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THE OPPORTUNITIES AND CHALLENGES OF LOCAL PHOTOGRAPHERS WITHIN THE TOURISM INDUSTRY DEVELOPMENT IN BALI

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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 moment while spending their time during their either personal trip or family vacation. This new trend then causes a rise to a new kind of field to be 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.
