

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

Komang shanty Muni Parwati¹, Lucky Mochamad Kharisma², I Kadek Suastika³

¹Sekolah Tinggi Pariwisata Bali International (STPBI), Indonesia.

²LSPR Communication & Bussiness Institute, Indonesia.

³English 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 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.

1. Background and Purposes

The development of tourism in Bali has experienced a rapid progress as the data recorded an increase towards the number of tourist visits from year to year. Therefore, Bali as a tourist destination area certainly has been escalating the quality of the tourist attractions, services and others. As a result, this matter has opened job opportunities for the surrounding community as well as increasing the economy and influencing the social environment that has been organized for centuries.

Based on extracted data from the 2019 Central Statistics Agency, there are 845,635 tourists visited Indonesia through the air entrance (Soekarno-Hatta Airport, Ngurah Rai, Adi Sucipto, Juanda, Samratulangi) while, around 304,859 tourists travelled to Indonesia through Sea Transportation (Tanjung Benoa, Batam, Tanjung pinang, and others), (derived from [http://www.bps.go.id/linkTabelStatis / view / en / 2018/04/05/1296 /](http://www.bps.go.id/linkTabelStatis/view/en/2018/04/05/1296/)). In addition, there are 484,846 tourists who visit Bali, the biggest arrivals through Ngurah Rai airport, compared to other airports in Indonesia such as Soekarno Hatta and Juanda Airport, 244,467 tourists, and 26,391 tourists respectively, out of 1,363,426 tourist arrivals in total.

Tourism in the Province of Bali is one of the primary economic activities as the economic corridor of the Bali-Nusra Province in the Indonesian Economic Development Acceleration and Expansion Development Program (MP3EI) Master plan (Coordinating Ministry for Economic Affairs, 2011).

In fact, the unique and diverse natural and cultural beauty of Bali within Hindu philosophy turns into a special attraction for both foreign and domestic tourists.

It could not be doubted that visitors would always attach to their habit of carrying cameras and taking photos during trips. Therefore, tourism and photography are a common part of a traveling culture found in every tourist destination around the world (Larsen: 2004). Photography becomes a superior product in tourism (Osborne: 2000), in other words, it does not only as part of activities during the tour, but photography has also developed into a part of promoting, searching for identity, creating various angles and actions. In the end, the captured moment would be posted to getting responses in the form of comments and likes, especially for tourists who are actively in any kind of social media, for instance Instagram, Facebook, Twitter and others

Moreover, in various tourist attractions such as; restaurants, art shops, art markets, entertainment centers, and other recreational areas, an iconic space for photo and video backgrounds is already prepared for the visitor to capture their precious moment. As a result, the number visits to the tourist area would incline and at the same time, it would turn up the economic and social impact on the people in Bali. In fact, tourism and photography as part of a traveling culture spread to many people in each tourist destination (Larsen: 2004). In this case, some local photographers have engaged into their profession in tourist attractions by offering their services where the visitors get their printed photo with the time and venue written on it. In regards to that profession, currently, the opportunity in selling service increase not only taking picture in the tourism spot but also capturing the villa, food, family gathering as well as fashion under the foreign tourist request. Therefore, this study was conducted in order to find out the opportunities and challenges of local photographers in selling their photography services within the tourism industry development in Bali.

2. Theoretical Framework

2.1 Tourism: Concept and Impact

World Tourism Organization (WTO) defines tourism as a type of activity that is conducted by people in outside of the origin in a certain less than a year period without any willingness to earn money on their visited place. In addition, the tourism is constructed relationship between the corporation that provides travel services, supported by government and another business that engaged in tourism to prepare the amenities required by tourists (Theobald, 2005: 17). According to Jamieson et al (2004: 2) tourism is any activity that involving governments, private sector companies, and other agencies related to tourism and the community under the aim at to providing and regulating the needs of tourists as prepare for a stay, activities of travel services for goods and services the needs of tourists. While in Indonesia tourism development is aiming at decreasing poverty, conserving nature, environment and resources, developing culture as well as improving nation's image (Sutawa,2012), (Goeldner & Ritchie, 2009).

The gradual incline of tourist visit to Bali has positively influenced the growing Gross Regional Domestic Product (GDP) as well as the escalation of micro-economic activities scattered throughout Bali. Moreover, the other impact could be determined from the opening of the various jobs in the tourism field (Patera, et all, 2015). The tourism industry creates differentiation and specialization as a result, several businesses and professional opportunities arise from the hospitality industry. In addition, Larsen (2004) states that tourism and photography can stand as an identical portion. Moreover, starting from its invention, photography has been becoming an association with travelling. This phenomenon then spread out to all tourist destination in the world including Bali. The tourist who visit Bali are willing to spare their budget on the documenting their moment as well as precious time while traveling in the island.

Therefore, a variety of expertise and skills are needed, such as a photographer, who assist the visitor in capturing their comfortable and satisfying experience while traveling. This situation has been attractive to many people to actively participate in the business activities

to services tourist needs in capturing a nice photo. In addition to that, the rapid development of technology of camera has led to many changes in socials, economic and demand of the users.

In addition to capturing the visitor while traveling, the trend of the tourism photography then enlarges to other aspect of requested picture by the customer. In Bali, the increase number of visitors go along to the incline demand of photography service. The photographer start to vary their photography subject as the demand from the foreigner extend from a capturing travelling moment to other specific fields for instance taking picture of customer's villa, event, restaurant, fashion, jewellery, as well as costumer's private gathering.

2.2 Photography

Cameras are used by a wide variety of people for an equally wide variety of purposes. Photography is an egalitarian art form as it does not merely needs sophisticated training to produce an identified result, when it is compared to painting or sculpture which generally demand relatively great skills and coaching before the novices is able to produce a piece that recognizably represents reality (Meyer, 2008).

However, to be a professional in this area, it is important to note that without a mature concept, the results of the picture would certainly not be satisfied both for the customer and the photographer itself. In other words, the appropriate theme, a proper lighting, the displayed impression gives a lot of opportunities and challenges in the world of photography. In regards to these mastered skills, the photographer then differentiated into two main categories; professional and amateur which could be briefly described in this table below.

	Photographers	Use Photography
Professional	I	II
	Photojournalists Wedding/events Sports Advertising	Scientists (biology, medicine, astronomy, archaeology, ecology, etc...) Police/courtroom
Amateur	III	IV
	Hobbyists Photography clubs Citizenjournalists	Personal snapshots Family photographs Scrap bookers

Table 1. Types of people using photography and examples of each (Meyer, 2008)

Based on the table above, it is easily categorises the photographer into two main classifications, amateur and the professional one. This different level could be seen from their object of photography as well as their skill in producing an artwork in photography. Therefore, the local photographer who take part in tourism photography should be a professional player who could fulfil the demand and request of their client. In addition, to enhance their professional work several photographers take part in competitions to hone and introduce themselves in photography competitions. In addition to a trend, photographers join this event to get along into the wider community and introduce the works of the photographer himself as they obliged to expand their networking.

2.3 Customer Satisfaction.

According to Schiffman-Kanuk (2004), the concept of service quality could be understood through customer behavior; a behavior performed by customers in finding, buying, using, and evaluating a product or service that is expected to satisfy the needs traveller. Moreover, especially for services product, a good level of service quality will always be seen and

measured from the consumer's side and the fulfilment of his satisfaction with a service he receives.

Research conducted by Parasuraman, et al (1985) identified ten main factors that determine service quality namely; (1) reliability, including work consistency and dependability, in which a service is delivered properly and in accordance to any prior agreement, (2) responsiveness, namely the willingness and readiness of service providers to provide services needed by customers, (3) ability and authority, refers to the skills and knowledge needed by the company or provider to be able to provide certain services, (4) accessible, including the ease of being contacted and met, meaning that service facility locations are easy to reach, company communication channels are easily contacted and so on, (5) courtesy, including courtesy, respect, attention, friendliness, (6) communication, which means providing information in clear language, understandable, and always accept customer suggestions or complaints, (7) credibility), which is honest, and can be trusted, which includes the good name of the company, reputation, and personal characteristics, (8) security (security), which is a sense of security, far from doubt. (9) understanding the customer (understanding, knowing the customer), that is understanding the customer's wishes and understanding, and (10) tangible evidence means physical evidence of services in the form of physical facilities, equipment used and others.

Meanwhile, according to Zeithaml-Parasuraman-Berry, indicators of customer satisfaction indicators that lies in the five dimensions of service quality are as follows (Arief, 2007: 135); (1) quality of service in the form of corporate physical facilities, computerized administration, arrangement of brochures, etc. (tangibles), (2) ability and reliability to provide reliable services (reliability), (3) ability to help provide services appropriately and quickly and responsive to customer desires (responsiveness), (4) ability to convince customer confidence (assurance), and (5) a firm attitude within attention to customers (empathy)

Service is very influential on the evaluation of the public and users which ultimately encourages the owner to maintaining the image the company or even increasing the number of customers. According to Ender Sugiarto (2002), service quality positioned as one of the significant factors in maintaining a company's reputation. Service is an action taken to meet the needs of others whose level of satisfaction can only be felt by those who are served and those who serve. While, the quality of service is an act of someone towards others through the presentation of products / services in accordance with the applicable measures of the product or service to meet the needs, desires, and expectations of the people being served. In the end, proving satisfaction in the hospitality industry would requires more energy and self-discipline as the customer might be demanding or being indecisive (Goeldner & Ritchie, 2009)

3. Methodology

This study applies qualitative research methods, where the findings are not obtained through statistical procedures or other forms of calculation. Sugiyono (2012: 9), argues that the qualitative research method itself is a research method that is based on the philosophy of positivism, used to examine the natural conditions of objects, (as opposed to experiments) where the researcher is as a key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive / qualitative, and qualitative research results emphasize more meaning than generalization.

There were 50 respondents chosen randomly to carry this research who are specifically targeting foreigner as their photography customers. These respondents are in different age range from 20 to 40 years old. In addition, they were chosen as they operate or sell their service in different area such as Ubud, Canggu, Nusa Dua, and Kuta within different years of experience from 2 to 5 years in photography business. Moreover, these locations were chosen as the area has become the most preferred location for the foreigner to spend their time while travelling in Bali.

In addition, this study uses a mixed methods approach, where the researchers are the primary means for collecting data through questionnaires, field observation and in-depth interviews with selected informants from August 2019 to December 2019. The questionnaires distribution was conducted by distributing structured list of questions sheet to respondents. Then, an observation was done either directly or indirectly, from the researcher to the object of research. Finally, the in-depth interviews were conducted by the researchers by asking questions to the informant directly under these three variables; (1) Satisfaction (2) opportunity, and (3) challenge.

4. Finding and Discussion

4.1 Satisfaction

The consumer's satisfaction in seizing the photography market opportunities would be the key word to be able running a photography business professionally. Moreover, this satisfaction belongs to the level of one's feelings after comparing the performance or results with expectations (Oliver, 1999). In fact, customer satisfaction is a matter of company expectations, especially in the field of hospitality. Satisfaction is obtained when the needs and desires of customers are met, while, the desire and needs of humans are always changing as well as has no limits. Therefore, customer satisfaction or dissatisfaction could be categorised as the customer's response to the evaluation of the discrepancy (disconfirmation) felt between the previous expectations (or other performance norms) and the actual perceived product performance.

In regards to the photographer profession, several benefit which lead to their satisfaction gained after taking position as professional photographer. They would earn sufficient income, novelty experiences as well as a respect from those who enjoy their artwork. However, at the same time, it would be difficult to answer in regard to how far is a picture could be made "well-spoken" as it would not an easy task for a photographer to produce a spoken picture as well as show its beauty in the same frame. Therefore, the photographer should master several basic skills needed in producing admired photo. Those skill included not only about making a well-spoken picture but also able to comprehend the basic used of a camera as its main media.

4.1.1 The Quality Of Photography Services

Service is any action or activity that can be offered by one party to another party which is basically intangible and does not cause ownership of something, which can be related to a physical product or not (Kotler and Armstrong, 2003). Production of services can be related to physical products or not. Then according to Zeithaml and Bitner (in Alma, 2007: 243), service is an economic activity whose output is not a product consumed at the same time as its production and provides added value (pleasure, entertainment, relaxing, healthy) is intangible.

Based on several statements above, it can be interpreted that services are anything that is intangible, which can be offered to meet the needs of consumers, services do not have a form, however, services can be felt and enjoyed. Kotler (2007) defines quality is the overall characteristics and nature of a product or service that affects its ability to satisfy expressed or implied needs. According to Goetsh and Davis(2005) that quality is a dynamic condition related to products, services, amnesia, processes, and the environment that meets and exceeds expectations

From the description above, it can be interpreted that quality is the entire features and characteristics of products or services that have the ability to satisfy needs. Quality of service is defined as the delivery of services that exceeds the level of customer expectations. The types of quality used to assess service quality are as follows:

- a. Technical quality (outcome), i.e. the quality of the work delivering the service itself.
- b. Service quality (process), i.e. the quality of the way the service is delivered.

According to Wyckof in (Tjiptono:2005:260) service quality is the expected level of excellence and control over the level of excellence to meet customer desires. The total quality of a service consists of three main components (Gronroos in Hutt Speh, 2004), one of them is called Technical Quality, meaning that the component is related to the quality of service output received by the customer. While, Parasuraman (2005) states that technical quality can be specified as follows: (1) searching quality, is a quality that can be evaluated by customers before buying, for example price, (2) experience quality, is quality that only can be evaluated by customers after buying or consuming services, for example timeliness, speed, service and orderliness of results, (3) credence quality, is a quality that is difficult for customers to evaluate even after consuming a service, (4) functional quality, components related to quality how to deliver a service, and (5) relating to corporate image, namely profile, reputation, general image, company special attraction

4.1.2 Photography Consumer Satisfaction

Aesthetic value in a photograph, the amount of the beauty of a photographic artwork lies not only in the form of appearance of the subject but also of the implicit meaning contained in the overall appearance so that an integrated aesthetic appearance "outside-in" is shown integrately. The meaning contained has significant role to establish the subjectivity of the resulting artwork as an expression of the photographer. While, technical value is a medium that is used as well as a means also interpreted as a material or tool. At the same words, *techniques*, in the art of photography, derived from the cleverness or ability to use material or equipment.

This ability is closely related to the skill of using cameras ranging from understanding, operating and using the following features. Technical ability in creating works has existed since humans began creating art. Technical ability that gives birth to technical value in art is not only limited in the mastery of materials and equipment to work, but also in working on artistic elements, such as lines, fields, spaces, colors, shapes and so on. Even though working on these elements of art requires a sense of sensitivity. Photography does not merely have a documentative value but also becomes a media of expression in the form of expressions of the deepest aesthetic feelings and emotions of the photographer, similar to the form of self-expression through emotions displayed in a photographic artwork. In a photographic artwork, there are aesthetic element of decoration and eye catcher because it has a certain appearance substance as well as its own aesthetic value

The existence of aesthetic value accelerates the photography field not only have the spirit of beauty, but also has the meaning contained in an image So that, a photo is not only used as a medium of communication but also as a medium of expression for the photographer. As expressed by Kusnadi (1994: 14), that photography as a medium of art enables everything that is visually felt to be aesthetic, tempered, pure, monumental, expressive and unique and can be enshrined in the blink of an eye

4.3 Opportunities

In accordance to the increase of visitors to Bali year to year, the demand of photography also inclines in many areas in addition to taking the travelling moment. It is found that the photographer (respondent) is offered to handle more than three different area of photography in a month. It was stated that, the foreigner chooses them as they come from local place as well as they would be easy to adjust the time or even having no problem to get the location. Therefore, there are several opportunities that the local photographer could grab when they have a professional photography skill, as follows

1. Wedding Photography Business

Wedding Photography Business is not new anymore in Indonesia and Bali in particular. There are many local Wedding Photography businesses that benefit from this business opportunity. Various wedding photo service packages are very easy to find on the internet. In addition, pre-wedding photos and process photos during the marriage ceremony between

the bride and groom's family, up to the time of the traditional ceremony and wedding reception also becomes a pretty much sought-after package. The activity of using a photographer is rather continued with maternity photo sessions which are also in great demand by couples who will soon have children which is continued by capturing moments when they are born and for up to several months. It was conducted not only for the purpose of appreciating precious moments in life, but also because of the current trends in society. This type client is mostly found in all places of Bali, especially in Nusa Du and Ubud.

2. Photography during a Vacation

Lately, tourists have started the trend of hiring photographers who will take photos during their vacation, especially in iconic places, or activities that are instagramable. The celebrity program, YouTuber, is a niche market for this activity. Recent moments are often immortalized such as, photos on the beach, while trekking at rice field, at breakfast at the pool, giant swings, as well as when the traveller relaxing at several tourist attractions. This type of consumer would be found in the area of Kuta where famous with beach as well as Ubud which famous for its culture and nature.

3. Commercial Photography

Commercial photography services are also pretty much in demand. For example, photo studio services for families, photos for personal identity, photos of moments with friends, family events or holidays with extended family, or moment gathering together with colleagues, community, events have started to include photographers during their activities. When photo studio is considered not very promising, and tends to be near death, entrepreneurs must quickly adapt to having a photographer and editing ability to survive or even to develop well. The final result will be photos that have been selected and edited and then printed into a book of memories accompanied by narration or caption to complete the holiday moments while in Bali. This kind of opportunity would be easily found in Canggu, Kuta and Nusa Dua as there are many foreign visitors establish their business in this particular area.

4. Food Photographers

There is a high demand of this type of photographer for marketing needs, especially in the creative industry, almost every business needs the services of a photographer so that their service products match to the image they are willing to display. In Bali, photos in the menu, photos to be posted on Instagram, Facebook, Whatsapp groups, Twitter and other medias provide opportunities for food photographers.

5. Property Photos (Architecture)

Accommodation trends in the form of villas, rooms for rent on the RBNB site, booking.com, agoda, requires skilled photographer skills in order to attract and to be succesfulin the marketing. In other words, the photographer works on how to create an impression of potential customers so that they are willing to try a new place where they have never lived previously. This opportunity is wedely open in palces like Ubud and Canggu as the villa develop quite rapidly in these areas.

6. Event Photos

Party events, event activities while at the Villa would be another opportunity for the local photographer to engage in this photography business. Presentation photos of products or services require a photographer's expertise and make this business get several types of competitors. Therefore, the event organiser tends to employ professional photographer to document their event both for the customer demand and their portfolio to be exhibited for their future clients. This type of photography field would be found in almost all area including Kuta, Ubud, Nusa Dua and Canggu.

7. Fashion and Jewellery Photos

This is another part of photography area would also become the chance of the local photographer to exhibit as well as earn money from it. Even though their demand is not as high as other field, the market for Fashion and Jewellery Photos still could be found in several place in Ubud and Kuta.

In addition to those opportunities available for the local photographer to work on, the skill of photography would give additional praise for those who get in touch to the tourist directly, driver or the tour guide for example. Their skill in taking a great picture would avoid the unwanted behaviour from the tourist while travelling and taking picture in particular places such as temple, holy statue and others.

4.4 Challenges

In regards to fulfilling the customer satisfaction as well as grabbing the available opportunities the photography business, it is found that the local photographer faces several significant challenges. In addition to the owning of sophisticated and highly branded gears, the local photographer is often facing several issues as follows:

1. Lack of Communication in English

This language issues positioned at the first rank of the common problem owned by the local photographers. They could not speak communicatively with their foreign customer, as a result, they would be difficult to interpret their customer's choice, style or even taste of the picture they are requested. In the end, this miscommunication would accelerate they unhappy ending between these two parties in terms of taking care the payment. The customer might disobey the initial agreement which result to amount of money accepted by the local photographer. Even though the photographer would like to complain, it seems so difficult to happen as they do not have adequate language competence to do so.

2. Culture Shock

Different culture between the local photographer and the client would be a promising challenge for the photographer itself. This phenomenon would happen as the local photographer would think twice to grab a photography work that automatically does not accept in their norms and cultural value. This kind of issue would happen when the local photographers are asked to capture object under minimalist clothes or even taking the nude model. This culture shock would decrease the opportunity as well as chance to earn more money from the client.

3. Lack of Knowledge and Skill

Lack of skill as well knowledge also becomes issue in the photography business for the local. In other words, as the local photographer tends to work on capturing event, family gathering or yoga activities, they would not be able work professionally when they are requested to take a job as villa promotion photographer. As a result, this photographer would not be able to approximate both time and cost they might spend when they work in this aspect. In the end, the photographer as well as the client who offered the job.

4. Lack of In-Depth Photography Courses

In addition to those internal challenges above, the lack of in-depth photography courses, as the external problem, also found during the effort of the photographer to grab the opportunity and fulfil the customer satisfaction. Bali does not equip with a proper place for the local photographer to enhance their skill and knowledge about the gear they have. Instead, they are able to purchase the highly branded and sophisticated camera, however, they could not get a certain course or training place where they could maximise their talent and skill in photography.

5. Conclusion and Suggestion

5.1 Conclusion

- 1) Tourism development in Bali offers a great chance for the local photographer to get engaged in Tourism photography business.
- 2) There would be several promising opportunities for the local photographer to work on the business of photography in Bali ranging from capturing customer's lifestyle to their commercial possession
- 3) The challenges facing by the local photographer in Bali to develop their tourism photography business come from both internal and external part of the photographer itself, however, the internal one dominates the issues.

5.2 Suggestion

- 1) Based on the perception of the local photographer, the economy impact should be fare since the services provide tourism is considered able to improve people lives through job-creation, even though they still need guidance and training to enable them to adjust to the set standards.
- 2) The Photographer skills continues to grow, and the quality should be improved and enhanced, including important issues such as hospitality skills and attitude which should be given serious attention.
- 3) Community involvement in developing tourism must be increased, especially in the field of photography, therefore, local governments are expected to provide socialization and training to local communities about the importance of photography tourism for the community. In addition, by forming a tourism awareness group in the tourist destination area, it could also increase community involvement in the development of tourism in Bali, especially regarding the needs of tourists related to documenting their activities in Bali. In the end, the role of the photographer for tourists is expected to be able to make a self-portrait professional, photos for advertisements for promotion, website, good photos to upload to social media like Instagram and Facebook, to attract more visitors.

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