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KINTAMANI TOURISM DESTINATIONS: A STUDY OF TOURIST PERCEPTIONS MILENIAL GENERATION

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Abstract

The purpose of this study is to examine the perceptions of the millennial generation towards Kintamani as a tourism destination from three aspects, namely attractions, facilities and accessibility. As a qualitative research, data analysis was carried out in a qualitative descriptive manner. The sample of this study was 99 people, determined by the Slovin method, consisting of 89 millennial generation domestic tourists and 11 millennial generation foreign tourists. The results showed that Kintamani Tourism Destinations for attractions were considered very good with an average value of 4.46; facilities are considered good with an average value of 3.67; and accessibility is considered good with an average value of 3.91. This study also recommends the need to improve the quality and quantity of supporting facilities for the Kintamani Tourism Destination such as tourism information centers, public toilets, street lighting, money changers, parking lots, and the quality of roads in the Kintamani Tourism Destination area.

Keywords: Perception, Millennial Generation, Attractions, Amenities, Accessibility

1. INTRODUCTION

Tourism development in an area will provide opportunities for the area to develop its economy, including according to Subarkah (2018) it will be able to boost the economic growth rate of a region, especially the economy of the community around the tourist attraction. If before the Covid-19 Pandemic, namely in 2018, the Indonesian tourism industry was able to contribute around US\$ 10 billion in foreign exchange (Ministry of Communication and Informatics, 2019) then in 2022 according to the Ministry of Tourism and Creative Economy the amount of foreign exchange contributed by the tourism sector will reach US\$ 4.26 billion. The foreign exchange contribution of US\$ 4.26 billion is inseparable from the increase in the number of foreign tourist arrivals in line with the sloping of the Covid-19 Pandemic. It was recorded that up to October 2022 the number of foreign tourists visiting Indonesia reached 3.92 million people (DataIndonesia.id 28 December 2022). In addition, according to Argyo (2009) tourism also plays a role in empowering micro-enterprises and absorbing labor in areas that produce tourism products. Bali, which consists of eight districts and one municipality, is one of the provinces that is very aggressive in developing tourism. Kintamani as one of the sub-

districts in Bangli Regency, is also very active in encouraging the development of tourism by offering very exotic natural views of Bali. Kintamani has played a role as an area that has received quite a lot of attention from tourists since the Dutch East Indies administration. This area has a background of ancient volcanic craters and there are lakes, valleys and forests. These natural conditions prompted the Dutch East Indies government to build a guest house and include it in a tour package made by the Dutch East Indies government at that time to attract visitors (Putriani, et al., 2020). Kintamani is a sub-district in Bangli Regency, has an area of 366.9 km² with a total of 48 villages. It has natural, cultural and traditional potentials that are very interesting to be visited by tourists.

The United Nations World Tourism Organization (2015) projects that in 2020 there will be an estimated 370 million tourist trips, and of this number of trips will be dominated by tourists in the category of millennial tourists born between 1979 and 2000. Millennial tourist visits Kintamani tourism destinations to see the attractiveness instagramable spot like El Lago, Montana Del Café and Paperhills started with information on the internet, advertisements, and information from their friends. According to Haddouche and Salomone (2018) millennial generation tourists are interested in visiting tourism destinations that present interesting spots to be documented or often known as instagramable. Apart from being instagramable, in order for tourism destinations to attract tourists, there are at least three components that must receive attention, namely infrastructure, human resources, and services. Furthermore, according to Crouch and Ritchie (1999) even though they have tourist attractions, if these three components are lacking, it will be very difficult to compete and generate return visits by tourists. In addition, due to tourist visits, the three components of a tourism destination, namely infrastructure, human resources, and services, cannot be separated from the perceptions of tourists, especially tourists who have enjoyed the three components of the tourism destination. Perception is a person's process of determining, organizing, and describing information in creating an overall representation (Kotler, 1993:219). Perceived quality has a positive effect on customer value and satisfaction for industry consolidation. At a time when service is difficult to evaluate, destination image is considered the most important factor influencing perceived quality and evaluating customer satisfaction with service and customer loyalty to the quality of a tourism destination.

The quality of tourism destinations plays an important role in attracting tourist visits, so that if stakeholders ignore the quality of tourism destinations it is a failure. According to Prasiasa (2013: 51), Kintamani as a tourism destination that is loaded with local cultural and traditional potential, prioritizes the empowerment of local communities in managing tourism potential, including the potential for local culture and traditions. It is intended that every tourist who comes to enjoy products or services at Kintamani tourism destinations, including millennial tourists, can obtain satisfaction so as to generate positive perceptions of Kintamani tourism destinations. According to Widari (2021) tourist perceptions can be in the form of perceptions of domestic tourists and perceptions of foreign tourists regarding economic, socio-cultural and environmental aspects. Furthermore, according to UNWTO (2015), in connection with the large potential of millennial tourists who will travel and to maintain the sustainability of the development of Kintamani tourism destinations, research on Kintamani tourism destinations as one of the main tourism destinations in Bali needs to be carried out especially from the perspective of the perception of the next generation of tourists. millennials towards the attractions, facilities and accessibility found in the Kintamani tourism destination.

2. LITERATURE REVIEW

Etymologically, perception comes from the Latin word *percipere* which means taking or receiving. According to Sumanto (2014) perception is the stage of receiving encouragement by someone through sensing events, objects or the relationship between symptoms or can be called sensory. Perception cannot be separated from the sensing process as the initial stage of the perceptual process. Based on these limitations, perception is an act of evaluating an individual's ideas after receiving stimulation from everything that his senses receive. Furthermore, this encouragement will develop into an idea that makes an individual have a perspective regarding the case or event that occurred.

According to Sunaryo (2004) perception can be divided into two, namely self-perception, perception that arises as a result of encouragement that comes from within with the object being oneself; and external perception, namely perception that occurs due to encouragement from outside oneself. The stages of perception formation consist of stimulation, registration and interpretation. While the factors that influence perceptions are internal factors, consisting of age, education, and livelihood/occupation; as well as external factors consisting of information and experience. Perception consists of two, namely positive perception and negative perception.

Generation as a social event that arises due to differences in age or year of birth of a group of people with other groups (Pilcher, 2017). Someone will be included as the same generation if they have a match related to the year of birth with a period of twenty years. On this basis, Strauss and Howe (1991) devised a theory of generational differences based on similarities in the time period of birth, such as the government issue generation, the silent generation, the boom generation, X generation, and the millennial generation as shown in Table 1.

Table 1. Generation Division

No.	Generation	Birth Years
1	Lost	1883 – 1900
2	Government Issue	1901 – 1924
3	Silent	1925 – 1942
4	Boom	1943 – 1960
5	X	1961 – 1981
6	Millennial	1982 – 2002

Source: Strauss dan Howe, 1991

Strauss and Howe (1991) state that generation Y or millennial is the generation spanning the time of birth around 1982 to 2002. This means that the average span of time for the birth of the millennial generation is in the range of 1982 to 2002. The free generation, also known as generation Y, Netters, and Nexters, namely the generation that experienced development when there were various innovations in the field of information technology. This generation also tends to be flexible about everything that is new and various things that can happen, so it is often explained as a generation that is comfortable with change. Furthermore, according to Strauss and Howe (1991) the characteristics of the millennial generation are having awareness of digital, consumptive, saving on something they want, knowledgeable, digital becomes a medium of communication, as an entrepreneur without preparation, prioritizing facilities and appreciation in the world of work, rise of the experiential, radical transparency, and fear of missing out (FOMO).

3. RESEARCH METHODS

This research is a qualitative research with a positivism paradigm. Sampling used an accidental sampling technique, namely tourists belonging to the millennial generation who visited Kintamani at the time this research was conducted. The size of the sample is determined using the Slovin formula because the population is known. Based on data from the Bali Provincial Tourism Office for 2022, the number of tourists visiting the Kintamani tourism destination in 2017-2021 totaled 2,110,455 people or an annual average of 422,091 people. By using the Slovin formula, it is obtained that the size of n (number of samples) is 99.976 people or rounded up to 100 samples. This study used primary data and secondary data, which were collected using observation, interview and document study techniques. While the questionnaire is used to measure the perceptions of millennial generation tourists towards the attractions, facilities and accessibility of the Kintamani tourism destination through the application of the Likert Scale. Furthermore, the data that has been collected was analyzed descriptive qualitatively.

4. FINDINGS AND DISCUSSION

4.1 Overview of Kintamani Tourism Destinations

Kintamani is a symbol of harmonization of Islam, Hinduism and Chinese descent. It can be seen in several parts of Batur Temple which are all red in color with dragon statues on the right and left, and there are Chinese texts at the entrance to Batur Temple. Kintamani is located in Bangli Regency, geographically located at coordinates 08°08'30"-08°31'07" South Latitude and 115°13'43"-115°27'24" East Longitude. Kintamani is bordered by Buleleng Regency to the north, Karangasem Regency to the east, Bangli and Gianyar Regency to the south, and Buleleng Regency and Badung Regency to the west. The map of Kintamani is shown in Figure 1.



Figure 1. Kintamani's Map
Source: Public Works Service of Bangli Regency, 2023

Kintamani is classified as an area with the support of natural potential in the region and shows quite beautiful exotic rural nature. The tourist attractions owned by Kintamani as a tourism destination are (i) nature tourism, presenting the beauty of Mount Batur combined with views of Lake Batur and Batur Temple, as well as hot springs for health in the *Toya Bungkah* area; (ii) agro tourism, offering gardens and agriculture with production in the form of fruits and vegetables typical of the mountainous highlands such

as oranges, tomatoes, carrots and various vegetables; (iii) cultural tourism, in the form of a blend of Hindu, Buddhist, and Chinese culture in the form of Konco in the Temple area. Apart from that, the unique culture and traditions in Terunyan Village are also the main attraction of the Kintamani tourism destination.

4.2 Profile of Respondent

First, based on their country of origin, out of 100 millennial generation tourists taken as a sample, 89 people (89%) each came from Indonesia, 6 people (6%) Italy, and 1 person (1%) each. come from British, Bulgarian, Indian, Lativa and Russian countries. Of the 100 tourists, 54 were male and 46 female, with 66 aged 20-25 years, 14 aged 26-30 years, 11 aged 31-35 years, and aged 36-40 years as many as 9 people. Second, based on work, the majority of tourists are private employees as many as 41 people (41%), students or students as many as 27 people (27%), entrepreneurs or entrepreneurs as many as 12 people (12%), civil servants as many as 12 people (12%), 3 people not yet working (3%), 2 housewives (2%), 3 freelancers (photography, IT and sales managers) (3%). Third, based on education, out of 100 millennial generation tourists, 1 person (1%) has a master's degree, 45 people (45%) have a Bachelor's degree, 40 people (40%) have high school/vocational school education, and 14 people (14 %) have diploma education. Fourth, based on the frequency of previous visits, 52 people (52%) visited ≥ 3 times, 13 people (13%) visited 2 times, 11 people visited 1 time (11%), and never visited 24 people (24 %). Fifth, based on their desire to return to visiting Kintamani tourism destinations, as many as 88 people (88%) stated that they would return to visit Kintamani tourism destinations and as many as 12 people (12%) stated that it was not certain that on other occasions they would return to visit Kintamani tourism destinations.

4.3 Millennial Generation Tourist Perceptions of Tourist Attractions

Millennial generation tourists' perceptions of attractions at Kintamani tourism destinations are shown in Table 2.

Table 2. Millennial Generation Tourist's Perceptions Of Tourism Attractions

Attraction	Assessment Criteria					Total	Average	Information
	SKB	KB	CB	B	SB			
	1	2	3	4	5			
Panorama	0	0	0	60	425	485	4,85	Very Good
Culture/Tradition of Local Communities	0	0	21	184	235	440	4,40	Very Good
Human Made Attraction	0	0	45	232	135	412	4,12	Good
Average							4,46	Very Good

Source: Processed Research Result Data, 2022

Based on Table 2, it can be seen that the perception of millennial generation tourists towards Kintamani tourism destinations for attractions in the form of natural scenery is rated at 4.85 (Very Good), attractions in the form of local culture/traditions are rated at 4.40 (Very Good), and man-made attractions at the lowest value of 4.12 (Good). Of the three types of attractions assessed by the millennial generation tourists, the average reached 4.46 or was in the Very Good category. Furthermore, the research results of Juniarta, Wardana and Saputra (2022) state that the millennial generation is relatively braver when traveling when compared to the previous generation, commonly referred to as generation X. Generation X prefers travel with the aim of relaxation, in contrast to the millennial generation who prefer challenge. This means that the results of this study are in line with the research of Juniarta, Wardana and Saputra (2022), so that the millennial

generation gives the highest value to natural scenery considering that the millennial generation likes tourism that is full of challenges.

The highest score (4.85) was given by millennial generation tourists for attractions in the form of natural scenery at the Kintamani tourism destination, because apart from the natural beauty of the mountains that Kintamani has, there is also the beauty of the lake which adds to the uniqueness of the destination and the aesthetic value contained in the natural landscape along with aesthetic values at Batur Temple. The existence of a beauty or aesthetic value in natural landscapes and human works is in accordance with Prasiasa and Widari (2021) which states that tourist attractions that have aesthetic value can cause a shift in economic value, entertainment value, aesthetic value and religious value. This shift according to Widari and Prasiasan (2022) can be caused by interactions between local values and global values. Whereas man-made attractions are rated as Good (4.12), this means that revitalization and diversification of local culture and traditions are still needed in the community in the Kintamani tourism destination. The aim of this revitalization and diversification is to provide a wide selection of attractions to tourists and encourage innovation and creativity from local communities in the context of diversifying tourism products. In carrying out cultural revitalization, according to Prasiasa and Widari (2019) it can be done with a partnership pattern of four components in society, namely social institutions, villages, tourism actors, and tourism destination managers. Apart from attractions, according to Lodita et al. (2019) tourist perceptions are also determined by indicators such as product, service, place, facilities and accessibility.

4.4 Millennial Generation Tourist Perceptions of Facilities

Based on the results of research on the perceptions of millennial generation tourists towards facilities at the Kintamani tourism destination which consists of parking lots, money exchange areas, art shops, tourist information centers, restaurants, toilets, accommodation/lodging, walkways along the area, rent cars and internet networks, obtained results as Table 3.

Table 3. Millennial Generation's Perception of Facilities

Facility	Perception					Total	Average	Information
	SKB	KB	CB	B	SB			
	1	2	3	4	5			
Parking Lot	6	40	75	152	55	328	3,28	Pretty Good
Money Changing	1	24	120	172	20	337	3,37	Pretty Good
Art Shop	0	2	84	224	75	385	3,85	Good
Tourist Information Center	5	36	66	176	55	338	3,38	Pretty Good
Restorant	0	2	21	204	205	432	4,32	Very Good
Toilet	10	30	81	152	50	323	3,23	Pretty Good
Accomodation	0	4	45	224	135	408	4,08	Good
Footpath through the area	3	2	84	192	100	381	3,81	Good
Rent Car	0	6	132	196	20	354	3,54	Good
Internet Connection	2	8	60	224	90	384	3,84	Good
Average							3,67	Good

Source: Processed Research Result Data, 2022

Table 3 shows the perceptions of millennial tourists towards facilities at the Kintamani tourism destination from the highest to the lowest scores as follows: restaurants with a score of 4.32 (Very Good); accommodation/lodging with a value of 4.08 (Good); art shop with a value of 3.85 (Good); internet network with a value of 3.84 (Good); footpath along the area with a value of 3.81 (Good), rent a car with a value of 3.54 (Good); tourist information center with a score of 3.38 (Good enough); money

changer with a value of 3.37 (Good enough); parking space with a value of 3.28 (Fair enough), and a toilet with a value of 3.23 (fairly good). Based on the perceptions of millennial generation tourists towards the ten facilities according to Table 3, the manager needs to make improvements to the quality of the trails along the Kintamani destination. It is also necessary to improve the quality and completeness of the tourist information center (TIC) and the competence of its officers, so that tourists feel comfortable and get good, complete and reliable information about Kintamani tourism destinations. Even though according to Astina and Pujani (2015) Kintamani residents who work in Kintamani tourism destinations are only to fill their free time, especially for those who are not married, but the quality of work and competence must still be prioritized in various types of work in Kintamani tourism destinations.

Deployment of money exchange places or money changers needs to be done so that tourists can easily find money exchange places that are safe, comfortable, and equipped with personnel who are able to communicate well. In addition, parking lots are also less available at the Kintamani tourism destination, especially at the Penelokan Pavilion as the place most visited by tourists. There are very few public toilets in Kintamani tourism destinations and they are not widely distributed, so tourists who want to use the toilet mostly borrow toilets at restaurants or supermarkets in the Kintamani tourism destination area. In addition to the number of toilets, cleanliness and availability of clean water in toilets really need to be improved. Even though the overall average score for facilities at the Kintamani tourism destination is 2.67 (Good), facilities that get a fairly good rating must be repaired or increased to provide comfort to tourists. In the current era of digitalization, one of the facilities in tourism destinations that is very important and needs attention from tourism destination managers is the internet network. This is in line with Prasiasa et al. (2019: 24) which states that the use of social media (websites, internet, Facebook, and Twitter) still faces obstacles in terms of disseminating information about tourism products, especially in meeting the information needs of tourists/users.

Referring to Yunitasari and Sulaeman (2022) that the effect of motivation and perception on the decision to visit is 31.6%. This finding, if related to the perception of millennial generation tourists towards Kintamani tourism destination facilities, will have implications for a decrease in tourist visits, as a result of several facilities that are considered sufficient. Ratings or perceptions of tourists like this will affect motivation to revisit, so that tourists can decide to cancel visits to Kintamani tourism destinations. Furthermore, according to Lodita et al. (2019) tourist perceptions are also determined by indicators such as product, service, place, facilities and accessibility.

4.5 Millennial Generation Tourist Perceptions of Accessibility

Millennial generation tourists' perception of accessibility in Kintamani tourism destinations is shown in Table 4.

Table 4. Millennial Generation Tourist's Perception Of Accessibility

Accesability	Perception					Total	Average	Information
	SKB	KB	CB	B	SB			
	1	2	3	4	5			
Condition of the road to the area	1	12	45	216	120	394	3,94	Good
Condition of the road in the area	3	10	72	200	90	375	3,75	Good
Access to the location	0	4	63	224	105	396	3,96	Good
Directions to the location of the area	0	2	45	248	110	405	3,99	Good
Average							3,91	Good

Source: Processed Research Result Data, 2022

Table 4 shows that the perception of millennial generation tourists towards accessibility in the Kintamani tourism destination seen from the directions to the location of the area gets the highest score of 3.99 (Good), this is because along the route to the destination and inside the destination there are many directions and scattered in the Kintamani area. The preparation of directions is in line with Prasiasa et al. (2019: 143) in his research in the Lake Buyan TWA Forest Area which found the need for community participation in supporting trekking tours in the Lake Buyan TWA Forest Area through preparing directions. The ease of reaching the Kintamani tourism destination gets a value of 3.96 (Good) and the condition of the road to the area gets a value of 3.94 (Good). getting repairs even though it was previously in a damaged condition. As for road conditions in the area, it gets a value of 3.75 (Good) or the lowest score for accessibility. This is partly due to the very minimal condition of street lighting in Kintamani tourism destinations and the quality of the footpaths used by tourists still need to be improved, the aim is to provide a sense of comfort to tourists who come to visit Kintamani tourism destinations. Related to improving the quality of accessibility of tourism destinations Kintamani, this is in line with Slamet et al. (2015) which stated that the efforts made to improve accessibility by the management of the *Toya Bungkah* tourist attraction were to make suggestions to the local government to make lights around the accessibility to Toya Bungkah. The proposal put forward by the Salang community with Widari (2022) states that while in a tourism destination, tourists interact with local communities, from the interactions that are carried out, the community gives a response/perception towards tourists. The response of the local community is to request the provision of street lighting in the Kintamani tourism destination area, so that tourists have a positive perception of the accessibility of tourism destinations.

5. CONCLUSION

Based on the results of the analysis that has been described, several conclusions are generated as follows.

- a. The perception of millennial generation tourists towards the Kintamani tourism destination is based on attraction indicators from the highest to the lowest scores, namely natural scenery, attractions in the form of local culture/traditions, and man-made attractions. Of the three types of attractions assessed by the millennial generation tourists, the average reached 4.46 or was in the Very Good category.
- b. The perception of millennial generation tourists towards Kintamani tourism destinations is based on facility indicators from the highest score to the lowest score, namely restaurants, accommodation/lodging, art shops, internet networks, walkways throughout the area, rent cars, tourist information centers, money exchange places, parking lots, and toilet. Even though the overall average score for facilities at the Kintamani tourism destination is 2.67 or in the Good category, facilities that get a fairly good rating need to be repaired or increased to provide comfort to tourists.
- c. Millennial generation tourists' perceptions of accessibility in the Kintamani tourism destination from the highest score to the lowest score, namely directions to the area location, ease of reaching the area location, road conditions to the area, and road conditions within the area.

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