

ANZCAR & APCTHM 2020



ASIA PACIFIC INSTITUTE OF
ADVANCED RESEARCH

Nurturing knowledge without boundaries

4th Australia and New Zealand
Conference on Advanced Research

1st Asia Pacific Conference on
Tourism & Hospitality Management

28th & 29th of February 2020

ABSTRACTS



ANZCAR & APCTHM 2020



CONFERENCE CHAIR

PROFESSOR LESLIE HOLMES

Professor Leslie Holmes,
University of Melbourne, Australia.

Leslie Holmes has been a Professor of Political Science at the University of Melbourne since 1988, and was awarded the title of Professor Emeritus in 2014. He was President of the International Council for Central and East European Studies 2000-2005, President of the Australian Political Studies Association 1991-2, and President of the Australasian Association for Communist and Post-Communist Studies 2005-7. He has been a Fellow of the Academy of the Social Sciences in Australia since 1995, and regularly teaches advanced courses on corruption at the University of Bologna, the Graduate School of Social Research in Warsaw, and the International Anti-Corruption Academy in Vienna.

Leslie has published seven single-authored books - *The Policy Process in Communist States* (Sage, 1981); *Politics in the Communist World* (Oxford UP, 1987); *The End of Communist Power* (Oxford UP, 1993); *Post-Communism* (Duke UP, 1997); *Rotten States?* (Duke UP, 2006); *Communism* (Oxford UP, 2009); and *Corruption* (Oxford UP, 2015). With John Dryzek, he also co-authored *Post-Communist Democratization* (Cambridge UP, 2002). He has edited or co-edited a further seven books, and published almost 100 articles, chapters and booklets. His work has been translated into twelve languages.

Prof. Holmes' principal research areas are Europe and Asia, with particular reference to corruption, organised crime and human trafficking. In this context, he has been a consultant to the World Bank, Transparency International, the UNODC, the OECD, and the Swiss Government. His research has been funded by the Australian Research Council (ARC) and by the Norwegian Research Council.

TABLE OF CONTENT

BUSINESS..... 6

- 1-1 DESIGN OF INTEGRATED PERFORMANCE MANAGEMENT SYSTEM (IPMS) IN INFORMATION TECHNOLOGY DEPARTMENT OF PT NUSANTARA TURBIN DAN PROPULSI7
- 1-2 THE CHALLENGE OF THE BALI MILLENNIAL GENERATION IN COFFEE BUSINESS IN TOURIST DESTINATIONS IN SANUR, BALI.....8
- 1-3 THE EFFECT OF SOCIAL MEDIA ON STOCK MARKET: EVIDENCE FROM TWITTER9
- 1-4 MARKET REACTION TO DISCLOSURE OF LONG-TERM VALUE CREATION INFORMATION10

EDUCATION 11

- 2-1 TALK THE TOK AND WALK THE WOK: HOW INTERNATIONAL BACCALAUREATE SUBJECT TEACHERS INTEGRATE THEORY OF KNOWLEDGE IN THEIR TEACHING (CASE STUDIES IN INDIA, THAILAND AND CHINA)12
- 2-2 IMPORTANCE OF INCLUSION OF PRACTICAL APPLICATIONS IN STEM CURRICULA13

ICT 14

- 3-1 UTILIZING BIG DATA AND MACHINE LEARNING IN ACHIEVING BUSINESS OUTCOMES: AN “OUTCOME-DRIVEN BUSINESS ARCHITECTURE” (ODBA) PERSPECTIVE15
- 3-2 ASSISTING REGIONAL DISASTER PREVENTION THROUGH OPEN DATA VISUALIZATION16

SOCIAL SCIENCES 18

- 4-1 PARENTAL BURNOUT AMONG PARENTS OF PRE-TERM NEONATES WITH HYPERBILIRUBIN IN NEONATAL INTENSIVE CARE UNIT19
- 4-2 FACTORS AFFECTING FOREIGN TEACHER’S TURNOVERS’ IN BANGKOK - CASE STUDY: PRIVATE SCHOOLS20

TABLE OF CONTENT

HOSPITALITY..... 21

- 5-1 THE INFLUENCE OF THE WORK ENVIRONMENT ON HUMAN RESOURCE TRAINING PROGRAM - THE DATAI LANGKAWI22
- 5-2 A CONCEPTUAL FRAMEWORK FOR MEASURING INNOVATIVE HUMAN RESOURCES PRACTICES IN LUXURY AND UPSCALE HOTELS IN SINGAPORE23
- 5-3 LEARNING COACH : A STRATEGY TO ENHANCE PRODUCTIVITY24

TOURISM 25

- 6-1 THE OPPORTUNITIES AND CHALLENGES OF LOCAL PHOTOGRAPHER IN PHOTOGRAPHY BUSINESS IN BALI AS TOURISM DESTINATION ..26
- 6-2 SUSTAINABLE DEVELOPMENT PLAN IN COASTAL AREA: NUSA PENIDA, BALI, INDONESIA27
- 6-3 4A ANALYSIS (ATTRACTION, ACCESSIBILITY, AMENITY, AND ANCILLARY) AT PAGRINGSINGAN VILLAGE AS A TOURIST DESTINATION IN KARANGASEM REGENCY, BALI29
- 6-4 THE EFFECT OF FACILITIES AND QUALITY OF SERVICE TOWARDS BACKPACKER'S SATISFACTION IN CANGGU, NORTH KUTA, BALI30
- 6-5 TRADITIONAL CULINARY AS ONE OF THE STRATEGIC DEVELOPMENTS OF FOOD TOURISM IN SANUR, BALI, INDONESIA31
- 6-6 STUDY OF FOREIGN TOURISTS' MOTIVATION IN HOLDING WEDDINGS AT NORTH KUTA DISTRICT (CASE STUDY IN CANGGU AREA).....32



ANZCAR-2020
BUSINESS
ABSTRACTS

DESIGN OF INTEGRATED PERFORMANCE MANAGEMENT SYSTEM (IPMS) IN INFORMATION TECHNOLOGY DEPARTMENT OF PT NUSANTARA TURBIN DAN PROPULSI

Sisca Yuliharyani^a, Muhammad Shalahuddin^b, Dermawan Wibisono^c

^{ab}*Institut Teknologi Bandung, Bandung, Indonesia.*

^c*Institut Teknologi Bandung and Universitas Pertamina, Indonesia.*

Corresponding Email: sisca_yuliharyani@sbm-itb.ac.id

Abstract

PT Nusantara Turbin dan Propulsi (NTP) is a subsidiary of PT Dirgantara Indonesia, which is a State-Owned Enterprise (SOE). The Information Technology (IT) Department of NTP currently uses KPIs that are determined by the company. But unfortunately, the design of a Performance Management System (PMS) that exists has no alignment with the corporate strategy. So, the IT Department is often seen as not contributing to the company's achievement. IT is indeed a secondary activity in NTP's value chain. Without IT Department support, the company's operation cannot run smoothly because almost all of the business processes uses IT applications provided by this department. The purpose of this study is to determine the appropriate variables and KPIs for IT Department of NTP using Integrated Performance Management System (IPMS) and mapping of Information Technology Service Management (ITSM), which contains service strategy, service design, service transition, service operation, and continual service improvement processes. With this approach, it is hoped that the contributions of the IT Department to the company can be seen significantly. In order to increase the support and attention of NTP's top management that is needed by the IT department nowadays, it is crucial that the performance of the IT Department take effect on the overall company's performance. In Q3 2020, the IT Department will implement a project to replace the ERP system from the old IBM mainframe platform into Python-based web-based applications. This migration project will be equipped by the PMS. With this study, the IT Department of NTP can adopt the design of IPMS that already cascade from corporate strategy and ITSM mapping to prevent the misalignment of strategy at the departmental level.

Keywords: Corporate Strategy, Information Technology Department, Information Technology Service Management, Integrated Performance Management System.

THE CHALLENGE OF THE BALI MILLENNIAL GENERATION IN COFFEE BUSINESS IN TOURIST DESTINATIONS IN SANUR, BALI

*Ni Made Rinayanthi, Shanty MP, Firlie Lanovia Amir
Bali International Tourism Institute, Indonesia.
Corresponding Email: made.rina10@gmail.com*

Abstract

Currently, the local entrepreneurship on the island of Bali, has begun to be in the second generation. Opportunities for local residents to try, especially in industries that serve the needs of tourists, are increasingly diverse and growing. This study is specialized to examine both the challenges and opportunity of local 2nd generation towards the coffee shop business in Sanur as a touristic area. This research applies a mix method, with reference to in-depth interviews with 30 participants. The results indicate that the coffee business is largely developed on the initiative of the millennial generation. It turns out that they face the same problem as the first generation, who lack the ability and lack the opportunity to participate in the development of tourism in their own area, so that the positive economic impact of tourism development is often enjoyed by people from outside the region. The findings of this study are answers regarding the continuation of local entrepreneurs, related to the participation of local communities in tourism development. Therefore, this finding will be functioned as a 'wake-up call' for local governments as well as local communities, so that, government policies and programs are appropriate for supporting their businesses to be promisingly growing.

Keywords: Local Entrepreneur, Millennial Generation, Coffee Business, Tourism, Sanur.

THE EFFECT OF SOCIAL MEDIA ON STOCK MARKET: EVIDENCE FROM TWITTER

Yaacoub Georges Mhanna

Central Queensland University, Sydney, Australia.

Corresponding Email: Yaacoub.mhanna@cqumail.com

Abstract

In this study, we investigate the sentiment of social media to predict stock market performance. In particular, we test the relationship between the twitter activity, number of tweets and followers, and the stock return, volume, and volatility of top 82 companies listed on ASX. We obtain a data set of number of tweets and followers from each company's twitter account at end of the fiscal year 2019. Our results indicate that stock return is positively associated with the number of organizations' twitter followers, suggesting firms with high returns are likely to have significant number of followers. Moreover, stock trading volume is positively (or negatively) associated with the number of organizations' tweets (twitter followers). These findings suggest that firms with high liquidity tend to have significant flow of tweets information rather than many followers with few tweets. However, we find no evidence suggesting that twitter followers and tweets are associated with stock volatility. This study will assist regulators in understanding to what extent the information on major social media platforms can help investors in their investment decision-making.

Keywords: Social media, Twitter, Stock market, Efficient Market Hypothesis, Behavioral Finance.

MARKET REACTION TO DISCLOSURE OF LONG-TERM VALUE CREATION INFORMATION

Petra Dilling & Sinan Caykoyl

New York Institute of Technology, Vancouver, Canada.

Corresponding Email: pdilling@nyit.edu

Abstract

At an increasing rate, companies decide to use integrated reports as their only reporting tool. Non-financial reporting is not a new phenomenon but most often, sections with environmental or sustainability or other non-financial information have been either a separate add-on or a stand-alone report in addition to the financial report. In our empirical research study, we examined the financial market reaction to the publication of 2018 annual reports of companies that only published one integrated report for their financial and non-financial information in comparison to a matched sample of companies that disclosed more than one report. As integrated reports aim to report on long-term value creation, it is hypothesized that market reaction will be less pronounced compared to the shorter term financial report. It was found that capital markets do react differently to integrated reports compared to only financial reports but the reaction varies substantially depending on the external business environment of the companies. Possible explanations are provided.

Keywords: Long-Term Value Creation, Integrated Report, Sustainability, Non-Financial Reporting, Six Capitals, Capital Market, Corporate Social Responsibility (CSR), Capital Market, Event Study.



ANZCAR-2020
EDUCATION
ABSTRACTS

TALK THE TOK AND WALK THE WOK: HOW INTERNATIONAL BACCALAUREATE SUBJECT TEACHERS INTEGRATE THEORY OF KNOWLEDGE IN THEIR TEACHING (CASE STUDIES IN INDIA, THAILAND AND CHINA)

Manuel Condoleon

The University of Notre Dame, Australia.

Corresponding Email: manuel.condoleon1@nd.edu.au

Abstract

This study explored how teachers of the International Baccalaureate Diploma Programme integrated the Theory of Knowledge (TOK) course in their teaching. TOK explores questions about the nature of knowledge with a particular focus on the connections between ways of knowing and multidisciplinary areas of knowledge such as Arts, Mathematics, Natural Sciences, Humanities and Ethics. It is a compulsory element of the International Baccalaureate Diploma Programme (IBDP) as all teachers are expected to include TOK in their teachings, however teachers have often expressed a sense of confusion and lack of confidence when teaching TOK. Education scholars have also questioned the appropriateness of TOK for students of non-Western cultures considering it has grown from a programme with a strong Western humanist tradition and dominated by the Western languages. Against this backdrop, however, the International Baccalaureate (IB) is experiencing its strongest growth in the Asia-Pacific region. This study therefore sought to explore some of the ways in which TOK is interpreted, adapted and implemented in the IBDP across non-Western contexts. A qualitative case study methodology was employed focusing on three international schools, one in India, one in Thailand and one in China. The study considers the views and practices of subject teachers relating to TOK across the multiple case study schools, which in turn raises issues for future pedagogical practice such as strategies for the successful collaboration of educators in promoting multidisciplinary teaching and learning.

Keywords: International Education, International Baccalaureate, Theory of Knowledge.

IMPORTANCE OF INCLUSION OF PRACTICAL APPLICATIONS IN STEM CURRICULA

M. Nabil Bassim

Professor of Engineering (ret)

University of Manitoba, Winnipeg, CANADA

Corresponding Email: bassimnabil@hotmail.com

Abstract

There is an increased effort in recognizing that this 21st century is that of scientific and technological achievements. At elementary and secondary schools, students are encouraged to take courses in STEM (Science, Technology, Engineering and Mathematics), with the idea that they would choose such disciplines when they go to university. Colleges and faculties dealing with these disciplines have taken a new approach of directing students to be involved in applied projects and topics within STEM. In my discipline, engineering, there is also pressure from professional groups and regulators who are asking to include these applied topics in our programs, regardless of the engineering area that the students choose. Thus, in the past years, we have included more and more of these topics and examples of real situations which face practicing engineers in their career. We have developed design courses for graduating engineering students that makes them more attractive to be employed as engineers, and to receive approval from licensing organizations to practice engineering.

Examples of such inclusions in the curricula of engineering, which also include science and mathematics, are presented. They include participation of engineers from local industries to co-supervise students in their areas of expertise. Technical and professional reports are required from the students to show their knowledge of the material of their reports. Also, some concepts of economics are included. Joint academics and engineers from licensing groups grade these projects and give them approval based on the competence of the students. Group projects are also encouraged.

Significant strides have been made since these concepts have been implemented. The presentation will give examples of this undertaking.

Keywords: STEM, Disciplines, Engineering, 21st Century.



ANZCAR-2020

ICT

ABSTRACTS

UTILIZING BIG DATA AND MACHINE LEARNING IN ACHIEVING BUSINESS OUTCOMES: AN “OUTCOME-DRIVEN BUSINESS ARCHITECTURE” (ODBA) PERSPECTIVE

Bhuvan Unhelkar^a & Amit Tiwary^b

^aUniversity of South Florida, Sarasota-Manatee, Florida, USA.

^bVictoria Police, Melbourne, VIC, Australia.

Corresponding Email: bunhelkar@sar.usf.edu;

Abstract

The competitive advantage of a business is driven by how effectively it utilizes its limited resources and capabilities. Outcome-Driven Business Architecture (ODBA) is a published framework (Tiwary and Unhelkar, 2019) to help business organizations achieve effective utilization of resources, as well as generating customer value. Business outcomes, based on the aforementioned framework, stand to gain by judicious introduction of Big Data and Machine Learning (ML). The 4+1 V (Volume, Velocity, Variety, Veracity + Value) of Big Data has also been discussed in Big Data Strategies for Agile Business (Unhelkar, 2018). In this paper, we examine the potential of Big Data and ML in optimizing and enhancing Business Outcomes. Machine Learning enables systems to increasingly continue to learn from the decisions made in the organization – and provide insights into those decisions for future decisions. Big Data provides vast repositories of data (decisions and the data on which those decisions are based) in order to improve the speed, accuracy and number of places within an organization where decisions are taken. The utilization of these technologies in casual analysis of organisational capabilities will provide a roadmap to achieve desired business outcomes.

This paper outlines the use of the two aforementioned technologies in enabling effective use of organizational resources, initiating and controlling projects, reflecting on failures in order to predict the possibility of failure, aligning outcomes with project outputs and creating a fine-granular decision-making engine for multiple decision points. A project's successful output does not always equal to achievement of desired business outcomes. Business Architecture is argued to be the glue that binds the organization's projects with the business's desired outcomes. ODBA is a well-constructed and well-maintained architecture that is geared towards lean and agile business. Lean processes enable a business to update its strategies to correspond to the changing business environment.

As a result, the direction of a business is influenced as certain outcomes are brought to light by the ODBA that may have been overlooked or not fully considered by the direction-setters. This paper aims to augment ODBA with Big Data and ML capabilities. We further outline the approach to this examination of Big Data and ML and how we plan to further validate it through Action Research in global industries.

Keywords: Big Data, Machine Learning, Business Strategies, Business Architecture, Business Outcomes.

ASSISTING REGIONAL DISASTER PREVENTION THROUGH OPEN DATA VISUALIZATION

Kantaro Monobe

Tohoku Gakuin University, Sendai, Japan.

Corresponding Email: monobe@mail.tohoku-gakuin.ac.jp

Abstract

GIS, which enables integrated analysis of various elements such as town planning, industry, and public and disaster prevention facilities, can serve as an extremely effective tool in reconstruction following the Great East Japan Earthquake. However, the effective use of GIS analysis results requires the visualization of information such that any user can easily share images of reconstruction plans.

This study focused on Google Maps and Google Earth. Its aim was the parallel use of GIS software and Google Maps, through KML data sharing with disaster-affected municipalities. It also visualized, using Google Earth, results of analysis conducted using GIS software, by converting these to KML.

On the other hand, in recent years, the use of open data has spread worldwide. Open data is the idea that some data should be freely available to everyone to use and republish as they wish, without restrictions from copyright, patents or other mechanisms of control. In Japan, various open data are released mainly by local governments. These data are numerical data, and some kind of visualization such as graphing and plotting is required. However, at present, effective visualization has not been performed and the value of open data has not been maximized.

Given this information, this study is aimed at assisting regional disaster prevention efforts by displaying open data about reconstruction plans or disaster prevention information in Miyagi Prefecture with Google Earth.

Keywords: GIS, Regional Disaster Prevention, Google Earth, Open Data, Visualization.



ANZCAR-2020
SOCIAL
SCIENCES
ABSTRACTS

PARENTAL BURNOUT AMONG PARENTS OF PRE-TERM NEONATES WITH HYPERBILIRUBIN IN NEONATAL INTENSIVE CARE UNIT

Dr. Simplejit Kaur Dhanoa

Chandigarh University, Punjab, India.

Corresponding Email: simplejit.uila@cumail.in

Abstract

A Newborn is a source of happiness for family but pre-term neonates affected with severe jaundice give reason for stress and burnout for parents and caregivers (Crinc et al., 2002; Duygun & Sezgin, 2003; Freudenberger & North, 1986). The huge demands decrease the level of motivation in parents (Procaccini & Kiefaber, 1983). Literature has revealed that not much work has been done on the parents of neonates with hyperbilirubinemia. Hence, this study has been designed to examine the parental burnout among the parents of pre-term neonates with hyperbilirubinemia. The aim of this study was to examine the variables responsible for parental burnout. The sample comprised of 150 mothers and 150 fathers of male and female neonates with hyperbilirubinemia. The standardized tools were used to assess different variables. Based on the findings of the present study, it is clear that most of the parents of neonates with hyperbilirubinemia experienced parental burnout.

Keywords: Pre-Term, Neonate, Hyperbilirubinemia, Parental Burnout.

FACTORS AFFECTING FOREIGN TEACHER'S TURNOVERS' IN BANGKOK - CASE STUDY: PRIVATE SCHOOLS

Begench Magtymgulyyev

National Institute of Development and Administration, Bangkok, Thailand.

Corresponding Email: begenc11.m@gmail.com

Abstract

Addressing teacher turnovers issue stands to be one of the important issues for the society and future of the country. This research paper reviews the available literature review on teacher turnovers. The objective of this study is to identify all the possible factors which influence foreign teacher's turnovers in private schools in Bangkok. Many private schools in Bangkok suffer from high teacher turnovers in their human resource management. This situation has a negative impact on students learning and in their academic achievement. Besides, addressing the issue is greatly important for school effectiveness, school human resource management, and the school's budget. After the existing literature review identifies influencing factors on teacher turnovers, it will be clear to understand which factors are vital to address as an issue to improve students learning and academic achievement. This study will provide directions to the Ministry of Education, school presidents and other managers who play the main role in retaining teachers in schools together with further studies to understand and make possible solutions for the issue.

Keywords: Factors on Teacher Turnovers, Private Schools, Teacher Turnovers, Bangkok.



APCTHM-2020
HOSPITALITY
ABSTRACTS

THE INFLUENCE OF THE WORK ENVIRONMENT ON HUMAN RESOURCE TRAINING PROGRAM - THE DATAI LANGKAWI

Nurhazani Mohd Shariff ^a, Jasmine Zea Raziah Radha ^b,
Raslinda Mohd Ghazali ^c, Asif Zamri Zainol ^d, Johan Abdullah ^e
^{abc} Universiti Utara Malaysia, Malaysia.

^d Overview Sdn Bhd, Malaysia.

^e The Datai Langkawi, Malaysia.

Corresponding Email: hazani@uum.edu.my

Abstract

Work environment has been identified as one of the factors which influence the effectiveness of human resource training program. The main purpose of the study was to investigate work environment as a factor influencing the effectiveness of training program for The Datai Langkawi employees. The study involved a total of 45 employees attending the training program known as Executive Advance Certificate in Hospitality Management Program. The findings of the study concluded that the work environment significantly influences the effectiveness of the training program. The study also indicated that all the four aspects representing the work environment factor namely the social support, opportunity to perform, rewards system and organizational culture significantly influence the effectiveness of the training program. The findings of the study is expected to assist the management of The Datai Langkawi to understand the importance of having effective training program in order to produce employees with efficient skills and knowledge to perform their tasks.

Keywords: Work Environment, Human Resource, Training Program, Langkawi.

A CONCEPTUAL FRAMEWORK FOR MEASURING INNOVATIVE HUMAN RESOURCES PRACTICES IN LUXURY AND UPSCALE HOTELS IN SINGAPORE

Justin Matthew Pang

RMIT University, Hanoi, Vietnam.

Corresponding Email: justin.pang@rmit.edu.vn

Abstract

Many hotels have adapted new innovative processes in order to differentiate themselves from their competitors and to increase their value by adding to both their guest and staff. One of the departments within the hotels that is vital to the success of the organisation and have done so is that of the human resources department. They have centred their innovative methodologies on refining practices such as recruitment, training, welfare, performance appraisal, staff development, organisational culture, job design and structure, and leadership. The objective of these innovative practices are not only to develop staff and corporate citizenship, but also to retain talent, develop new skills and abilities, and to attract more workers to join their organisations in order to ensure organisational success. This paper highlights the different classifications of innovative measures taken by the human resources departments, and looks the different perspectives, objectives and measurements from both the human resources management and the staff. Essentially, it seeks to establish whether the agenda of both parties are in-sync and are contributing to the success and performance of the organisation.

Keywords: Innovation, Human Resource, Performance, Hotels.

LEARNING COACH : A STRATEGY TO ENHANCE PRODUCTIVITY

Sulasmini, Manuaba

Sekolah Tinggi Pariwisata Bali Internasional (STPBI), Denpasar, Indonesia.

Corresponding Email: ayu.sulasmini@stpbi.ac.id

Abstract

Increasing human resources is very necessary to remain competitive. This could possibly be achieved through a employee development program. Four Seasons Resort Bali at Jimbaran Bay conducts its training and development through Learning Coach strategy. This research aimed to describe Learning Coach Strategy in increasing employee work productivity at Four Seasons Resort Bali at Jimbaran Bay. The study would also display the obstacles and efforts in Learning Coach application. This research is a qualitative descriptive study. Data were obtained from interview techniques i.e. through interviews, document studies and literature studies. It is found that efforts made by Learning Coach in improving employee work productivity are involving developing skills and knowledge, providing work motivation, and evaluating work results. Constraints faced are inadequate training, technology and facilities, and mental fatigue. Efforts to overcome obstacles are making forecasts, training schedules, proposing improvements, adding facilities, technological approaches, as well as providing motivation, reward, recognition.

Keywords: Training and Development, Learning Coach, Work Productivity.



APCTHM-2020 TOURISM ABSTRACTS

THE OPPORTUNITIES AND CHALLENGES OF LOCAL PHOTOGRAPHER IN PHOTOGRAPHY BUSINESS IN BALI AS TOURISM DESTINATION

*Komang shanty Muni Parwati^a, Lucky Mochamad Kharisma^b, I Kadek Suastika
Bali International Tourism Institue^a, Indonesia.
LSPR Communication & Business Institute^b, Indonesia.
English Geek Language School, Indonesia.
Corresponding Email: komang.shanty@gmail.com*

Abstract

The development of tourism in Bali has been widening the job opportunity for the local people. Moreover, those travellers who come to visit Bali are willing to capture their best and precious moments while spending their time during their personal trip or family vacation. This new trend then creates opportunities for a new kind of field as a photographer. This research discusses the strategy of local photographers in seizing the opportunity of the tourism photography market in the era of very globalized competition in Bali. This study applies a qualitative approach by conducting interviews to 50 professional local photographers in Bali as the selected informants. The variables studied included two main aspects, such as Opportunities and Challenges. The result shows that the photographers found that this photography business is promising to fulfil their economy needs. However, these local photographers must face training to improve the competence of local photographers in order to support the satisfaction of tourists who use the services of local photographers as well as meet the tourist standards.

Keywords: Opportunities and Challenges, Local Photographer, Bali Tourism Industry.

SUSTAINABLE DEVELOPMENT PLAN IN COASTAL AREA: NUSA PENIDA, BALI, INDONESIA

*A.A. Ayu Arun Suwi Arianty & Kadek Feni Aryati
Sekolah Tinggi Pariwisata Bali Internasional, Indonesia.
Corresponding Email: arun@stpbi.ac.id*

Abstract

Bali is one of the most favorable tourist destinations in the world. It is proven by several awards putting Bali as one of the best destinations on earth. TripAdvisor Travellers' Choice Awards awarded Bali as the fourth World's Best Destination after Paris, London, and Rome. Internationale Tourismus Borse Berlin, Germany places Bali in Top 100 Destinations. Then, it is not surprising that the numbers of tourists coming to Bali is increasing year by year. According to Central Bureau of Statistic Bali, in 2018, the international tourist visiting Bali increased to 6.07 million from about 5.69 million in 2017(1).

Bali has a lot of tourist destinations which can be visited by visitors, both domestic visitors and foreign visitors, such Kuta, Ubud, Jimbaran, and many more. In the last 10 years, one of islands in Bali, Nusa Penida has become one of the popular destinations in Bali. Bali has several islands which are separated from the main island, Bali Island(2). They are Nusa Penida, Nusa Lembongan, Nusa Ceningan. Menjangan Island, and Serangan Island. Nusa Penida Island, Nusa Lembongan Island, and Nusa Ceningan Island are well known as three-sister islands. Geographically, they are included in the Klungkung Regency. Nusa Penida Island is the biggest among those three. This island consistently develops itself as one of the famous destinations in Bali after Kuta, Ubud, and Jimbaran(3). In 2018, Nusa Penida was visited by 133.848 visitors(4) . Nusa Penida as a tourist destination offering religious tourism, especially for domestic tourist, and natural tourism, a diverse reef coral fauna(5) .

The Government of Klungkung plotted Nusa Penida as a sustainable tourism destination. But in achieving this goal, a great obstacle has to be faced and resolved. Ketut Gunawan, the Chairperson of Hotel and Restaurant Association (PHRI) Klungkung Region, stated that the community is not ready yet to manage the tourism activities occurring on their island as well as is not ready yet to implement sustainable tourism concept(6). That is the biggest and greatest problem faced in creating and developing Nusa Penida Island as a sustainable tourism destination.

Considering the potencies of the Nusa Penida Island (natural and cultural), this research concerns on encouraging the implementation of sustainable tourism concept in Nusa Penida Island. There were 3 research problems addressed through this research. Those were (1) the mapping of Nusa Penida Island's tourism assets or potencies both natural and cultural assets, (2) the approaches and tools used to do assets mapping, and (3) the application or implementation of assets mapping in the integrated tourism management to ensure the realization of sustainable tourism.

Regarding those 3 research problems mentioned earlier, the purposes or objectives of this research are (1) finding out the best approaches and tools for assets mapping, (2) exploring the natural and cultural assets or Nusa Penida Island to support the tourism activities, and (3) developing a policy analysis framework in order to managing sustainable tourism development.

Keywords: Sustainable development, Indonesia, natural and cultural potencies, Nasu Penida Island.

4A ANALYSIS (ATTRACTION, ACCESSIBILITY, AMENITY, AND ANCILLARY) AT PAGRINGSINGAN VILLAGE AS A TOURIST DESTINATION IN KARANGASEM REGENCY, BALI

I Gusti Ayu Melistyari Dewi

STPBI, Denpasar , Indonesia.

Corresponding Email: melistyari.dewi@gmail.com

Abstract

The purpose of this study was to determine the SWOT analysis through the 4A approach in the Tenganan Pegringsingan area. The research is descriptive analysis which describe in article. The methods used are observation, interviews, and questionnaires. Which the questionnaire is calculated by likert scale formula. From the results of questionnaire, it can be concluded that by making Tenganan Village a tourist attraction, many benefits can be felt by the local population, but the cleanliness in Tenganan Village should be concerned. From the results of the SWOT analysis research with the 4A approach, it turns out that the Tenganan Village has many advantages that must be developed and considered to increase the attractiveness to tourists both local and international. Although, on the other hand, there are many threats and shortcomings that are owned by Tenganan Village as one of the tourist villages in Bali which must be considered by the people of Tenganan Village and also the government so that Tenganan Village remains one of the tourist attractions that are in demand by tourists in Bali.

Keywords: SWOT Analysis, 4A Approach, Tourist, Tenganan Village, Government, Community, Bali.

THE EFFECT OF FACILITIES AND QUALITY OF SERVICE TOWARDS BACKPACKER'S SATISFACTION IN CANGGU, NORTH KUTA, BALI

Putu Eka Wirawan & I Nyoman Sudiarta

The International Bali Institute of Tourism, Bali, Indonesia.

Corresponding Email: wirawanputu@gmail.com

Abstract

The developing hotel business has brought out new challenges, such as unequal development which leads to competitions in terms of facilities and quality of service provided to the guests. This study aimed to observe the effect of facilities and quality of service towards the satisfaction level of backpackers in Surfing Nomads Villa, Canggu, Bali. As many as 45 respondents participated in this quantitative analytical study and data was collected by means of questionnaire. Data analysis was carried out by multiple linear regression, T-test, F-test, and analysis of determinants. The results showed that both facilities and quality of service simultaneously affect the satisfaction level of backpackers with determinant value of 65.4%, while the rest (34.6%) were other factors not observed in this study. The R² value, as the result of analysis of determinants, was 0.670 or (67,0%). The results implied that facilities and quality of service affected the satisfaction level of backpackers as much as 65.4%. In other words, the variable of backpackers' satisfaction level was affected by the variables of facilities and quality of service as much as 65.4%, while the other 34.6% was affected by other variables not observed in this study.

Keywords: Effect, Facilities, Quality of Service, Backpackers, Bali.

TRADITIONAL CULINARY AS ONE OF THE STRATEGIC DEVELOPMENTS OF FOOD TOURISM IN SANUR, BALI, INDONESIA

Ida Bagus Ketut Soma Antara & Komang Ratih Tunjungsari

Bali International College of Tourism, Denpasar, Indonesia.

Corresponding Email: idabagussoma@gmail.com , ratih.tunjung@stpbi.ac.id

Abstract

The Sanur area is one of the pioneers of tourist destination in Bali since the first hotel was built there. The development of traditional culinary arise because of signature dishes that were previously enjoyed by local, now also found and searched by the tourists, namely Warung Men Weti (traditional food stall sell white steamed rice mixed with some traditional dishes) and Warung Mak Beng (traditional food stall with main ingredients of fresh fish). In fact, the Balinese traditional food was often questioned by its hygiene and sanitation, somehow faced such problems such as the level of spiciness for foreign tourists that involved in originality of the taste and its existence in hotels and some accommodations. Therefore, authors found out some research problems, namely how the development of food tourism in Sanur and how conducting the development strategy for food tourism in Sanur. The qualitative approach which emphasized in depth-interview with purposive sampling and Data analysis by collecting primary and secondary data were used. After data was collected, the result is still in need of the support of stake holders that are very strong in arranging the flow system of tourism management in Sanur in developing the culinary tourism as one of the strategies. The Event happened in Sanur area, also should support the existence of local cuisines in order to remind people and tourists of culinary tourism as one of best asset of tourism in Sanur.

Keywords: Traditional Culinary, Food Tourism, Sanur.

STUDY OF FOREIGN TOURISTS' MOTIVATION IN HOLDING WEDDINGS AT NORTH KUTA DISTRICT (CASE STUDY IN CANGGU AREA)

*Komang Trisna Pratiwi Arcana, Komang Ratih Tunjungsari & Claudia Theresa Ambesa
Sekolah Tinggi Pariwisata Bali Internasional, Indonesia.
Corresponding Email: trisnapratiwi@stpbi.ac.id*

Abstract

This study aims to determine the motivation of foreign tourists who organize weddings in the North Kuta District, especially in the Canggu area. The motivation is divided into two factors, namely, the push factor and the pull factor. Besides, this study also examined the behavior of tourists after holding a wedding in the Canggu area. Tourist behavior is divided into three stages, namely, the stage of acquisition, the stage of consumption, and the stages of post-purchase actions (disposition). Data collection techniques used in this study were through structured interviews, closed questionnaires, and documentation. The analysis technique used is data analysis which combines quantitative analysis and qualitative analysis. The results of this study indicated that the motivation of foreign tourists to hold weddings in the North Kuta Subdistrict, especially in the Canggu area is influenced by push factors and pull factors so that tourists have a strong desire to hold weddings. Tourist behavior can be seen after holding a wedding, where the results of the study stated that tourists are very satisfied and recommend to relatives and families to hold a wedding in the District of North Kuta, especially the Canggu area. It also advises using the services of a wedding organizer that is considered very good and professional.

Keywords: Tourist Motivation, Wedding, Tourist Behavior, Canggu, Bali.

NOTES

NOTES

OUR UPCOMING CONFERENCE



APCCR 2020

6th Asia Pacific Conference on Contemporary Research

Adelaide, South Australia

1st & 2nd of May 2020

Suite 1A Level 2
802 Pacific Highway
Gordon NSW 2072
Australia

PHONE: (+61) 0420 963 175

FAX : (+61) 02 9844 5445

EMAIL : info@apiar.org.au

apiar.org.au