



Characteristics, Motivations, and Perceptions of Millennial Visitors on Subak Sembung Ecotourism, Bali

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ABSTRACT

Visitors who come to Subak Sembung Ecotourism, Bali have different characteristics, motivations, and perceptions according to their goals. Subak Sembung Ecotourism located in Denpasar City, Bali. Two factors influence the arrival of visitors, namely push factors, and pull factors both in terms of facilities, tourist attractions, access distance traveled, and others, because these can be a reference for managers and related governments to improve comfort and services to increase the number of visits. The purpose of this study is to find out the characteristics, motivations, and perceptions of millennial visitors. The data collection techniques are field observation, interviews, questionnaires, literature study, and documentation. The sampling technique used was accidental sampling of 100 people. The data analysis technique in this research is descriptive quantitative.

The study indicate that visitors who come to the Subak Sembung Ecotourism are mostly male 62%, visitors with an age range of 15-24 years as many as 86%, visitors with domicile origin in Denpasar City as much as 63%, visitors with the educational status of high school equivalent as much as 51%. As many as 64% of visitors who come to the Subak Sembung Ecotourism are workers, 65% of visitors stated that they visited the Subak Sembung Ecotourism Attraction only once, 46% visitors came with their friends. The driving factor for visitors to come to the Subak Sembung Ecotourism got an average score of 4.10 in the to agree on category, while the pull factor got an average score of 3.93 in the to agree on category. Visitors who come to Subak Sembung Ecotourism Attraction have an average perception score of 4.09 in the agreed category.

Keywords: Characteristics, Motivations, Perceptions, Visitors, Subak Sembung Ecotourism.

1. Introduction

Tourism during the Covid-19 pandemic in Indonesia has had a very bad impact on tourism actors and tourists. Recreational activities, vacations, and fun that should be able to be done with family, friends, and relatives must be postponed, due to the outbreak of the Covid-19 virus in Indonesia. Corona Virus Disease 2019 or more commonly called Covid-19 hit Indonesia on March 2, 2020, after Indonesian President Joko Widodo announced the Covid-19 virus originating from Wuhan infected two residents in Indonesia, precisely in Depok City, West Java (Halodoc.com, 2021). The government in Indonesia swiftly handled this matter so that restrictions on crowding activities and recommendations from the government by holding physical or social distancing regulations must be followed by changing face-to-face learning to online. Not only that, but the Work From Home recommendation is also enforced for citizens in Indonesia to break the chain of spreading the Covid-19 virus.

The government has very swiftly and decisively launched a policy to deal with cases of the Covid-19 virus, by requiring all people in Indonesia to carry out free vaccinations that can be carried out at public hospitals, Puskesmas, and other health centers in the hope that the Covid-19 pandemic will end soon. The CHSE support program was also launched by the Ministry of Tourism and Creative Economy (Ministry of Economy and Creative). CHSE is a program in the form of implementing health protocols based on Cleanliness, Health, Safety, and Environment Sustainability. The implementation of this program by conducting CHSE certification for business actors in the tourism industry and creative economy, including the following:

1. The tourism business includes tourism transportation services, hotels/homestays, restaurants/restaurants, Meetings, Incentives, Conferencing, and Exhibitions (MICE).
2. Other related businesses/facilities include tourist information centers, places to sell souvenirs and souvenirs, public toilets, and other tourism-related businesses or facilities.
3. The community environment includes an administrative scope such as the Neighborhood Association, Village, or Hamlet which is part of a tourist area or adjacent to a tourist location.

4. Tourist destinations include all destinations within the scope of the province: city/district or village/kelurahan. Based on the Regulation of the Minister of Tourism and Creative Economy Number 13 of 2020 regarding the regulation of CHSE Standardization and Certification (Suara.com, 2021).

Bali is an island located in Indonesia with the capital city in Denpasar. The island of Bali also consists of several smaller islands around it, namely the islands of Nusa Penida, Nusa Lembongan, Nusa Ceningan and Menjangan Island. The island of Bali, which is famous for its tourism industry, has also been affected by the Covid-19 pandemic. The diversity of traditions and culture is one of the tourist destinations of interest to travel to the island of Bali, both foreign and domestic tourists. Most of the inhabitants of the island of Bali are embracing Hindu religious beliefs, thus the island of Bali has earned the nickname as the Island of a Thousand Temples which is still thick with its customs and culture. Bali. Various religious beliefs can also be found on the island of Bali such as Islam, Christianity, Buddhism, etc. Not only with tolerance between religious communities, the island of Bali also has many tourism areas that are spread evenly such as Ubud, Canggu, Kuta, Sanur, Unggasan, Uluwatu and many more. In this table, the number of tourists who come to the island of Bali from year to year.

Domestic and foreign tourist visits to Bali continued to increase from 2016 to 2019, but there was a drastic decline in 2020 caused by the pandemic that hit almost all over the world. Many tourist attractions on the island of Bali and hotels and resorts are temporarily closed for an indefinite period. Over time, this year the tourism sector has been opened specifically for domestic tourists or local tourists only. Where with the enactment of the tourism sector opened only to domestic tourists, it is hoped that tourism will rise slowly during the pandemic. This beautiful panorama owned by the island of Bali can no longer be doubted, many foreign and local tourists are very happy with natural tourism activities that are still beautiful with views of hills, mountains, and rice fields that are complete on the island of Bali. As an example of natural tourism favored by tourists, namely ecotourism activities. Ecotourism activities are a form of travel or travel activities to natural areas carried out with the aim of enjoying the environment, preserving the life and welfare of the local population (The Ecotourism Society, 1990). One example of this ecotourism attraction is Subak Sembung.

Subak Sembung Ecotourism is a nature-based tourist attraction that can bring local tourists to visit on holidays. Subak Sembung Ecotourism located in Denpasar City, Peguyangan Kaja Village, North Denpasar District, Bali. Many local people or visitors who come there while relieving fatigue after a long day of work, to exercise, relax with family, friends, and others. Visitors who come from the elderly, elderly, children and teenagers. In the new normal period, the Subak Sembung Ecotourism is again visited by visitors. The Subak Sembung Ecotourism itself has pocketed the CHSE Standard and Certification which has been given by the Denpasar City Tourism Office precisely in November 2020 so that visitors who come do not hesitate and are afraid to carry out nature-based recreational activities or Ecotourism. Therefore, researchers are very interested in the Subak Sembung Ecotourism to be used as a research location for making a thesis final project by taking the topic of how the characteristics, motivations and perceptions of visitors who come to do tourism activities during the current Covid-19 pandemic.

The purpose of this study is to find out how the characteristics, motivations and perceptions of visitors who come, so that the researchers themselves can find out some of the advantages and disadvantages of this ecotourism attraction and the character or attitude of the visitors who come, the purpose of visiting, and input suggestions. from visitors who can add direct references from visitors to become development material for managers of Subak Sembung Ecotourism Attractions. Research with the same location by Sedana (2017) has also been carried out with a different topic of discussion, on this occasion the researcher again examined the same location so that it became a reference and enriched scientific studies regarding the location of the Subak Sembung Ecotourism Attraction. And the added value of the Ecotourism Attraction of Subak Sembung has pocketed the CHSE Standard and Certification in November 2020 so that researchers are interested in raising the title of the study, namely "Characteristics, Motivation and Visitor Perceptions on Subak Sembung Ecotourism, Denpasar, Bali"

2. Research Method

To measure the response of the characteristics, motivation and perception, the Likert scale is used. According to Sugiyono (2012), the Likert scale is used to measure a person's attitudes, opinions, and perceptions about social phenomena. Likert scale analysis in this study was used to process respondent data from the characteristics, motivations, and perceptions of visitors.

The final score is obtained by adding up the numbers for each answer. In accordance with the given category, the highest score (5) and the lowest score were given one (1). With a Likert Scale, the variables to be measured are translated into indicator variables. Then the indicators are used as instrument items which can be in the form of statements or questions. The answer to each instrument item using a Likert Scale has a gradation from strongly agree to strongly disagree.

Furthermore, the scores from the answers or responses to the statements are added up using the following formula:

Class interval = highest score – lowest score

number of classes

Class interval = $\frac{5 - 1}{5}$

5

Class interval = 0.8

After getting a score from the formula above, then the score is grouped into five class intervals likert scale to express responses from respondents.

Table 1. Likert Scale Class Interval

No	Notation	Score	Class Interval
1	Strongly agree	5	>4,2-5
2	Agree	4	>3,4-4,2
3	Just Agree	3	>2,6-3,4
4	Don't agree	2	>1,8-2,6
5	Strongly Disagree	1	1-1,8

Source: Supranto (2000).

3. Results

3.1 Overview

Subak Sembung Ecotourism is a nature-based tourist attraction located in Banjar Pulugambang, Peguyangan Kaja Village, Denpasar. The Subak Sembung Ecotourism was formed based on an initiative from the DLHK (Environmental and Cleanliness Service) where in 2013, Subak Sembung won 1st place in the subak competition throughout Bali, based on the DLHK and the community a farming team as well as a jogging track called Daya was formed. The Subak Sembung Ecotourism Attraction in June 2014 was officially formed due to the consideration of a different location among other Subaks. Attractiveness Subak Sembung is the largest Subak in urban areas that is still productive, so that one of the superior values makes Attractiveness Subak Sembung get 1st place in subak competitions throughout Bali so that the formation of Ecotourism Attraction of Subak Sembung. Previously, the entire area of Subak Sembung Attraction reached 115 HA, but currently there are only 103 HA which is flanked by two subaks, namely the east of Subak Dalem and the west of Subak Pakel covering six munduk jogging track areas including Munduk Mewani, Munduk Taman, Munduk Les, Munduk Sopian, Munduk Palak and Munduk Sembung. In 2015 to 2018, the Subak Sembung Ecotourism Attraction experienced a vacuum because the manager at that time resigned from his position until 2018 and no one continued to be the manager of the Subak Sembung Ecotourism Attraction. In addition, during the vacuum, the Ecotourism Attraction of Subak Sembung during the vacuum was taken over by private landowners, both in terms of management and collection of retribution. This resulted in no income for Subak and a lack of cleanliness in the Subak Sembung Ecotourism Attraction area. After the vacuum was formed a new management which is still active.

Furthermore, under the supervisor there are managers and their staff followed by members under them. As one of the tourist destinations, Subak Sembung Ecotourism has various attractions that visitors can do. These attractions include jogging, selfies, educational tours and buying agricultural products. Visitors can carry out activities to walk around the Subak Sembung Ecotourism Attraction area while capturing the moment while visiting. The Subak Sembung Ecotourism is also used as an educational tour by students such as conducting research or learning how to grow crops correctly from the local farmers.

Overall, the farmers in the Subak Sembung Ecotourism are not disturbed by the activities of tourism, as for some of the products from the *Balatani* agro-products offered, namely rice, taro, cassava, cayenne pepper, coconut, banana, mustard greens, jackfruit, spinach snapper, reeds, soybeans, moringa, sweet potato. So that visitors who come to the Subak Sembung Ecotourism can enjoy or buy the results of natural *Balatani* products to take back to their respective homes. Visitors who want to come to the Subak Sembung are only charged a ticket fee of 2,000 rupiah with several facilities provided such as Wantilan, Parking, Toilet, Health Protocol, First Aid, Traders in the Subak Sembung Ecotourism Attraction area.

3.2 Research Results

Validity test is used to test whether the questionnaire made is valid or not. In this study, the number of respondents (N) was 100 and to find the rtable, namely $(N-2)$, $100-2 = 98$ with an alpha of 0.05, the rtable was 0.1966. A questionnaire is declared valid if $r_{count} > r_{table}$ or $sig. < \alpha$. Test the validity of 2 (two) variables used in this study, namely Motivation and Perception. The rcount value for the push and pull factor motivation variable shows all items $r_{count} > r_{table}$ (0.196). The variables mentioned above can be said to be valid, and the results above are also known that the rcount value for the perception variable shows all items $r_{count} > r_{table}$ (0.196). The question can be said to be valid.

Reliability test is used to measure the questionnaire which is an indicator of the variable. The questionnaire is said to be reliable or reliable if each question is answered by the respondent consistently or stable from time to time. A questionnaire is said to be reliable if the Cronbach Alpha value is greater than 0.6 (Ghozali, Imam 2005). Reliability testing obtained the value of motivation and perception variables is greater than 0.60 so it can be said to be reliable.

3.3 Visitor Characteristics

Most visitors who come to the Subak Sembung Ecotourism are 62% male, and 38% female, this can be caused because in general men have more characters who like challenges, high explorers' souls than men. with girls. Visitors are 86% aged 15-24 years, 12% are 25-44 years old, and 2% are 45-64 years old. From the table above, it can be concluded that the age of 15-24 years is the most productive age or known as generation z where this generation spends more time doing activities outside the home such as sports, gathering with friends. Generation Z has the characteristics of wanting to explore new and unique things that they have never known, such as visiting the Subak Sembung Ecotourism. Meanwhile, 45-64 years old is the least age to visit Subak Sembung Ecotourism, this is due to at that age they spend more time at home and family. Visitors who come to the Subak Sembung

Ecotourism lived in Denpasar as much as 63%, and from outside Denpasar as much as 37%. Visitors who come to the Subak Sembung Ecotourism are 51% high school students and 51% diploma/bachelor's degree.

Based on employment status, self-employed visitors as much as 2%, civil servants as much as 2%, private employees as much as 19%, students as much as 64%, and others as much as 13%, because the millennial generation and generation z prefer to do activities from outside their homes, where after they are busy from school assignments and college assignments they want to feel relaxed and also spend more free time with friends and their partners to visit Subak Sembung Ecotourism.

The frequency of visits that come to the Subak Sembung Ecotourism is 65% 1st time, 2-3 times as much as 32%, and more than 5 times as much as 3%. From the table above, it can be concluded that visitors who come to the Subak Sembung Ecotourism are the majority with a total frequency of 1 time visit as much as 65%. The reason if this are the lack of information about the existence of Subak Sembung Ecotourism, as well as recommendations from friends so that visitors want to come just out of curiosity. Sources of information obtained about the Subak Sembung Ecotourism are from friends 54%, family 11%, social media 28% and others 7%. Information about Subak Sembung Ecotourism is obtained from the experience of previous visits, so that curiosity and wanting to visit the place is done by word of mouth.

Visitor's spending when visiting Subak Sembung Ecotourism are less than Rp. 15,000 or 32%, Rp.16,000-Rp.30,000 in 31%, Rp.31,000-Rp.45,000 in 15%, Rp.45,000-Rp.50,000 in 10%, and over Rp.50,000 in 12%. The majority of spending is less than Rp. 15,000 is because the entrance ticket, and food - beverages prices are still very affordable, so visitors do not need to spend quite a lot of money to enjoy culinary. Travel companions to Subak Sembung Ecotourism are 7% by themselves, 46% with friends, 15% with family, 29% are couples, and 3% others. Most visitors travel with friends could be due to the large number of teenagers of several groups who came together to the Subak Sembung Ecotourism.

3.4 Visitor Motivation

Visitor motivation is divided into two factors, namely push factors, and pull factors. The driving factor has four indicators, namely a). looking for new things and knowledge get an average score of 4.09 with the agree category, b). rest and relaxation get an average score of 4.25 with the category strongly agree, c). fulfill the dream of getting an average score of 4.01 in the agree category, d). explore and adventure get an average score of 4.08 with the agree category. Then on the pull factor there are two indicators, namely a). safety, cleanliness, and variety of attractions get an average score of 4.03 with the agree category, b). facilities, destination image, distance and price get an average score of 3.83 with the agree category. Most visitors want to rest and relax, this can happen because after a few busy days with routines, everyone wants to feel relaxed and wants to have fun with their partner, family, and friends. While the pull factors are: security, cleanliness and variety of tourist attractions dominate, this can be because security and cleanliness are the main factors for someone to visit a new place, many visitors can do such as exercising, shopping for produce from farmers and capturing moments such as taking photos with colleagues visit. Meanwhile, the least dominating one is facilities, destination image, distance and affordable prices do not dominate the center of attention for visitors, because visitors are more concerned with safety and comfort factors.

3.5 Visitor Perception

In this study, the perception of visitors to Subak Sembung Ecotourism got an average score of 4.09 with the agree category from several statements such as a). beautiful scenery gets an average score of 4.22 with the category strongly agree, b). cleanliness gets an average score of 4.07 with the category agree, c). Pollution-free air gets an average score of 4.11 in the agree category, d). traditional farming methods get an average score of 4.07 in the agree category, e). parking area get an average score of 3.92 with the category agree, f). access roads get an average score of 3.99 in the agree category, g). affordable prices get an average score of 4.10 in the agree category, h). health protocols get an average score of 4.10 with the category agree, i). the lack of selfie facilities got an average score of 4.42 with the category strongly agree, j). adequate toilets get an average score of 3.93 in the agree category, and k). the friendliness of traders and farmers got an average score of 4.12 in the agrees category. From the responses above, it can be concluded that respondents are satisfied with the selfie facility, this can be because most visitors want to capture the moment while visiting and upload it to personal social media in the current digital era.

4. Conclusions and Suggestions

Based on the results of research that has been conducted regarding the characteristics, motivation and perceptions of visitors to the Subak Sembung Ecotourism Attraction, it can be concluded that:

1. Characteristics of Visitors

Dominated by young people of the male sex with a productive recreational age of 15-24 years with origin from Denpasar domicile who often visit because of easy access roads to reach and easy to find in urban areas. Education influences visitors with high school/vocational high school education status levels and the equivalent who come because there are a number of things that need to be known such as an introduction to ecotourism, types of tourism that are suitable for the places visited and many visitors who come only once, namely due to the lack of selfie facilities in the digital era .\

2. Visitor Motivation

In this study, visitor motivation is divided into two factors, namely push factors and pull factors. The driving factors are dominated by rest and relaxation statements with an average score of 4.25 in the strongly agree category. Then the pull factor is dominated by safety, cleanliness and variety of attractions by getting an average score of 4.03 in the agree category. From these data two conclusions can be drawn on the driving factors, namely visitors coming to the Subak Sembung Ecotourism Attraction to rest and relax which is the most popular, this can happen because after a few busy days with routines everyone wants to feel relaxed and wants to have fun with their partner, family and friends.

Visitors who come to fulfill dreams are not a concern for visitors, this can happen because it is still in an urban area and very easy to reach. Whereas the pull factors are security, cleanliness and the most dominant variety of tourist attractions, this can be because safety and cleanliness are the main factors for someone to visit a new place, many visitors can do things such as exercise, shop for produce from farmers and capture moments such as group photos with visiting colleagues. Meanwhile, the least dominating are facilities, destination image, distance and affordable prices do not dominate the center of attention for visitors, because visitors are more concerned with safety and comfort factors.

3. Perception of Visitors

From the responses above, it can be concluded that respondents have dissatisfied perceptions of selfie facilities by getting an average score of 4.42 in the strongly agree category, this can be because most visitors want to capture moments while visiting and upload them to personal social media in the digital era now.

Based on the results of the research, discussion and conclusions above, suggestions that can be given by researchers include:

a. Manager

It is hoped that the next managers will cooperate more, synergize and be responsible to be wiser in managing the Subak Sembung Ecotourism Attraction so that the problems that have been experienced will not be repeated. The management is also expected to be more assertive in implementing policies, increasing attractions such as selfie facilities and paying attention to responses that are less attractive to visitors so that they attract more people to come to the Subak Sembung Ecotourism Attraction.

b. Government

Even though the facilities owned by the Subak Sembung Ecotourism Attraction are adequate such as road access, parking and toilets, the government is expected to be able to improve and develop the available facilities in the form of financial assistance as well as repair or addition of facilities so as to increase visits to the Subak Sembung Ecotourism Attraction. In addition, with the increase in facilities, of course visitors will have a new experience when visiting the Subak Sembung Ecotourism Attraction and want to visit it again. The policies that need to be considered by the government include being prohibited from building settlements in rice fields or green open spaces, prohibited from carrying out activities that cause pollution in the Subak Sembung Ecotourism Attraction area.

c. local people

Farmers and traders as well as the local community are expected to be able to work together or participate in management in the Subak Sembung Ecotourism Attraction area. The local community also has an important role in promoting the Subak Sembung Ecotourism Attraction. In addition, farmers and traders participate in caring for and maintaining the cleanliness of the authenticity of the subak. So that later after the development and improvement of available facilities and attractions, visitors can still feel the authenticity and beauty of the Subak Sembung Ecotourism Attraction.

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