

# **DEVELOPMENT STRATEGY OF MUSIC TOURISM: UBUD VILLAGE JAZZ FESTIVAL AS COMMUNITY-BASED EVENT IN UBUD, BALI**

## **(STRATEGI PENGEMBANGAN WISATA MUSIK: UBUD VILLAGE JAZZ FESTIVAL SEBAGAI ACARA BERBASIS KOMUNITAS DI UBUD, BALI)**

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### **Abstract**

Music Tourism is the specialisation interest in tourism and this tourism increasing the tourist enthusiasm and attraction. This study describes the Ubud Village Jazz Festival, one of the International Music festivals held on Ubud, Bali, and the community-based international music festival. For the analysis, this study uses SWOT analyses to make the strategy and recommendation and use Elements of Jazz Music Festival theory, according to Racapong Khaiewpan. This study uses data from observation and literature study. This research focuses on music tourism attractions and local participation that collaborated in this special event. This study's Ubud Village Jazz Music Festival results fulfil the four elements of the Jazz Music Festival for Music Tourism Management in Administrative. For the Music Tourism Management in Design Aspect, this event used Eco-friendly materials. For Marketing Aspect, Ubud Village Festival sponsors the local TV station to promote the event. This event has so many sponsorships with The Indonesian Creative Economic Agency (BEKRAF), Local brand and business, and the local people to contribute. For the Operational Aspect, this event has the schedule and the rules. For Management in Risk Aspect, this event has the preparation to decrease the risk for the uncertain weather. The management also advised the tourist to have some practice to bring raincoat and umbrella because this event is an outdoor event. The local people also involved in the whole aspect: the stage of planning, implementation, benefit receipt, monitoring and evaluation, which they have done well and organised.

**Keywords:** special event., music tourism., community participation., SWOT analyses.

### **Abstrak**

Wisata Musik merupakan salah satu dalam pariwisata yang meningkatkan daya tarik wisatawan. Penelitian ini mendeskripsikan Ubud Village Jazz Festival, salah satu festival Musik Internasional yang diadakan di Ubud, Bali, dan festival musik internasional berbasis komunitas. Untuk analisisnya, penelitian ini menggunakan analisis SWOT untuk membuat strategi dan rekomendasi serta menggunakan teori Elemen Festival Musik Jazz menurut Racapong Khaiewpan. Penelitian ini menggunakan data observasi dan studi pustaka. Fokus penelitian ini adalah atraksi wisata musik dan partisipasi masyarakat lokal yang berkolaborasi dalam acara khusus ini. Hasil penelitian ini memenuhi empat elemen Festival Musik Jazz untuk manajemen administrasi pariwisata musik. Untuk manajemen wisata musik dalam aspek desain, acara ini menggunakan materi ramah lingkungan. Untuk aspek marketing, Ubud Village Festival mensponsori stasiun TV lokal untuk mempromosikan acara tersebut. Acara ini mendapat banyak sponsor dari Badan Ekonomi Kreatif Indonesia (BEKRAF), brand dan bisnis lokal, serta masyarakat lokal untuk berkontribusi. Untuk aspek operasional, acara ini memiliki jadwal dan aturan mainnya. Bagi manajemen di aspek risiko, acara ini memiliki persiapan untuk mengurangi risiko terhadap cuaca yang tidak menentu. Manajemen juga berpesan kepada wisatawan untuk berlatih membawa jas hujan dan payung karena acara ini merupakan acara outdoor. Masyarakat juga terlibat dalam keseluruhan aspek: tahap perencanaan, pelaksanaan, penerimaan manfaat, monitoring dan evaluasi yang telah mereka lakukan dengan baik dan terorganisir.

**Kata kunci:** event khusus., wisata musik., partisipasi masyarakat., analisis SWOT.

## **INTRODUCTION**

The tourism sector has the potential to be developed as a source of regional income. The Jazz music Festival program develops and utilises regional tourism by increasing local revenue, resources, and potential, contributing to economic development. One type of tourism that shows an increase in interest is Music Tourism. According to Wibisono (2009), music tourism is tourism activities carried out based on musical encouragement, such as visiting a particular country to watch a concert or going on a pilgrimage to a popular music site in a specific area. Music is usually inseparable from an event; for example, it has implemented music tourism to attract local and foreign tourists in England. Meanwhile, in Indonesia, music tourism still sounds unusual to Indonesians even though Indonesia has enormous potential to support it.

Indonesia already has several types of music tourism, such as Djakarta Warehouse Project, We The Fest, and Java Jazz Festival held since 2005. These concerts and festivals have attracted the public's attention, especially young people who are music fans and tourists who do come to enjoy the music. One of the festivals that has been held several times in Indonesia is the Ubud Village Jazz Festival. It is a music festival located in an artistic environment in Ubud, Bali, Indonesia. This festival also facilitates local and national music educator workshops to explore ways to get more young people interested in Jazz music. Ubud Village Jazz Festival is an annual international jazz festival empowered by the community.

Bali is one of the provinces that can become an entry point for foreign and local tourists for tourism, proven by Balinese culture's various uniqueness, attracting local and foreign tourists. The tourism sector contributes a large Gross Regional Domestic Product to Bali, namely IDR 54.43 trillion (BPS Provinsi Bali), with foreign tourist visits increasing. The number of tourist visits to Bali, according to the Bali Province Central Bureau of Statistics, are as follows:

**Table 1.1 Number of visits of foreign tourists to Bali via Ngurah Rai Airport between 2015 – 2018**

2015	4,001,835	6.24
2016	4,927,937	23.14
2017	5,697,739	15.62
2018	6,070,473	6.54

In music tourism, there are factors that can attract and encourage tourists to visit the attractions. People's interest in music, which is believed to have a universal language, can motivate a person to travel to enjoy the music. Motivation is a dominant driving factor, an important thing that can move a person, and something that triggers someone to do something. Theoretically, according to Purwanto in Sari (2014), motivation is anything that encourages someone to do something. A person can do something with one or more inspirations, and these motivations can differ from one person to another. Reason can aim for self-satisfaction, increased prestige, escape, or just communicating with new people, or not a group of several motivations. Motivation is also a thing that can trigger tourists to visit a destination.

Based on the background, the authors raised "Special Event: Community-based Music Tourism of Ubud Village Jazz Festival", with the following main questions:

1. How is the Community-based Ubud Village Jazz Festival Organised?
2. What is the Development Strategy for the Ubud Village Jazz Festival?

With these backgrounds and leading questions, the research objective was to describe and identify the Ubud Village Jazz Festival's implementation as a Community-based Music Tourism Attraction in Ubud, Bali.

## **METHODS**

SWOT analysis is a method used to analyse organisational conditions to determine improvements using the following characteristics. The data analysis was done by looking at the factors which become the object's strengths, the object's weaknesses, the opportunities for development, and the possibility of external factors that become threats (Rangkuti, 2011).

The purpose of the SWOT analysis was to analyse all the strengths and weaknesses of the industry/institution included in the internal and opportunity factors and the threats contained in the external factors (Rangkuti, 2002).

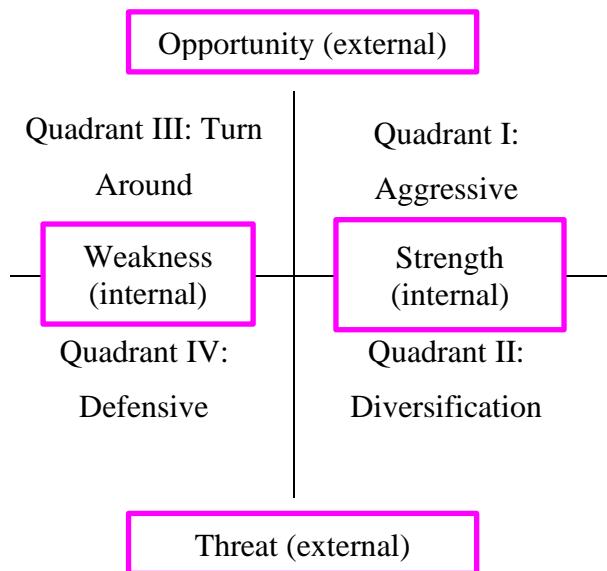
Table 2.1 SWOT analysis

SWOT	Strength (S) Determine 5-10 factors of internal Strength	Weakness (W) Determine 5-10 factors of internal weakness
Opportunity (O) Determine 5-10 factors of external opportunities	S-O Strategy (aggressive) Creating strategies that use strengths to take advantage of opportunities	W-O strategy (turn-around) Creating strategies that minimise weaknesses to take advantage of opportunities
Threat (T) Determine 5-10 factors of external threats	S-T Strategy (diversification) Creating strategies that use Strength to overcome threats	W-T Strategy (defensive) Creating strategies that minimise weaknesses and avoid threats

The tool used to compile strategic factors was the SWOT matrix. This matrix could clearly describe the opportunities and external threats and adjusted them according to their strengths and weaknesses. The matrix could produce four alternative strategies. The SWOT matrix shows in table 2.1 SWOT matrix.

Table 2.2 SWOT matrix

SWOT	Strength (S) Strength Factor	Weakness (W) Weakness actor
Opportunity (O) Opportunity Factor	SO Strategy Use Strength to take advantage of opportunities	W O Strategy Overcome weaknesses to take advantage of opportunities
Threat (T) Threat Factors	ST Strategy Use Strength to avoid threats	WT Strategy Minimise weaknesses and avoid threats



## DISCUSSION

### Overview of Ubud

Ubud is one of the leading tourism destinations in Bali Province. The name Ubud itself comes from the word Ubud which means medicine. At the time of Hinduism's spread, Mpu Markandya arrived at a small hill extending from north to south. Two long rivers resembling dragons, the East Wos river and West Wos river, flanked the mountain. These two rivers met at a location called Tjampuhan, which Mpu Markandya used as a meditation place. Mpu then took over the forest to establish settlements and *Sarwa Ada* and distributed land to his followers. Thus, the Yoga had been completed, marked by the gift of land for agriculture as a life source—the place called “Ubud Village”, which means medicine of life for the community. In 1922 Ubud Village was established and changed its status to Ubud Sub-district on 30 December 1980, while the inauguration of Ubud Sub-district was carried out on 1 January 1981.

### Overview of Festival

“Freedom of Expression” was the 6th Ubud Village Jazz Festival theme on 10-11 August 2018 at the Arma Museum, Ubud. This festival was full of freedom of expression through various art platforms, such as jazz composition, stage design and venue, song arrangement, and many more. The initiators of this event, Yuri Mahatma and Anom Darsana, together with their dedicated team, continued to present a

classy jazz music performance, participated by local and international qualified jazz musicians. This festival started on Friday, 10 August 2018 at Arma Museum, Ubud, at 3.30 pm, and continued until late Saturday night, 11 August 2018. Many tourists enjoyed jazz music performance, and 30 food and beverage stands during the festival. There were three impressive stages: Giri, Padi and Subak, each of which featured various jazz musicians. The committee expanded the venue by half Arma parking lot. The entrance builds with Balinese mats (*Gedek*) as a barrier between the door and exit. An information tower was also available to show schedules to display a collection of photos made by the photographers' community from last year's festival and post other information. The Arma park area transformed into a giant concert venue where visitors could enjoy the atmosphere by sitting on wooden pallets covered with mats, pandanus cushions, and a few bean bags.

### **Elements of Jazz Music Festival according to Racapong Khaiewpan**

#### **1. Music Tourism Management in Administrative Aspect**

##### **a. Sponsor**

The Indonesian Creative Economic Agency (BEKRAF) fully supported the 2018 Ubud Village Jazz Festival implementation, especially supporting local musicians. Other institutions such as the Ministry of Cooperatives and Small and Medium Enterprises, Archimetrix, Plaga Wine, Top Coffee, Djarum, the Dutch Embassy in Jakarta, the Austrian Embassy in Jakarta, the Goethe Institute, and Institut Franchise Indonesia also contributed to the festival. The event supported by local people who contributed to food, labour, design, funding, advertising, printing, etc.

##### **b. Budgeting**

According to Harahap (2001:15), budget is a concept that helps management to achieve goals, which immersed in management functions. The fund consists of a series of estimates to carry out company activities in a period, especially in the future (Harahap, Sofyan Syafri. 2001. Critical Analysis of

Financial Statements, Third Edition. Jakarta: Rajagrafindo Persada). The total budget for this event was IDR 2,722,500,000. The funds collected from sponsorships, ticket sales, and merchandise sales.

#### **2. Music Tourism Management in Design Aspect**

The Ubud Village Jazz Festival used an attractive design, such as the entrance gate built with Balinese mats (*gedek*) as a barrier between the entrance and exit. An information tower was also available to show schedules, display a collection of photos made by the photographers' community from last year's festival, and post other information. Archimetrix, the architectural organisation, Luden House, and Ubud artists' community From the center of the festival area, visitors could freely see the performances on three stages (Padi, Giri, and Subak). Subak was one of the scenes in front of the museum with Balinese plants and had a rural feel with the hut. The designers made Logos and decorations from used materials, which readily found in everyday life, such as pandanus trays, white cloth, bamboo, straw, etc. Next to the Giri stage, a long white material used as a video mapping screen. The musicians played with positive energy that the visitors felt. Visitors applauded and cheered after each song and even took some pictures with the artists after the show.

#### **3. Music Tourism Management in Marketing Aspect**

In terms of marketing, billboards, T-banners, posters, postcards and leaflets were made and placed throughout the downtown area of Ubud, Sanur, Seminyak, Candi Dasa, Denpasar, inside hotels, restaurants and rooms allocated for visitor markets, and also at International schools.

Media released to local TV stations, Bali Media TV, HardRock FM, OZ Radio, local newspapers, magazines and online magazines, including Radar Bali, Bali Advertiser, NOW! Bali, NOW! Jakarta, Ubud Community, SindoNews, Jazzuality.com, MRA group, etc. Two national

television stations reporting on this festival included NET TV and TVRI. Besides, the organiser also worked with Bali Airport as a festival partner. Ngurah Rai Airport provided space for the festival band to play in the International arrivals area for several days to promote, significantly impacting the number of festival visitors.

4. Music Tourism Management in Operational Aspect  
The event started at 3.30 pm on Friday and Saturday, the gates opened at 3 pm. Ten volunteers stood at the ticket and information booth, while others checked ticket bracelets and showed the way to the entrance. Three volunteers were responsible for helping VIP guests and ensuring they enjoyed VIP outlets, including food and wine. The free 1-hour sangria drinking program by Plaga Wine held from 7.30-8.30 am every day.
5. Music Tourism Management in Risk Aspect  
Ubud Village Jazz Festival had an outdoor event concept, so it depended on the weather. Visitors advised bringing raincoats, hats or umbrellas. Besides, this event indirectly increased the amount of waste after the event, which needed explicitly handled without damaging or polluting the surrounding environment.

### **Community Participation according to Salampessy (2010)**

Community participation in the Ubud Village Jazz Festival was at the planning stage, making various designs, signboards, and video mapping. At the beneficiary stage, the community got benefits and experiences from these activities because most of the committee members were from Bali tourism schools. With their participation, they obtained useful experiences as provisions for work after graduating later. In the evaluation and monitoring stage, the community as committee members automatically worked for the event until it was over. By looking at these conditions, the organisation has fully participated in helping the continuity of the Ubud Village Jazz Festival indirectly.

### **According to Yoeti (2002)**

#### **1. Attraction**

This event's attraction was the Ubud Village Jazz Festival because there was a performance from jazz musicians who attracted tourists to come. More than 100 musicians performing on three stages for two days, placing Bali on the world map as an international jazz destination. Some musicians also had the opportunity to perform at pre-events in several locations in Bali one week before the festival, in part of the festival initiators' vision, which was to bring jazz to the broader community. The musicians who performed were 50% musicians from Bali, 25% national musicians, and 25% international musicians. In 2018, the Ubud Village Jazz Festival had 7 countries participating, namely the Netherlands, Germany, Indonesia, Australia, the United States, Austria, and France. Several bands supported their embassy with cultural exchange funds, namely through the Institut Franchise Indonesia, the Dutch Embassy, the Austrian Embassy, and the Goethe Institute. In Ubud itself, there were tourist attractions which consisted of:

- Tegenungan Waterfall
- Saren Agung Palace
- Tegalalang Rice Terrace
- Monkey Forest Ubud
- Puri Lukisan Museum

#### **2. Amenity**

There was a Food court for amenities at the Ubud Village Jazz festival, filled with tables and chairs surrounded by food and beverage outlets. Besides, other 30 outlets were consisting of local products/crafts, musical instruments, fashion (local Balinese products), merchandise, food and beverages, silver handicrafts, hotels, wine, internet and jazz bars to meet tourists' needs, besides special VIP reserved for the main sponsor and VIP guests, ten outlets supported by the Ministry of Economic and Small and Medium Enterprises, and various supporting facilities, including Minimarkets, Pharmacy, Hotels, Travel, Money Changer,

and Salon & Spa. Ubud Village Jazz Festival 2018 was held at the ARMA Resort and Museum. This event's parking lot was located in the Lod Tunduh area and coordinated with local transportation to become shuttle transportation for visitors, which effectively reduced traffic jams around the Arma/Pengosekan intersection.

### 3. Accessibility

The parking lot for the Ubud Village Jazz Festival is located in the Lod Tunduh area, coordinating with local transportation to become a shuttle transportation for visitors. Traffic jams around the Arma/Pengosekan intersection reduced effectively. Ubud accessed using a plane landed at Bali's Ngurah Rai International Airport in Denpasar, then continued with an overland trip as far as 24 kilometres for approximately 55 minutes to 2 hours. The infrastructure and road conditions to Ubud were excellent and feasible. There were traffic signs and road signs. When entering Ubud, the road conditions were slightly smaller, considering that Ubud was a rural area. Vehicle congestion occurred at several points, such as a crossroads. Lodging such as homestays also located in small alleys but could pass by vehicles such as motorbikes, cars and minibuses but only in one direction. Ubud rejected online taxis for transportation mode, and there were many warning bars to leave it. Lots of villagers opened motorbike rental daily for tourists. There was a bus called Turtle Bus, which started its route from the Kuta area, then went through Sanur and then circled the tourist attractions in Ubud.

## SWOT Analysis

### 1. Strength:

- One of the music festivals with countryside concept
- Supported by local communities
- Using recycled or environmentally friendly materials for decoration
- Equipped with workshops and culinary festival

### 2. Weakness:

- Lack of information outside the jazz community
- The ticket price was relatively high
- The implementation was very dependent on the weather due to the outdoor concept used

### 3. Opportunity:

- Introducing Balinese culture to the international community
- Helping to increase the extension of Balinese jazz musicians
- The location was near the resort
- Increasing the number of tourists led to the increase of foreign exchange and income of the local people
- Increasing public insight

### 4. Threat:

- Crime in terms of piracy and theft of music ideas
- Competition with many other similar music festivals
- Natural disasters
- The spread of narcotics and promiscuity
- Increasing the amount of waste

## SWOT Matrix

### 1. S-O Strategy

- Part of music festivals uses a rural concept by introducing Balinese culture to the international community.
- This event was supported by the local community so that it broadened people's horizons.
- This festival used recycled materials and was complemented by workshops and a culinary festival to increase the number of tourists and increase foreign exchange.

### 2. W-O strategy

- They are promoting the event by collaborating with various national and international media partners.
- They are cooperating with the nearest resorts in providing accommodation for tourists attending the event.
- We are creating differentiating ticket price for foreign tourists and domestic tourists.

3. S-T Strategy

- They are adding more security guards and installing CCTV cameras to facilitate surveillance for increasing security.
- It was creating a unique concept that could characterise the festival to compete with other festivals.

4. W-T Strategy

- They are adding public facilities such as trash bins and cleaning workers.
- They are establishing evacuation routes to prevent casualties due to natural disasters.
- They are cooperating with the police to increase security.

### **Development Strategy**

Based on the SWOT matrix analysis, The Ubud Village Jazz Festival's development strategy introduces Balinese culture to the international community. In addition, the local community was also involved in both planning and implementation stages, such as taking parts in decision making process for design, administration, marketing, operations, and risk management. The people involved were from Tourism Vocational School (SMK Pariwisata) in Ubud, Bali, in which they indirectly obtained useful experiences as provisions for work after graduating later. This event was collaborated with nearby resorts to more easily meet the needs of tourists in the aspect of accommodation. Ubud Village Jazz Festival had a sponsorship relationship with the Ministry of Cooperatives and Small and Medium Enterprises, Archimetriz, Plaga Wine, Top Coffee, Djarum, the Dutch Embassy in Jakarta, the Austrian Embassy in Jakarta, the Goethe Institute, and Institut Franchise Indonesia.

1. S-O:

- The music festivals used a rural concept by introducing Balinese culture to the international community.
- This event was supported by the local community so that it broadened people's horizons.
- This festival used recycled materials and complemented workshops and a culinary festival to increase tourists' number and increase foreign exchange.

2. W-O:

- They are promoting the event by collaborating with various national and international media partners.
- They are cooperating with the nearest resorts in providing accommodation for tourists attending the event.
- They are differentiating ticket price for foreign tourists and domestic tourists.

3. S-T:

- The Ubud Jazz music festival organiser increased security by adding more security guards and installing CCTV cameras to facilitate surveillance.
- It was creating a unique concept that could characterise the festival to compete with other festivals.

4. W-T:

- They are adding public facilities such as trash bins and cleaning workers.
- They are establishing evacuation routes to prevent casualties due to natural disasters.
- They are cooperating with the police to increase security.

### **CONCLUSIONS AND SUGGESTIONS**

Ubud Village Jazz festival is an event that raises the Jazz music genre and has been held regularly once a year since 2012. Musicians from 7 countries, namely the Netherlands, Germany, Indonesia, Australia, the United States, Austria and France, took part in this annual event. This festival attracted both foreign and local tourists, especially jazz lovers. Ubud Village Jazz Festival collaborated with Tourism Vocational School (SMK Pariwisata) Ubud, Bali, providing food stands and personnels to design, seeking sponsorships, and promoting the event through various media partners who have collaborated with this event. The school also involved in supervision during the event. To find sponsors, the community collaborated with the Indonesian Creative Economy Agency (BEKRAF). This event required a budget of IDR 2,722,500,000 obtained from sponsors, ticket sales, and merchandise, and the community

also participated in designing concepts, entrances, food stands, logos, and stage decorations. This event collaborated with various media partners in advertising billboards, banners, posters, and flyers for marketing or promotion. Besides, this jazz festival had the privilege of collaborating with Bali Airport to promote and facility convenience provision. The festival provided special facilities for VIP guests who three committees accompanied. For risk management, visitors advised bringing raincoats, hats or umbrellas because this event used an outdoor concept that was very dependent on the weather. The Ubud Village Jazz Festival's development strategy was to approach the community to be involved in this event and introduce Balinese culture through the culinary festival. Besides, another plan was to have cooperation with resorts in providing accommodation for tourists.

To involve local communities in the Ubud Village Jazz festival so that local communities, other than educational institutions related to tourism, can obtain positive benefits in the form of experiences.

Ubud Village Jazz Festival must plan to prevent obstacles during the day's event considering outdoors event, and Indonesia's tropical weather conditions cannot predict.

The Ubud Village Jazz Festival's team must also view this event from a waste management perspective because it will undoubtedly increase the amount of waste from tourists.

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