, Entrepreneurship, Pedagogy, Curriculum design & development, Experiential learning & education*

INTRODUCING ENTREPRENEURSHIP INTO AN UNDERGRADUATE SOFTWARE DEVELOPMENT COURSE

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Abstract

During the past decade, undergraduate computer science students have become progressively more interested in pursuing less traditional paths of employment after graduation. While most still choose to work for established businesses, others are choosing to start businesses of their own. For students in computer science, developing novel software products is one viable approach to this end. To address our students' growing interest in entrepreneurship, during the last three years, we have modified the content of our Software Development course to introduce the Lean Startup philosophy and simulate the process students starting their own businesses would take to do so. The class begins with students "pitching" their ideas to other students in the class, then choosing the project(s) they will work on, interviewing clients and potential customers to determine the requirements for the product, and finally, developing the product. Four software products have been developed in this period, including one that received second place in an innovation competition and attracted the attention of a venture capitalist. In this paper, we will further describe details of the course, the products developed, and student attitudes both during and after the class is over.

Keywords: *Entrepreneurship, Technologies*

THE EFFECT OF UNDERSTANDING TAXPAYER ACCOUNTING, TAX RATES, APPLICATION OF SELF ASSESSMENT SYSTEM, AND TAXPAYER HONESTY ON MSME TAXPAYER COMPLIANCE AT KPP PRATAMA KARAWANG UTARA 2016-2019 PERIOD

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Abstract

This type of research is primarily quantitative research. The purpose of this study was to determine the effect of taxpayers' understanding of accounting, tax rates, application of self-assessment system, and taxpayers' honesty on MSME taxpayers' compliance. Sampling in this study uses simple random sampling and using 100 respondents who registered in the KPP Pratama North Karawang as a sample. The results obtained from this study are partial understanding that taxpayers' accounting has a positive and significant effect on MSME taxpayer compliance, tax rates partially have no considerable impact on MSME taxpayer compliance. In addition, the application of the self-assessment system does not significantly affect MSME taxpayer compliance, taxpayer honesty has an effect positive and significant impact on taxpayer compliance of SMEs, and simultaneously understanding of taxpayer accounting, tax rates, application of self-assessment system, and taxpayer honesty have a positive and significant effect on taxpayer compliance of SMEs.

Keywords: *MSME taxpayer compliance, understanding of taxpayer accounting, tax rates, application of self- assessment system, taxpayer honesty*

DEVELOPMENT OF E MARKETING BASED ON TOURIST BRAND LOYALTY MODEL IN THE BALI TOURISM INDUSTRY IN THE NEW NORMAL ERA

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Abstract

This study aims to: i) analyze the tourism brand loyalty model in Bali in the new normal era, ii) analyze the development of e-marketing in accordance with the brand loyalty model of tourists who visit Bali. visit one of the destinations in Bali at least twice. This study uses quantitative methods with structural equation modeling (SEM) analysis techniques with Amos 24.00 software. To strengthen the analysis, a Focus Group Discussion was used. The results of the study: i) the brand loyalty model is formed by brand image, service quality, brand awareness, and customer satisfaction. The strongest predictor is customer satisfaction, then brand image and service quality, ii) e-marketing development using popular social media, integrated web. Policy recommendations to the government to establish a new brand as a safe destination with unique cultural characteristics. The limitation of this study lies in the sample used does not reflect foreign tourists. This research provides a study for the development of tourism science in the field of marketing and tourist behavior

Keywords: *brand loyalty, brand image, brand awareness, e-marketing, covid-19*

CIMAHY CITY BRANDING AS A NATIONAL ANIMATION CITY

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Abstract

Purpose: to find out the implementation of the Cimahi campaign as an animation city carried out by the Cimahi City Government.

Research Methodology: The research method used is qualitative, with a constructivism paradigm, and the type of case study. The research subjects are Cimahi City Government officials and business actors who are members of the entrepreneurial community in Cimahi who were selected purposively. Data collection was obtained through in-depth interviews, passive participant observation, and literature study.

Results: In realizing a creative city, Cimahi created a community called the Cimahi Creative Association as a forum for animators in Cimahi to exchange knowledge and as a center for animation education in Cimahi. local and international investors

Limitations: The focus in this study is on the execution of the communication campaign which was carried out in a case study of the Cimahi city branding campaign as an animation city

Contribution: This research contributes to the development of communication campaigns, especially on the theme of destination branding and urban spatial planning

Keywords: *Cimahi, City, Branding, Animation, City*

**WHAT DO HOSPITALITY STUDENTS FIND IMPORTANT ABOUT
INTERNSHIPS DURING THE COVID 19 PANDEMIC?CASE STUDY :
PODOMORO UNIVERSITY**

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Abstract

The COVID-19 pandemic is currently sweeping the world and hitting all sectors of the economy.

There are more than 3,900,000 positive cases of corona virus infection worldwide and more than 270,000 people have died. The impact of this pandemic is not only on the world of health, but also affects all aspects of people's lives. Currently, people are encouraged to do Social Distancing, where teaching and learning activities, work and worship are done at home. In addition, recommendations regarding Health protocols from WHO (World Health Organization) such as diligently washing hands, maintaining health and hygiene and always wearing masks when traveling out. This certainly has an impact on the general economic condition of the community, where many people are laid off because the company, they work for has stopped operating either temporarily or permanently. One of the sectors that has the most impact in this pandemic is the tourism sector, which includes tourist accommodation or hospitality. The hotel sector has been paralyzed in recent years. This can be seen from the decline in room occupancy rates in hotels. This study aims to see How Importance the Internship program for Podomoro University Students during the Covid 19 Pandemic.

This research uses descriptive qualitative. Primary data was obtained through interviews and surveys, while secondary data was obtained from related journals, public information and previous research.

Keywords: *Motivation, Internship, hotel, covid 19 , Student*

PRESERVATION OF ENVIRONMENTAL HISTORIC AND CULTURAL HERITAGE IN DELTA STATE, NIGERIA

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Abstract

Preservation of historic and cultural heritage is still an issue in the developing world, despite several reasons to embark on it. The study focused on four important areas of preservation of historic and cultural heritage in Delta State. Identified historic and cultural heritage were Araya Bible Site, Ekumeku Monument, Ojife Statue and Mungo Park House. Araya Bible Site was in good shape, but the original bible was long taken away by the British. A structure had been erected on the spot where the bible was found and the heritage had become a famous pilgrim site for Christians. The status of Princess Ojife and Ekumeku Monument are currently in good shape while the Mungo Park House is in a dilapidated state. The study inferred that these statues and building were of great historic and socio-cultural significance to the people and the country, and recommended proper preservation of the historic and cultural heritage.

Keywords: *Preservation, Historic and cultural heritage, Delta State in Nigeria.*

COMMUNITY INVOLVEMENT IN PACKAGING INNOVATION ENSURING THE SUSTAINABILITY OF DESTINATION

(CASE STUDY IN VILLAGE TOURISM CEPAKA TABANAN AND PETAK GIANYAR
DURING COVID-19)

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Abstract

The purpose of this study was to analyze the involvement of local communities in packaging tourist village in Cepaka Tabanan village and Petak Gianyar village during the Covid 19 pandemic to make it sustainable. The methodology of this research is descriptive qualitative by exploring the role and contribution of local communities in tourism village packaging activities that are being developed. Observations, interviews and discussions with key informants were carried out, in order to obtain complete information in the community. The findings of this study are 1) Spontaneous and induced community involvement in packaging village tourism potential and spiritual nature provides economic, social and environmental benefits. 2) Development of tourist destinations that consider social value, economic value and environmental value giving a balanced impact on society, business and ensuring sustainability, 3) A touch of digital marketing creativity in packaging, improving product display quality, accelerating the dissemination of information with unlimited coverage. 4) Packaging the Cepaka tourism village and Petak spiritual nature tourism through synergy and collaboration with MSMEs and existing accommodation businesses, enhancing the image of the destination. This research is limited to analyzing sustainability from the perspective of local community involvement, many other perspectives are indicators, will be studied on another occasion. The results of this study are expected to contribute to the community in terms of developing tourist villages during the Covid 19 period, where local communities must be involved and have an interest in obtaining the main benefits.

Keywords: *community involvement, packaging, sustainability, village tourism*

MEASURING FACTORS CONTRIBUTING DESTINATION QUALITY OF RURAL TOURISM

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Abstract

Purpose: This paper examines the factor influencing the quality of rural tourism.

Research Methodology: A self-administrated questionnaires were distributed to the local tourist who embarked on rural tourism activities. About 335 responses were analysed using the SPSS and Smart PLS.

Results: The result shows that all factors (natural attractive, accommodation, information, sense of security and destination cleanliness) tested in this study are significantly correlated with the quality of destination in rural tourism.

Limitations: This study limits its respondent to the local tourist only. Further research may consider to include the international tourist as well.

Contribution: The finding of this study adds to the current body of knowledge of destination quality by recognizing the factors important in making a destination visible and attractive to the tourist particularly in the context of rural tourism.

Keywords: *Rural tourism, Tourism destination, Service Quality*

IS SERVICE QUALITY STILL IMPORTANT DURING THE STAY AT THE HOTEL SINCE COVID 19?

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Abstract

Purpose: Since the outbreak of Covid-19 pandemic, many industries have been affected including tourism sector and hospitality industry especially hotels faced big challenges in their performance towards their service quality and the customer satisfaction. The main purpose of this research is to identify the relationship between the 5 dimensions of the SERVQUAL (Assurance, Empathy, Reliability, Responsiveness and Tangible) in service quality and customer satisfaction during the stay at the hotel since the outbreak of the Covid-19 pandemic. Hence, the SERVQUAL model will be used as a guide to determine the results and findings.

Research Methodology: Furthermore, this research used quantitative approach and distributed questionnaire through online Google form and seven hotels in Kelantan that rate (1 to 4 star). Moreover, there are two sampling method that had been conducted in this research which are the probability sampling and non-probability sampling as the instrument to collect the data. The type of analysis conducted was descriptive and inferential analysis.

Results: The result from the analysis revealed that all 5 dimensions SERVQUAL components have positive relationship with the customer satisfaction. However, two out of five which are the responsiveness and assurance are not significant towards the customer satisfaction.

Limitations: The study could still be expanded further by identifying more factors and variables that may influence customer satisfaction of the hotel especially after the pandemic outbreak.

Contribution: This study contributes to the hotel industry by showing that properly planned of service quality elements and factor are important to attract more customers in during and post pandemic Covid-19.

Keywords: *Customer satisfaction, service quality, SERVQUAL model, Covid-19 pandemic,*

**PERCIEVED ORGANIZATIONAL SUPPORT, JOB SATISFACTION, AND
ORGANIZATIONAL COMMITMENT TO TURNOVER INTENTIONS IN
GENERATION Y EMPLOYEES (MILLENNIALS) STUDY AT PT. SURYA
BAHTARA MAHKOTA KUPANG.**

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Abstract

This research focuses on Generation Y (Millennials) employees aiming to find out the perceived organizational support, job satisfaction and organizational commitment to turnover intentions on Generation Y (*millennial*) employees at PT. Surya Bahtara Mahkota Kupang. The method used is quantitative method. The analysis technique in this study used multiple linear regressions using SPSS V.21 data. The results of this study showed that perceived organizational support variables had a positive and significant effect on the turnover intention of Generation Y employees, variable job satisfaction negatively and significantly on Generation Y turnover intention, organizational commitment had a positive and significant impact on Generation Y (millennials) PT. Surya Bahtara Mahkota Kupang. The results of the coefficient of determination show that variable perceived organizational support, job satisfaction, and organizational commitment affect variable turnover intention of Generation Y employees (millennials) PT. Surya Bahtara Mahkota Kupang.

Keywords: *Perceived organizational support, job satisfaction, organizational committee, and turnover intention, millennials.*

THE INFLUENCE OF TOURISTS' EXPERIENCE ON REVISIT INTENTION : A CASE STUDY OF CENTRAL JAVA CITY, INDONESIA

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Abstract

Purpose: The aim of this study are 1) to find out and analyze how destination image, and tourist experience affect tourists' satisfaction who come to visit Central Java Province (Borobudur Temple); 2) to find out and analyze whether destination image and tourist experience affect tourists' revisit intention come to visit Central Java Province (Borobudur Temple); and 3) to find out and analyze whether tourist satisfaction affect tourists' revisit intention come to visit Central Java Province (Borobudur Temple).

Research Methodology: Data were collected from the tourists who visited Borobudur temple, Indonesia, as the research targets. The convenience sampling approach is used in this study; surveys were conducted over two months from June to August 2021. Data were collected through an online questionnaire survey method. The data analysis technique used linear regression analysis using the SPSS for Window 26 application. The analytical techniques used were validity test, reliability test, coefficient of determination test, and test path analysis.

Results: Destination image has a significant influence on tourist satisfaction, destination image has a significant influence on revisit intention, tourists experience has a significant influence on tourist satisfaction, tourists experience has a significant influence on revisit intention, and tourists satisfaction has a significant influence on revisit intention.

Limitations: The current study was carried out during the COVID-19 pandemic from June to August 2021, the initial time for tourism to open in the city of Central Java, which means facing the tourists who come to the city of Central Java (Borobudur temple) during the pandemic tourists travel to goals at different times and may have different opinions, perceptions, or images.

Contribution: The research contribution is for the academic community, research is to distinguish predictors of tourist's revisit intention towards certain destinations, which are: enrich and complement the existing literature in the field. Next up, moderation Tourist satisfaction serves as a unique feature of this study. This is a study attempt to set a precedent for the future research involving subjective constructs as moderating or control variables. This provide the essence of contextual studies in understanding the dynamics of tourism.

Keywords: *Destination Image, Tourist Experience, Tourist Satisfaction, Revisit Intention*

DEVELOPMENT OF AN INTEGRATED GREEN TOURISM MODEL IN MEETING THE INTERESTS OF STAKEHOLDERS ON MAINLAND TIMOR

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Abstract

Mainland Timor as a tourism destination is very relevant to be studied in terms of the potential for developing a green tourism model because this concept is very thick with Economic, Social and Cultural values, which in principle allow the area to develop well and excel or with interventions that strengthen its economic value. The enormous potential of the mainland of Timor needs to be managed properly and correctly, so that it has a positive impact on the economy and the welfare of the surrounding community. Ideally, the magnitude of tourism potential in an area is directly proportional to the welfare of the surrounding community. The average income of the people on the island of Timor is farming, fishing and the sector that absorbs a lot of labor in the community is the trade sector. Through proper tourism management, it can deliver the community to feel the positive impact of welfare and a good economy, by helping them manage their livelihoods as well as supporting tourism like other areas. Realizing a green tourism model as a leading sector that encourages economic growth for the welfare of the community requires synergy with other related sectors and still has to be done regularly. The problem of this research is how the potential, performance and uniqueness of natural resources in the tourist area will be offered as the main attraction for nature-loving tourists, how is the support of the government and stakeholders for the development and existence of tourist areas for the surrounding community and how is the implementation of the strategy for developing the green tourism model. That can meet the characteristics of the research area. Research objectives Identify and map the potential, performance and uniqueness of natural resources in tourist areas that have the potential to attract tourists; Identifying the socio-economic conditions of the community in the buffer area that can support the presence of tourists during their activities in the tourist area. Knowing the perception of stakeholders in the buffer area towards the existence of tourist areas and implementing a strategy for developing research areas as tourist areas with a green tourism model to strengthen the existence of tourist areas on the mainland of Timor as well as a new economic base for the local community.

Keywords: *Development, Green Tourism Model, and Stakeholder Interests.*

TOURISIM AFTER COVID PANDEMIC

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Abstract

Many of us consider traveling to be a way of life. However, 2020 will be a year of significant upheaval, with the tourism industry crumbling in the wake of the COVID-19 epidemic. It is still too early to determine the long-term impacts of the SARS-CoV-2 virus, particularly given that this article will assess the tourist sector's status in the first half of 2020. Thus, the author's evaluation of the hurdles to international tourism and some potential strategies for tourist recovery in the post-pandemic era were quite relevant. Romania, as a Carpathian-Danubian-Pontic country, possesses natural tourist potential that may attract visitors and produce revenue, propelling the Romanian tourism industry to the top of the national economic sectors that contribute significantly to the development of the national GDP. It's fascinating how this paper illustrates how a country with undervalued tourist potential, and in the difficult context of the current COVID-19 pandemic, can gain "ground" in international tourism by implementing key strategies aimed at practicing sustainable tourism while also respecting the health safety measures that are currently a daily priority.

Keywords: *Covid-19 pandemic, tourist sector, sustainable development*

STRATEGIC ANALYSIS OF INCREASING THE INCOME OF MOBILE STREET TRADERS (PKL) IN BELU REGENCY, EAST NUSA TENGGARA PROVINCE, INDONESIA

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Abstract

Economic development of one country is determined by informal sector. Though economic activities of informal sector is not big, its role for national economic is important. This is because, informal sector provides similar chances for everyone with different backgrounds, level of education, ages, gender, social status, etc. One of informal sector business is mobile street traders in Bahasa called Pedagang Kaki Lima (PKL). This research aims to describe the income level of PKL as well as to create a strategy to increase the income of PKL in Beluregency. Qualitative research method was applied in this research with in-depth interview for data collection method and descriptive qualitative for data analysis method. the procedures of data analysis were data presentation, data reduction and conclusion (Miles & Hubermans). Further, SWOT analysis tool was used to determine the right strategy for increasing the PKL's income. This study found that daily income of PKL was less than five hundreds rupiah (Rp 500.000,-), weekly income was around one million rupiah (Rp 1.000.000,-) and monthly income was less than five millions rupiah (Rp 5.000.000,-). Furthermore, based on the SWOT analysis, the internal factors (IFAS) total score was 2.8982 and the external factor (EFAS) total score was 3.0008. From the IE matrix, it can be concluded that PKL business was in quadrant II which describes that the business is in growth and development condition. Therefore, the strategy that can be applied is incentive strategy such as market penetration, market and product development.

Keywords: *Income, Mobile street trader (PKL), SWOT analysis*

**IMPACT OF MANAGEMENT INFORMATION SYSTEM QUALITY AND
STRATEGIC RISK MANAGEMENT ON PERFORMANCE MANAGEMENT
MEDIATED BY GOOD CORPORATE GOVERNANCE AT CHIEF OF VILLAGE**

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Abstract

Village development aims to improve the welfare of rural communities and the quality of human life as well as poverty alleviation through the fulfillment of basic needs, development of village facilities and infrastructure, development of local economic potential, and sustainable use of natural resources and the environment. Hypothesis testing analyzes the influence of the variable performance management system, good corporate governance, quality of management system and strategic risk management. Based on the level of involvement of researchers in research, this study uses research with a minimum level of involvement (minimal interference), that is, research is carried out in a natural scope with minimal involvement and a natural framework. In terms of the research situation, this research is carried out in a neutral and natural place (noncontrived settings), this study was conducted without the involvement of the researcher in the normal activities of the research subject. The samples were taken. The population in this study was 2853 village heads in Banten Province, the tool used was SEM.

Keywords: *quality management information systems, strategic risk management, performance management, good corporate governance*

THE INFLUENCE OF CREDIT AND NON PERFORMING LOANS ON THE PROFITABILITY OF THE BANKS LISTED ON THE INDONESIA STOCK EXCHANGE FOR THE 2015-2019 PERIOD

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Abstract

This study aims to examine the effect of providing credit and non-performing loans (NPL) on the profitability of banks listed on the Indonesia Stock Exchange (IDX) during the 2015-2019 period, either partially or simultaneously.

The population used in this study are banks listed on the Indonesia Stock Exchange (IDX) in 2015-2019. In this study, the sample used was 40 (forty) banks obtained from the purposive sampling technique results. The method used in this research is the quantitative description method, the data analysis used is the t-test and F-test using the SPSS 20 program.

The results of hypothesis testing indicate that the provision of credit and non-performing loans have a significant effect on profitability, with a determination value of 51%. The partial test shows that the variable giving credit having a significant impact on the profitability of 0,000% as well as the non-performing loan variable also has a significant impact on the profitability of 0,000%.

Keywords: *Granting of Credit, Non Performing Loan, Profitability*

MEDIATING ROLE OF TOURIST ATTITUDE ON DESTINATION AWARENESS & DESTINATION PERSONALITY TO FUTURE VISIT INTENTION

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Abstract

Purpose: This paper aims to analyze the direct and indirect effects of destination awareness and destination personality on future visit intention with the mediating role of tourist attitude

Research Methodology: In this study, a quantitative technique utilizing a questionnaire is utilized to gather data. The Lemeshow sampling method was used to acquire a sample of 100 respondents for this investigation. In the data analysis, the Partial Least Squares Structural Equation Model (PLS-SEM) was implemented.

Results: Destination awareness and destination personality have positive effect on tourist attitude. Destination personality also has positive effect on future visit intention. Meanwhile, destination awareness has positive but not significant effect on future visit intention. The analysis results of mediating variable of tourist attitude on future visit intention show that tourist attitude plays a significant role in mediating destination awareness and destination personality on future visit intention. Future study might cover the service industry, with a comparison utilizing the suggested model. Furthermore, the intended model might be confirmed by gathering data from a large number of tourists.

Limitations: This research conduct in small number of respondent and Covid-Era which is mostly traveller coming from the area around the city of Bandung,

Contribution: These results provide new theoretical and practical implications for tourism destination marketing and policy makers

Keywords: *Destination Personality, Tourist Attitude, Future Visit Intention*

SOCIAL CAPITAL AS ACCELERATOR FOR PREMIUM DESTINATION DEVELOPMENT

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Abstract

Purpose: to analyze the social capital that is developed and owned by the Labuan Bajo community that contributes to the development of premium destinations.

Methodology: The type of research used is qualitative with primary data sources are employees/staff of the West Manggarai Regency Tourism and Culture Office, community leaders/youth leaders, tourism actors such as members of Askawi (Tourism Ship Association), hotels, restaurants/restaurants, travel agents and community members.

Findings: The results showed that the social capital identified was optimism towards tourism, religious harmony, linkages with culture, women's participation, social solidarity, and social norms. Seeing the closeness of the people of Labuan Bajo and Komodo National Park to their culture, strengthening local culture is a must by creating cultural nuances in all activities of community life.

Limitation: This research was conducted in a short period of time so that the findings still require further study

Contribution: destination development by involving social capital in the community

Keywords: *premium destination, social capital, community, culture*