

E-Journal of Tourism



Accredited by:

The Ministry of Research, Technology and Higher Education, Republic of Indonesia No. 36/E/KPT/2019 which is valid for five years since enacted on 13 December 2019.

DOAJ DIRECTORY OF
OPEN ACCESS
JOURNALS

SINTA
Science and Technology Index

Google
Scholar



GARUDA
GARBA RUJUKAN DIGITAL

Dimensions

Crossref

E-Journal of Tourism

p-ISSN: 2541-0857, e-ISSN: 2407-392X

Volume 10, Number 1, March 2023

FOUNDER

Prof. Dr. I Komang Gde Bendesa, Universitas Udayana (Scopus ID: 57193197621)
Dr. Agung Suryawan Wiranatha, Universitas Udayana (Scopus ID: 56996123000)

EDITOR IN CHIEF

Prof. Dr. I Komang Gde Bendesa, Universitas Udayana (Scopus ID: 57193197621)

EDITORIAL BOARDS

Prof. Dr. Made Budiarsa, Universitas Udayana (Scopus ID: 57193715077)
Prof. Dr. Terry de Lacy, Victoria University, Australia (Scopus ID: 23073072700)
Prof. Geoffrey Lipman, Hasselt University, Belgium (Scopus ID: 55314553200)
Prof. Christine Petr, Universite de Bretagne-Sud, France (Scopus ID: 14030556600)
Prof. Patrick Legohere, Université d'Angers, France (Scopus ID: 6506067264)
Dr. Agung Suryawan Wiranatha, Universitas Udayana (Scopus ID: 56996123000)

MANAGING EDITOR

Prof. Dr. I Gusti Ayu Oka Suryawardani, Universitas Udayana (Scopus ID: 57190262038)

PEER REVIEWERS

Prof. Dr. I Wayan Ardika, Universitas Udayana (Scopus ID: 6508090296)
Prof. Dr. Made Antara, Universitas Udayana (Scopus ID: 57201540950)
Prof. Dr. I Nyoman Darma Putra, Universitas Udayana (Scopus ID: 24741071600)
Prof. Dr. Janianton Damanik, Gadjah Mada University (Scopus ID: 57192676817)
Prof. Dr. Muhammad Baiquni, Gadjah Mada University (Scopus ID: 57210758742)
Prof. Dr. Bet El Silisna Lagarens, Politeknik Negeri Manado (Scopus ID: 55990881600)
Dr. Devi Roza K. Kausar, Universitas Pancasila (Scopus ID: 35146005500)
Dr. Hera Oktadiana, James Cook University, Australia (Scopus ID: 57079190600)

PUBLISHER

Centre of Excellence in Tourism, Udayana University

ADDRESS

Centre of Excellence in Tourism, Udayana University
Jalan P.B. Sudirman Denpasar - Bali 80232
Email: ejournal.tourism@unud.ac.id; riset.pariwisata@unud.ac.id
Phone: +62 81237641918; Website: <https://ojs.unud.ac.id/index.php/eot/>

TABLE OF CONTENTS

Real Demand Survey (RDS) on The Development Plan of Jogja Agro Techno Park (JATP) in Kulon Progo Regency	
Purwanto Widodo, Faizi	1 – 12
The Effect of Firm Size and Sales Growth on The Capital Structure and Financial Performance of The Tourism Industry in Indonesia	
Ida Ayu Putri Widawati	13 – 21
Religious Values of Chefs in Bali and Food Waste Awareness: A Preliminary Study	
Gde Indra Bhaskara.....	22 – 32
How Digital Technology Enhances Hotel Experience? Examining Experiential Marketing of Two Four-Star Hotels in Yogyakarta	
Maryness Patrick, William Msilu Paulo, Antonius Sumarwan	33 – 45
Recovery & Survival Strategies of The Impact of Covid-19 at Hotel Losari Villas-Legian and Hotel Losari Sunset Road Bali	
Ida Ayu Putri Widawati, Titien Damayanti, Ni Ketut Mareni, I Wayan Tuwi	46 – 59
The Managing Hotel Employees Achieving Wow!: A Conceptual Paper	
Kelik Hastjarjo	60 – 73
Pentahelix Model in Planning Sport Tourism and Events in Hambalang Village, Bogor Regency	
Elga Hening Arinil Haq, Yustisia Pasfatima Mbulu, Fetty Nurmala Rossi	74 – 84
The Analysis of Visitor Behavior to Sibetan Tourism Village, Karangasem Bali	
I Kadek Diana Putra, I Gusti Ayu Oka Suryawardani, Agung Suryawan Wiranatha	85 – 98

Conservation of Traditional Games as Wisdom Value Local and Educational Tourism Attraction

Rini Andari, Beni Ismarizal..... 99 – 109

Madura Tourism Branding Through Literature

Imron Wakhid Harits, Putri Nur Diana, Fatimah Fatimah,
Stefan Chudy, Ulvia Ika Surya 110 – 117

Farmer Community-Based River Ecotourism Model in Gowa Regency

Muhammad Idrus Taba, Dian AS Parawansa,
Muhammad Ismail 118 – 128

An Analysis of Prominent Cultural Values in Indonesian Folktale Tourism Spots through Instagram Caption

Cynantia Rachmijati, Sri Supiah Cahyati 129 – 137