



Potential tourism route planning based on Weka 3.8 application in Bangli Regency

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ABSTRACT

The aim of this research is to identify tourist travel routes in Bangli Regency, as well as planning potential tour packages for Bangli Regency. To collect data in this study, we used qualitative methods by distributing questionnaires offline, conducting direct interviews to 271 tourists visiting Bangli Regency. we used weka3.8 application-based market basket analysis and GIS mapping to visualize and analyze routes. We found that Bangli Regency has a variety of tourist attractions both natural attractions and cultural attractions. The attractions in this regency are no less interesting than other attractions in Bali. However, the description of this research shows that, only a few tourist objects are known and visited by tourists. the rest is almost not even heard at all in the ears of tourists. this is because most travel agents direct tourists to tourist objects that are just that - that's all. therefore, the results of this study create a potential tourist route plan which can later direct tourists to attractions that have potential but are not yet widely known by tourists. Similar studies that have been conducted by researchers out there the majority only examine the routes in Bangli Regency. there is no planning related to tourist routes there. so this research designs potential tourist routes in Bangli Regency.

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INTRODUCTION

Tourism is a trip made many times or repeatedly from one place to another (Saputra & Ali, 2020; Sutiarmo, 2018; Wibowo et al., 2017). Tourism is supported by various facilities and services provided by the community, entrepreneurs, government and local government (Anandhyta & Kinseng, 2020; Bahiyah et al., 2018; Ichsan & Setiadi, 2022). In tourism, we are familiar with tourism guides (Brahmanto, 2015; Rusmiati et al., 2022; Susanthi & Warmadewi, 2020). Tour guides have a big role in providing various information needed by tourists (Fitriana & Lestari, 2021; Purwaningsih, 2013). The role of tour guides is important to introduce tourist areas (Kristiana et al., 2018; Lubis, 2020). Tourist guiding is highly dependent on the ability to organize a travel route (Arifin et al., 2023; Pajriah, 2018). The key to success in planning tour guiding is a travel route (Lumanauw, 2020;

Prasetya et al., 2021). Certain tourist routes can affect the determination of tourist trips sold by travel agencies led by a tour guide and are regularly organized tourist trips (Heryati, 2019). In compiling a route can be divided into several parts called one care. The travel route must consider the core content of the guide that penetrates the geographical boundaries of an area that will be traveled by tourists. The second principle is Three Sections, namely planning and organizing places/areas that have beautiful scenery, tourist cities, and travel channels is the most important part in attracting tourists and is also the core competitiveness of a destination (Susanto, 2016).

Bangli Regency is one of the regencies in Bali Province which makes the tourism sector a mainstay sector in addition to the agriculture and small industry sectors. The distinctive culture and full of spiritual activities as well as the natural beauty that exists in Bangli Regency, make Bangli Regency a tourist destination (Prasetya et al., 2021; Suryani et al., 2022; Widianegara & Ariesta, 2021). Natural and cultural tourism is a tour that most tourists in Bangli Regency are interested in, both tourists who come from the archipelago, and foreigners (Agustini et al., 2018; Tunjungsari, 2018). Tourists visit Bangli Regency because they want to enjoy the natural scenery that Bangli offers, as well as curiosity related to Bangli's cultural customs (ANDRIANI, 2021).

Bangli Regency has a total of 24 tourist attractions recorded at the Bangli Regency Tourism and Culture Office (Prasetya et al., 2021). Of the 24 recorded attractions, they are divided into retribution and non-retribution attractions (Prasetya et al., 2021). 15 attractions from the total number of 24 attractions in Bangli Regency are not subject to retribution, 15 objects are natural and cultural tourism managed by the local community. Then, data on visits to 15 non-retribution tourist objects in 2018 was recorded at 267,581 people, both local and international tourists (Prasetya et al., 2021).

These well-known tourist attractions have their own uniqueness that cannot be found in other tourist attractions outside Bangli Regency (Wulandari et al., 2018). One of them is the Terunyan tourist attraction which has a funeral culture of laying the body under the Taru Menyan Tree, and Penglipuran Tourism Village which has a unique Balinese socio-culture. However, based on the Bangli Regency Regional Tourism Development Master Plan in 2018, it states that the direction of tourism development has covered all attractions in Bangli Regency, but based on the visit data of all attractions, there is an imbalance in the number of visits between attractions. Even for one of the featured tourist attractions, namely the Puncak Penulisan Temple tourist attraction, only gets 0.3% of total tourist visits. Only attractions located in North Bangli have a fairly high visitation, amounting to 68.6%, and even then at attractions located in the Batur Region. This inequality of tourist visits is a problem that hampers one of the Bangli Regency Disparbud programs, namely in increasing the distribution of tourists visiting all tourist attractions in Bangli Regency. It is necessary to know the reasons for tourists related to the inequality in the number of visits to the preferences of tourists choosing the attractions visited.

All this time The results of interviews related to Bangli Regency's tourist routes with the Head of the Promotion Division of the Bangli Regency Tourism Office, Agung Adi, revealed that, with the existence of alternative routes that lead to many tourist objects, it will help in considering the selection of alternative tourist routes with cooperation between travel agents who add Bangli Regency as the destination of the travel agent's tourist route.

Travel agents who add Bangli Regency as a visit route, only direct tourists to two tourist attractions, namely Kintamani and Penglipuran, Travel Agent is one of the reasons for tourists' limitations in visiting trips in Bangli Regency. Data on tourist visits in 2018 in Bangli Regency also states that tourist trips only go to North Bangli. The Head of the Promotion Division of the Bangli Regency Cultural Tourism Office, revealed that the lack of planning of tourist routes in Bangli Regency is also one of the reasons for the limited movement of tourists in visiting tourist attractions, the need to know the pattern of tourist movement in Bangli Regency so that in the future it can determine the Potential Movement Pattern and direction of tourist travel routes.

The movement of tourists who only visit the same tourist attraction. This is a problem because there is already a direction for tourism development for all existing tourist attractions from

the Bangli Regency RIPDA document, but in fact tourists only make tourist movements to the same objects. Even though Bangli Regency has a variety of tourist attractions. In addition to this, travel service providers (Travel Agent) only direct tourists to superior tourist objects. This is one of the reasons for the limitations of tourists in making movements in Bangli Regency.

RESEARCH METHOD

The study was conducted using a qualitative research approach and focused on foreign and Indonesian tourists visiting Bangli Regency tourist attractions totaling 136 local tourists and 135 foreign tourists. the research location was carried out in all tourist attractions in Bangli Regency. To collect data in this study, the researchers used a questionnaire distributed offline as well as direct interviews with tourists visiting tourist attractions in Bangli Regency. The data collected was analyzed using Market Basket Analysis and mapped in arcGIS. the steps taken are data collection through excel, coding, analyzing the weka 3.8 application, mapping existing routes and planning routes.

During stage 1, we carefully read and understand all the answers given by tourists who on this occasion acted as respondents. we summarized all the results of the questions and prepared for data entry into ms excel. in stage 2 we input data into ms excel, then coded the results of the respondents' answers. In stage 3, we mapped the respondents' answers related to the overall needs of the route using the Arcgis - Arcmap application and visualized it in the form of a digital map. at this mapping stage, we will see the existing tourist routes which will later be analyzed regarding the development of potential tourist routes. in stage 4, we conducted an analysis related to the results of the existing tourist routes created in Arcgis - Arcmap will be data and the results of coding in stage two will be entered (input) into the Weka 3.8 application. In stage 5, we identify the shape of the route created from the weka 3.8 analysis and at this stage potential routes will be created from the weka 3.8 market basket analysis. At stage 6, we will sort the potential tourist routes created, and will give names related to the routes created according to their characteristics, such as if the route leads more to cultural tourism, it will be called a cultural tourism route.

RESULTS AND DISCUSSIONS

The movement of tourists is divided into two categories, namely the routes formed by foreign tourists (international tourists or WNA) and the routes formed by local tourists (domestic tourists or WNI). The total number of existing routes generated by tourists visiting Bangli Regency is 34, with 16 routes formed by WNI tourists and 18 routes formed by WNA tourists. Among the 16 routes formed by WNI tourists, three types of movement patterns can be identified: 8 routes with a single-point pattern, 6 routes with a base site pattern, and 1 route with a stopover pattern. On the other hand, among the 18 routes formed by WNA tourists, there are 16 routes with a base site pattern, 1 route with a destination region loop pattern, and 1 route with a complex neighbourhood pattern.

Regarding WNI tourists' movement patterns, for those following the single-point pattern, the most visited tourist attraction is Pura Tirta Sudamala. Meanwhile, for those following the base site and stopover patterns, the most frequently visited tourist attraction is Desa Penglipuran. As for WNA tourists following the base site movement pattern, the most visited tourist attraction is Desa Wisata Penglipuran. On the other hand, for those following the destination region loop pattern, the most frequently visited tourist attractions are the natural wonders of Air Terjun Tukad Cepung and Air Terjun Tibumana. As for those following the complex neighbourhood pattern, they visit 5 tourist attractions, with Pura Puncak Penulisan as the main destination and Penglipuran, Pura Batur, Trunyan, and Pura Kehen as secondary destinations.

The routes of WNI tourists are mostly dominated by the single-point pattern. These tourists are locals whose places of origin are relatively close to the targeted tourist attractions. Conversely, WNA tourists' routes are mainly dominated by the base site pattern. The base site routes, numbering

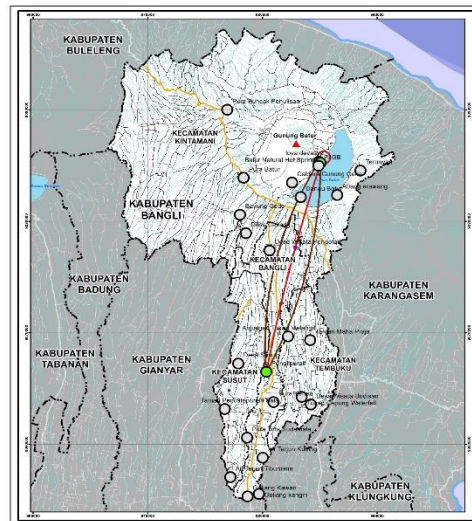


Figure 2. Visual map related to potential route for Toya Devasya at Bangli Regency

Source: Arcmap Analysis (2022)

The picture above is an example of a potential tourist route map visualization. It can be seen from the picture above that the lines in the picture are any route that has a potential tourist attraction. There are 29 routes formed by Indonesian tourists, of all the routes formed, the most Indonesian tourists form routes with 5 tourist objects on their trip, namely on the route, Tibumana - Kuning - Tukad Cepung - Caldera - Lake Batur with a percentage of 2.21%. While the most routes formed by Indonesian tourists are one stop destinations (only make one tourist visit), namely at Tirta Sudamala tourist attraction with a percentage of 11.03%. Meanwhile, for foreign tourists. And, 29 routes were formed by foreign tourists. Of all the routes formed, foreign tourists form the most routes with 6 tourist objects on their trip, namely on the route, Undisan - Tukad Cepung - Kehen Temple - Penglipuran - Lake Batur - Caldera, with a percentage of 1.46%. While the most routes formed by Indonesian tourists are Base site 3 (making three tourist visits), namely on the route, Penglipuran - Kintamani - Kehen with a percentage of 11.68%. From the explanation above, it can be concluded that the existing routes formed by foreign tourists are more diverse than the routes of Indonesian tourists.

There are 5 rules that state that the attractions visited are related. In the 5 rules, there are 3 tourist attractions that are interrelated, namely the tourist attractions of Trunyan Tourism Village, Mount Batur Caldera, and Lake Batur. Rules formed by Indonesian tourists are not as many as rules formed by foreign tourists. This is because the existing routes formed by foreigners are more diverse than the existing routes formed by Indonesian tourists. The results of the association of Indonesian citizen tourist movement routes, obtained 5 routes with 1 route at the Caldera tourist attraction, and 4 routes at the Trunyan Traditional Village tourist attraction. For the route at the Caldera tourist attraction, it forms a circular route starting from Caldera, Trunyan, then ends at Lake Batur. The path formed from this route passes through 3 other attractions but is not included in the route destination. These 3 objects are P3GB, Batur Natural Hot Spring, Toya Devasya and Abang Erawang. As for the route on the Trunyan Traditional Village tourist attraction, there are 4 routes that include Trunyan, Caldera and Lake Batur tourist destinations, but this route passes through 3 other attractions just like the route on the Caldera tourist attraction. Based on the explanation above, it can be concluded that, the set of tourist objects formed from the MBA analysis of Indonesian citizen tourist routes, only revolves around the tourist attractions of the Kintamani region, precisely in the Lake Batur area and its surroundings. There are 3 tourist objects that are missed from the 5 sets of route data

generated by Indonesian citizen tourists. This can be taken into consideration in adding missed tourist objects in planning potential tourist routes in Bangli Regency.

Table 1. Potential route Bangli Regency

No.	Attractions	Recommended Potential Tourist Routes
Potential Route 1	Kehen Temple (Nature & Culture)	Breakfast at Hotel -Guliang Kawan - Guliang Kangin - Tirta Sudamala Temple Lunch at Mapogu - Kehen Temple - Undisan - Penglipuran - Dinner at Penglipuran - Return to Hotel.
Potential Route 2	Puncak Penulisan Temple (Nature & Culture)	Breakfast at Hotel - Puncak Penulisan Temple - Batur Temple - Bayung Gede - Caldera - Lunch at Dewi Asih - Lake Batur - Kedisan Pier -Trunyan - Abang Erawang - Dinner at Abang Asri - Return to Hotel.
Potential Route 3	BNHS (Nature & Culture)	Breakfast at the Hotel - Guliang Kangin - Guliang Kawan - Tirta Sudamala Temple - Penglipuran Lunch at Penglipuran - Pengotan Village - Caldera - BNHS -Dinner at BNHS - Back to Hotel
Potential Route 4	Toya Devasya (Nature & Culture)	Breakfast at Hotel - Kehen Temple - Penglipuran -Lunch at Floating Resto - Tukad Melangit Bridge - Pengotan - Caldera - Toya Devasya - Lake Batur -Dinner at Lakeside Restaurant - Return to Hotel.
Potential Route 5	Ulun Danu Batur Temple(Cultural & Spiritual)	Breakfast at Hotel - Tirta Sudamala Temple - Kehen Temple - Penglipuran - Lunch at Grand Puncak Sari -Pengotan Village - Batur Temple - Lake Batur Pura Puncak Penulisan - Dinner at Gong Dewata Restaurant - Back to Hotel
Potential Route 6	Tibumana Waterfall (Nature & Culture)	Breakfast at Hotel - Tibumana Waterfall - Yellow Waterfall - Lunch at Cepung Café - Tukad Cepung - Undisan - Kehen - Dinner at Mapogu Bali - Return to Hotel.
Potential Route 7	Mount Batur (Nature & Culture)	Breakfast at Hotel - Mount Batur - Lunch at Dewi Asih Restaurant - Caldera - Lake Batur - Kehen -Dinner at Mensana - Return to Hotel.
Potential Route 8	Trunyan (Cultural Tourism)	Breakfast at Hotel - Kedisan Pier - Lake Batur - Trunyan Lunch at Floating Resto - Abang Erawang - Batur Temple - Puncak Penulisan Temple - Dinner at Floating Resto - Kehen Temple - Return to Hotel.
Potential Route 9	Caldera (Nature & Culture)	Breakfast at Hotel - Caldera - P3GB - Kedisan Pier -Trunyan - Lunch at Donna Restaurant -Abang Erawang - Lake Batur - Dinner at Floating Resto -Back to Hotel
Potential Route10	Lake Batur (Nature & Culture Village)	Breakfast at Hotel - Guliang Kawan - Guliang Kangin - Anjungan Tukad Melangit Lunch at Warung MakanKak Man - Lake Batur - Caldera - Dinner at Resto Apung - Back to Hotel
Potential Route11	Penglipuran (Nature & Cultural Village)	Breakfast at Hotel - Kehen Temple - Undisan - Penglipuran - Lunch at Warung Devi - Pecampuhan Sala Park - Guliang Kangin - Guliang Kawan - Dinnerat Guliang Kawan - Return to Hotel.
Potential Route12	Tukad Cepung (Nature)	Breakfast at Hotel - Tukad Cepung - Yellow Waterfall - Tibumana Waterfall - Lunch at D'Carik Tibumana - Pecampuhan Sala - Anjungan Tulad Melangit - Dinner at Warung Makan Kak Man - Back to Hotel.

Source: processed data (2022)

The potential routes formed are the result of analyzing the movement patterns of foreign tourists and Indonesian tourists. The results of the study state that Indonesian tourists have low movement and tend to do one stop destination when visiting Bangli Regency even though the number of Indonesian tourists is almost the same as foreign tourists. However, the movement of foreign tourists is more varied than that of Indonesian tourists. The movement of tourists is divided into two, namely routes formed by foreign tourists (foreigners) and routes formed by local tourists (Indonesian citizens). The total existing routes generated by tourists visiting Bangli Regency are 34 routes, with 16 routes formed by Indonesian tourists and 18 routes formed by foreign tourists. In Indonesian tourists, the 16 routes consist of three types of movement patterns. Namely 8 routes with a single point pattern, 6 routes with a base site pattern and 1 route with a stopover pattern. Meanwhile, the 18 foreign tourists consist of 16 routes with a base site pattern, 1 route with a destination region loop pattern, and 1 route with a complex neighborhood pattern.

For Indonesian tourists in the Single Point movement pattern, the most visited tourist attraction is Tirta Sudamala Temple. While in the base site and Stopover movement patterns, the most frequently visited tourist attraction is the Penglipuran Village tourist attraction. For foreign tourists in the base site movement pattern, the most visited tourist attraction is Penglipuran Tourism Village. In the destination region loop movement pattern, the most frequently visited tourist attraction is Tukad Cepung Waterfall and Tibumana Waterfall. While in the complex neighborhood movement pattern there are 5 tourist attractions visited, namely Puncak Penulisan Temple, as the main destination, and Penglipuran, Batur Temple, Trunyan and Kehen Temple as secondary destinations.

Bangli Regency has a variety of tourist attractions both natural attractions and cultural attractions. Tourist attractions in this regency are no less dancing with other tourist attractions in Bali. However, the description of this research shows that, only a few tourist objects are known and visited by tourists. the rest is almost not even heard at all in the ears of tourists. therefore, the results of this study create a potential tourist route plan which can later direct tourists to tourist objects that have potential but are not yet widely known by tourists.

CONCLUSION

Furthermore, what can be drawn from the results of the research discussion regarding the planning of potential tourist travel routes in Bangli Regency further is as follows: Based on the results of the weka analysis (market basket analysis) that has been carried out, including the results of the survey of existing routes formed by foreign tourists and Indonesian tourists, for Indonesian tourists there are two potential routes consisting of potential routes to Trunyan tourist objects, and potential routes to Caldera tourist objects. As for foreign tourists, there are eight potential routes consisting of potential routes for Kehen Temple attractions, potential routes for Puncak Penulisan Temple attractions, potential routes for Batur Natural Hot Spring attractions, potential routes for Toya Devasya attractions, potential routes for Ulun Danu Batur Temple attractions, potential routes for Tibumana Waterfall attractions, potential routes for P3GB attractions, and potential routes for Trunyan Traditional Village attractions.

The results of this study provide valuable insights for local governments and tourism stakeholders in Bangli Regency to develop tourism. By identifying potential routes of interest to domestic and foreign tourists, they can plan appropriate investment, promotion, and infrastructure development. By identifying potential routes, tourist attraction managers can improve the tourist experience by providing better facilities, qualified tour guides, and more effective promotion. This research illustrates the use of market basket analysis in the context of tourism. It shows that this approach can be used to identify travel patterns of tourists and uncover their preferences. The findings strengthen the understanding of the differences between the travel route preferences of domestic and foreign tourists. This can be the basis for further research on market segmentation and alignment of tourism strategies with the preferences of each segment. Limitations in the survey data

or transaction data used in the shopping cart analysis may affect the results of the study. Future research may need to expand data coverage or collect additional data to obtain more representative results. Future research may try to understand more deeply the factors that influence travelers' route selection, including their cultural, social, and economic preferences.

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