

CULTURAL TOURISM MARKETING FOR SMES EMPOWERMENT

By Lucky Hikmat Maulana

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Lucky Hikmat Maulana, Irwan Ch, Dwi Gemina

Abstract: The tourism sector has a very important role in the income of a country as well as for regions that have tourism potential and are meant for job creation. It is stated that out of every nine employment opportunities is available globally, one of them comes from the tourism sector. The purpose of this study was to determine and analyse tourism marketing strategy models that can bring cultural excellence and uniqueness in the KSPN region destinations in West Java so that business opportunities are open for SMEs. The model is an abstraction from reality that provides the purpose of setting and simplifying views about reality so that it can be known as the ideal pattern of tourism marketing strategies that synergize with SME's empowerment. Survey research methods and descriptive and verification research forms. The object of research of SMEs that is trying in the field of tourism in 6 KSPN in West Java by using 200 samples, is used the Multiple Linear Regression tool on the variable marketing mix and empowerment of SMEs. The implementation of the strategy uses Importance Performance Analysis (IPA) based on the perceptions and expectations of the SME owner. The results showed that there was a significant effect of marketing mix on the empowerment of SMEs simultaneously and partially. The factors of accessibility and continuity of promotion are quite low. 6 aspects become marketing strategies related to the empowerment of SMEs. A marketing program is recommended that raises local wisdom through the coordination of all stakeholders to ensure their duties, functions, and roles.

Index Terms: Cultural Tourism, Entrepreneurship, KSPN Destinations, Marketing Management, SMEs Empowerment, Tourism Management, Tourism Marketing

1. INTRODUCTION

The tourism industry is one of the sectors that have a very strategic role in supporting the development of the national economy in this era of globalization, as a reliable source of foreign exchange-earners, also a sector that can absorb labour and encourage investment development [1], [2]. Culture-based tourism is one type of tourism that utilizes the potential development of human cultural output as an object of attraction. This type of tour can provide benefits in the socio-cultural field because it can help preserve cultural heritage as the identity of local people who have that culture [3], [4]. The tourism policy is based on the Vision, Mission, and Government Action Program for the 2014-2019 period in the 6th Nawacita by striving to improve people's productivity and competitiveness in international markets. Tourism and the creative economy enter the economic field: the 14th strategic agenda, and become the leading sector after food, sea, and energy [5]. Government Regulation (PP) No. 50 of 2011 concerning the National Tourism Development Master Plan, defines the National Tourism Strategic Area (KSPN) is an area that has the main function of tourism or has the potential for the development of national tourism which has an important influence in one or more aspects, such as economic growth. The KSPN policy is directed at mapping the aspects of tourism development, including destinations, industry, marketing, and institutions (4 pillars of tourism). Other targets include the analysis of the potential, problems, and strategic issues of aspects of tourism development that support the function of the KSPN, as well as the creation of comprehensive and holistic planning in the KSPN. Based on Regulation No. 50 of 2011, KSPN in West Java covers 6 regions, namely (1) Puncak - Gede Pangrango

and its surroundings; (2) Halimun and its surroundings; (3) Bandung City and surroundings; (4) Tangkuban Perahu and surrounding areas; (5) Ciwidey and surroundings; and (6) Pangandaran and its surroundings. The progress of destinations is greatly influenced by destination marketing which accentuates the uniqueness that attracts tourists [6], [7]. Through a good destination marketing program, it tends to attract and bring tourists. This has a positive impact in the form of opening opportunities for SMEs related to tourism. Capturing these opportunities requires efforts to empower SMEs in these destinations. The problem that often arises is the lack of harmony between the destination targeting program and the empowerment of tourism-supporting SMEs. In this study the problem was formulated:

1. How does tourism marketing influence SME empowerment?
2. What is the tourism marketing strategy that can bring about cultural uniqueness?
3. How is the application of tourism marketing that can synergize with the empowerment of SMEs?

The purpose of this research is to find out and analyse a tourism marketing strategy model that can bring out the excellence and cultural uniqueness in the KSPN destination in West Java so that business opportunities for SMEs.

2 LITERATURE REVIEW

2.1 Empowerment of SMEs

Small-Medium Enterprises (SMEs) and household businesses (URT) that are not legal entities are economic actors, spread across all economic sectors, are businesses that create many business fields without having to have certain levels of education or special expertise [6], [7], [8]. Nationally, the contribution of this type of business to gross domestic product is very significant. The government policy to give greater priority in development-oriented to empowering the people's economy, especially SMEs and URT, is very strategic and will have a broad impact on employment. SMEs are believed to have strategic value in the national economy and are part of the national economic development backrest. For this reason, the most effective vehicle in improving the welfare and ability

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of the community is through the empowerment of SMEs. This is as stipulated in Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises article 1 paragraph (8) which explains that empowerment is an effort made by the government, the business world and the community in the form of fostering business climate development and development so that SMEs are able to grow and strengthen themselves to become resilient and independent. Empowerment to SMEs can be done through many sectors, one of which is the tourism sector that relies on cultural potential and natural resources as a reference [1], [9]. At present, the government and the community have made great use of the potential of natural resources for tourism activities, because currently nature tourism is much loved by the community. This, of course, will also increase income for the surrounding population, and not a few people who have been dependent on the potential of natural resources to meet their daily needs [10]. Empowerment must be carried out continuously, comprehensively, and simultaneously until the threshold of achieving a dynamic balance between government and governed [11]. In this case, various empowerment programs are needed, one of which is Economic Empowerment, in which there are several concepts of economic empowerment, including the people's economy, structural changes, and policies. According to Article 14 of Law No. 10 of 2009 concerning Tourism, specifically explained about the types of businesses in the field of tourism, namely businesses that provide goods and / or services for meeting the needs of tourists and organizing tourism. The types of tourism businesses run by SMEs (according to Law No. 20 of 2008 concerning SMEs) are 13 types.

2.2 Tourism Development

Indonesia is in a tropical region that has unique characteristics of biological wealth and is not owned by other regions in the world. The diversity of flora and fauna makes Indonesia one of the mega biodiversity countries. The natural landscape and biological wealth spread from Sabang to Merauke are the basis for developing tourism in Indonesia. Efforts to use natural and non-biological natural resources as tourism objects are strategic steps in contributing to improving the country's economy [9], [11]. Positive effects resulting from the development of the tourism sector can, among others, reduce unemployment and create jobs for the community around these attractions [12]. The development of the tourism sector can also create jobs in other related sectors and can increase the income and living standards of the community. Also, another positive effect of the tourism sector is that it can increase a country's foreign exchange reserves. The influence of tourism and tourism economy is not only a source of foreign exchange, but also a factor in determining the location of industries in the development of regions that are poor in natural resources, so that the development of tourism is one way to advance the economy in less developed regions as due to lack of natural resources [4], [6], [10]. The tourism sector as an economic activity must be seen from two sides, namely the demand side and the supply side. He further stated that success in the development of tourism in an area is very dependent on the ability of planners to integrate the two sides equally in a Gunn tourism development plan.

2.3 Culture-based Tourism

Cultural tourism is one type of tourism that utilizes the development of the potential of human cultural output as an object of attraction. This type of tour can provide benefits in the socio-cultural field because it can help preserve cultural heritage as the identity of local people who have that culture. Today, cultural tourism develops rapidly because of a new trend among tourists, namely the tendency to look for something unique and authentic from a culture [13], [14]. Cultural tourism is a type of tourism that offers culture in the form of tangible or concrete or intangible or abstract cultural attractions, as well as living culture (continuing culture) and cultural heritage (past cultural heritage), as the main attraction to attract tourist visits. In the current global era, there is a tendency that people want to understand culture outside their environment. Cultural tourism products have a specific market segment that is "knowledge workers" or in the term tourism called "mature tourist" or experienced tourists where they travel or visit other regions with the aim not only to be recreational but more motivated to gain experience through direct involvement with life activities and the traditions and culture of the local community. Tourism can be distinguished according to the motives of tourists to visit a place including cultural tourism [15]. Cultural tourism planning must be based on conditions and carrying capacity, create long-term mutually beneficial interactions between achieving the goals of tourism development, improving the welfare of local communities, and sustaining environmental carrying capacity in the future. According to the analysis of Ministry of Tourism and Creative Industry in 2014, the tourist tourism product portfolio of the archipelago is classified into three groups: nature by 19%, Culture by 7%, manmade by 15%, and maritime by 4%.

2.4 Cultural Tourism Market

Tourism is complex, including the movement of people, goods, and services related to organizations, institutional and individual relations, the need for service providers and others. The elements are subsystems that are interrelated in a functional link that forms a system. Thus, the tourism system consists of several subsystems. The subsystem in question is a subsystem: demand, supply, and environment or configuration. About the tourism market (demand) can be explained is the party that requests or requires tour activities [16]. The provision of tourists in cultural tourism destinations can be interpreted as someone who travels to a tourist attraction that is located not in their daily places to get information or experience to meet their desires. The following are some of the factors that become cultural tourism attractions including 1) Having a different, unique, authentic attraction in each region; 2) Local tourists can interact with the community that owns culture; 3) Local tourists can take local wisdom from the local community; 4) Raises great concern for the environment. Four main elements constitute the tourism subsystem [3], [7], [8].

The basic components of tourism consist of:

1. Tourist Attractions and Tourism Activities that Become Objects / Tourist Attractions.
2. Something that becomes an attraction and can impress tourists in the form of a sense of satisfaction, a sense of comfort, and a sense of pleasure in tourists who see it or implement it.

3. Accommodation Facilities and Services, to provide services to tourists who need temporary accommodation while in the tourist destination or while visiting a tourist attraction.
4. Transportation Facilities and Other Services, including road infrastructure that is traversed by tourists from their place of residence to the tourist attraction.
5. Human Resources The success of tourism development depends not only on the availability of tourist attractions but also is greatly influenced by the ability of the human resources that manage it.
6. Other Service Facilities, to improve services to tourists, for example, tourism information centres, communication networks, retail stores, souvenir sales, clean water facilities, postal services and others whose function is to support services to tourists

Institutional elements, including marketing and promotion programs, tourism policies, other regulations related to tourism, public and private tourism organizational structures, policies on providing incentives for investors in tourism, tourism education and training programs, tourism awareness programs in the community, environmental programs, socioeconomic programs, and others [13].

The discussion of cultural tourism will not be separated from two basic understandings, namely tourism and culture itself. Meanwhile, culture is the work of humans in improving living standards and as a process of adaptation to the environment. As a system, culture needs to be seen from the manifestation of human life related to ideas, behaviours, and materials that are influenced by various aspects. In the anthropology realm, culture in the classical perspective is considered as a whole system including all things that are the results of human creativity, initiative, and work that are made to belong to human beings by learning. Culture can be directly obtained through education and can be learned. The whole facets of the culture are very closely related to education because all material contained in a culture is consciously obtained by humans through the learning process. Through this learning process, culture is passed on from one generation to the next [16]. Culture continues from time to time; present culture is delivered to the future. In principle, it can be considered of ideas and human works that are obtained and passed down from generation to generation through the learning process. Culture is a belief, values, and habits learned by someone, which can lead to using an item or service. Cultural tourism is a type of tourism that offers culture in the form of tangible or concrete or intangible or abstract cultural attractions, as well as living culture (continuing culture) and cultural heritage (past cultural heritage), as the main attraction to attract tourist visits [5]. In the current global era, there is a tendency that people want to understand culture outside their environment. Cultural tourism products have a special market segment that is "knowledge workers" or in the term tourism called "mature tourist" or experienced tourists where they travel or visit other regions with the aim not only to be recreational but more motivated to gain experience through direct involvement with life activities and traditions and culture of the local community [11], [16]. Tourism can be distinguished according to the motives of tourists to visit a place including cultural tourism. Cultural tourism is defined as a trip made based on a desire to broaden one's outlook or life by conducting visits or observations to other places or abroad, studying the condition of the people, their customs, their way of life, their culture and

arts. Along with these similar trips together with opportunities to take part in cultural activities, such as art exhibitions (dance, drama, music, and sound art), or historical motives and so on. Cultural tourism is part of overall tourism. Cultural tourism is related to the culture of an area, lifestyle, history, art, architecture, religion and other elements that make up the way of life of residents in a geographical area. Cultural tourism also includes urban areas, especially cities with historical heritages and cultural facilities such as museums and theatres. Cultural tourism also includes life in rural areas, traditions of the original village community, values and lifestyle. This type of tourism is increasingly popular, not inferior to natural tourism or other types of tourism. Then it can be concluded that cultural tourism is a type of tourism based on places, traditions, arts, ceremonies, and experiences that portray nations/tribes, which reflects the diversity and identity of the community or nation concerned. The provision of tourists in cultural tourism destinations can be interpreted as someone who travels to a tourist attraction that is located not in their daily lives to get information or experience to meet their desires. Culture-based tourism is one type of tourism activity that uses culture as its object. Several factors become cultural tourism attractions including:

1. It has a different, unique, authentic appeal to each region.
2. Local tourists can interact with the culture owner.
3. Local tourists can take local wisdom from the local community.
4. Gives great care to the environment.
5. Culture as the main attraction.

3 RESEARCH METHOD

This study was designed as a descriptive and verification study, while the object of this study was the community of business operators (UKM) in the KSPN region destination in West Java. The number of samples in this study was 200 respondents determined by the theories of Gay and Roscoe (1992), who stated that for descriptive studies the sample size of more than 30 and less than 500 was appropriate for most studies. The sampling technique in this study is purposive sampling. Primary data obtained through questionnaires and in-depth interviews, secondary data obtained by BPS, Tourism Office, Industry Office, Trade and Cooperatives, related agencies and documents and literature studies. In this study, the instrument testing method was used by using the validity, reliability and classical assumption test methods. In this study, there are 2 (two) variables whose data were collected through a questionnaire and processed with a qualitative approach. In more detail the operationalization of independent variables in the form of Marketing Mix, including product, price, place, promotion, people, process and physical evidence, while the dependent variable is the characteristics of SMEs, including the number of SMEs, employment, capital, technological mastery, profitability, management business, and ownership.

4 RESULTS

West Java is a province in Indonesia, its capital is in the city of Bandung, for more than three decades it has experienced rapid economic development. At present, the improvement of the modern economy is marked by an increase in the manufacturing and service sectors. West Java tourist attraction consists of attractions that are tangible (tangible), such as tourist attractions beach, museums, and intangible

(intangible), such as history, culture of traditional communities, and events (tourism events). The people of West Java who are religious and have rules and various distinctive cultural heritage features and traditional values that are still

TABLE 2 ESTIMATION RESULTS OF REGRESSION EQUATIONS

Table with 5 columns: Variable, B, t-count, Sig t, Beta. Rows include constant, Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), Physical Evidence (X7), SMEs Empowerment (Y), t-table, R, and R Square.

independent variable increases, the dependent variable will also increase. It is known that an R-value of 0.929 includes a very strong category (0.8-1,000) meaning that the relationship between marketing mix and SME empowerment is very strong. This can be interpreted that changes in the independent variable will be followed by changes in the dependent variable, if the independent variable increases, the dependent variable will also increase.

In the culture-based tourism marketing strategy in West Java, several aspects should be used as starting points to gain a competitive advantage. Aspects of strengths and weaknesses can be merged into a strategy to make an area as a tourist attraction have a competitive advantage. These aspects are:

- 1. Scarcity Factors, local wisdom that cannot be found elsewhere, both natural and artificial.
2. The uniqueness factor, a cultural tourism destination that has a comparative advantage.

maintained are a huge potential for the development of West Java tourism. The traditional villages, the living places, and the dwellings of the traditional people of West Java are also tourist attractions that are no less interesting. Traditional villages in West Java spread across 6 regencies/cities have distinctive traditional culture, thus enriching the diversity of West Java tourist attractions.

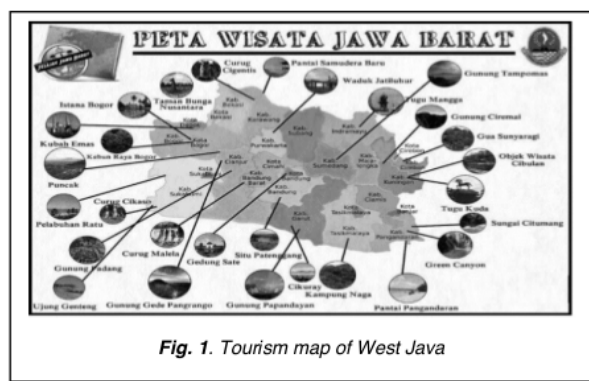


Fig. 1. Tourism map of West Java

Based on the results of data processing, it is known that SMEs assessment of the condition of destination marketing strategies, as described in the following table:

The table above provides information that there are still 2 sub-variables of the marketing mix that are considered to need to be improved, namely place, in the form of damage and accessibility difficulties, and promotion, because of their intensity and sustainability. This explains the decline in the profitability of business actors. Based on the results by the data, it is also known that the multiple linear regression equation Y = 0.409 + 0.340X1 + 0.358X2 + 0.368X3 + 0.474X4 + 0.341X5 + 0.219X6 + 0.311X7 + e.

The table above explains that product, price, place, promotion, people, process and physical evidence variables have a positive effect on SMEs empowerment. If the

TABLE 1

SMEs ASSESSMENT OF DESTINATION MARKETING STRATEGIES

Table with 3 columns: Variable, Sub Variable, Interpretation. Rows include Marketing Mix (X) with sub-variables like Product, Price, Place, Promotion, People, Process, Physical Evidence, and SMEs Empowerment (Y) with sub-variables like Number of SMEs, Employment, Capital, Technology, Profitability, Business Management, Ownership.

- 3. Community empowerment factors, the attitude of local people around cultural tourism destinations that can be empowered by the existence of a tourist destination in their area, so that people feel they have ownership.
4. The area optimization factor (area optimization), that is, the land that is used as a cultural tourism destination is used based on optimization considerations by market mechanisms, without forgetting conservation, preservation, and protection considerations.
5. Equality factors, benefit arrangements so that profits are distributed proportionately to the community.

Superior value creation strategies to be able to excel in competition that can be implemented in the education tourism

business for children through the concept of spiritual marketing as a differential advantage for destination managers. In this case, marketing activities must be aimed at increasing market assets (channels, customers, suppliers, and brands). These assets can be multiplied (leverage) by destination managers to increase profitable growth such as 1) Reducing sales costs and offering premium prices; 2) Increasing tourist loyalty; 3) Increasing productivity of marketing activities; and 4) It provides many options for marketing managers to arrange their programs. In implementing spiritual marketing strategies, favourable growth conditions are the main prerequisites in creating a company's value [11], [14], [15]. The value of a company can be created through discounting long-term cash flow, but its nature cannot create value in the long run. For long-term value creation, destination managers should prioritize a growth approach that will significantly contribute to increasing company value. Thus, the destination manager must place sustainable growth as a top priority. Differential advantage can be created if tourists have the perception that the product/service offered by the destination manager has a perceived advantage that is very important, so they prefer the product/service. For this reason, there are four principles that must be considered to build differential advantage: (1) Focus on specific product / service attributes and excel distributes (2) Maintain standard thresholds for other attributes (3) Domination in the market by improving these attributes each year (4) Build a model of the best operating system that is intended so that customers really feel the superior value of the company's products/services. Models that can be built to show the relationship between marketing strategies and activities, market assets, growth and value of a company are visualized in the following Value-Based Marketing picture.

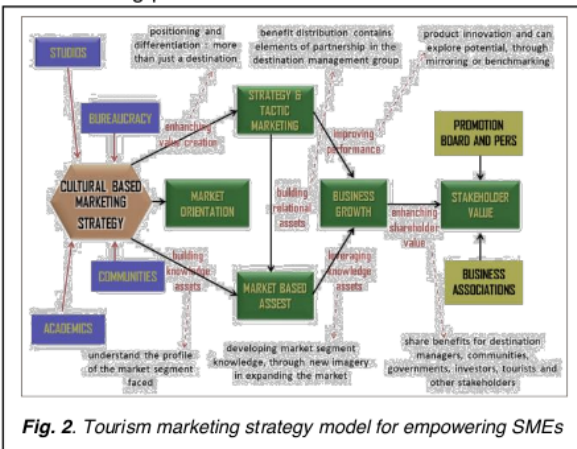


Fig. 2. Tourism marketing strategy model for empowering SMEs

Enhancing Value Creation needs to be positioned as a "superior cultural destination" that is supported by a variety of unique characteristics such as local wisdom, competent and ethical human resources, IT systems that are updated and user-friendly, as well as adequate facilities. Building Knowledge, understanding the profile of the market segments encountered, formulating more appropriate marketing strategies to reach a wider market. Mapping the target market for cultural tourism destinations in Indonesia generally understands and knows the advantages of each destination. Building Relationship Assets, the principle of partnership between fellow destination managers and SMEs. The benefit distribution mechanism contains an element of partnership in

the destination management group, namely trust and harmony in the development of tourist destinations. Improving Performance, manifested in product development and service improvement. To realize the image of the tourism industry that is "more than just a destination", managers of cultural tourism destinations need to continue to innovate products and be able to explore the richness of varied financial schemes. Some initiatives that can be carried out by the managers of cultural tourism destinations, for example through mirroring or benchmarking products and services of successful international cultural tourism destinations, as well as adjusting to the characteristics of the region. This program is important so that the uniqueness of cultural tourism destinations compared to similar businesses abroad is more visible [9], [10]. Utilizing knowledge (leveraging knowledge assets), embodied in the principle of developing market segment knowledge, through new imaging in expanding markets, so that cultural tourism destinations have a new image that can attract all people without exception.

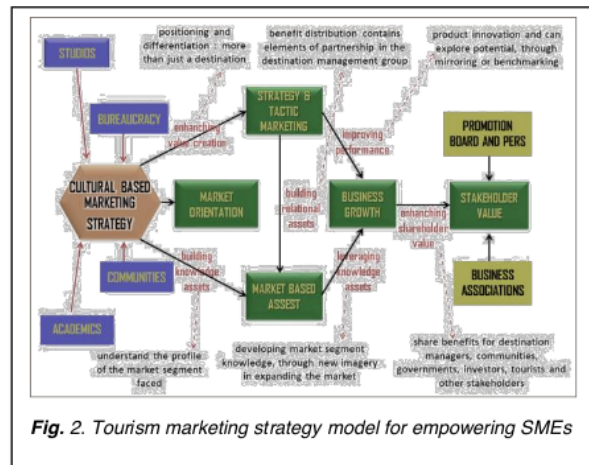


Fig. 2. Tourism marketing strategy model for empowering SMEs

Increasing shareholder value, realized through benefit-sharing mechanisms in providing benefits for destination managers, SMEs, communities, governments, investors, representatives, and other stakeholders. In carrying out its business, managers of cultural tourism destinations are required to be open to all stakeholders. One manifestation is that the destination provides information on its performance to stakeholders regularly.

5 IMPLICATION

5.1 Conclusion

The marketing mix has a significant effect on SME Empowerment, both simultaneously and partially. Cultural activities carried out have a positive influence on the development of destination, but there is still a lack of assessment in terms of distribution (accessibility). Based on the perception of business actors, the problem of damage to facilities and congestion has revealed the presence of tourists. Each destination has the characteristics of SMEs that have similarities and differences, according to the regional topography. Culture-based marketing activities oriented to partnerships with SMEs have increased market segments (Channels, Customers, Suppliers, and Brands). Marketing strategies in the context of empowering SMEs in each destination (according to their characteristics), can be grouped

into 3 programs at a macro level, namely Tourism Service Quality Improvement Program, Program for Increasing the Role of Institutions and Tourism Business Partnerships, and Harmony and Synchronization of Quality Improvement Policy Program.

5.2 Suggestion

The need to continue to coordinate the development of efforts to harmonize each destination marketing activity, the aim of which is to provide certainty in understanding the roles, tasks, and functions of the stakeholders. Each destination marketing activity should always highlight the culture and local wisdom of the local community, to create a pattern of community participation in advancing the region, the implication of which will be to stimulate the economic development of the community. Further research should be done using different variables and methods.

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