

Visitor Management of Dieng Cultural Festival and Millennial Tourist Satisfaction

Nungky Puspita ^{1*}, I Made Adhi Gunadi ², Vinca Bunga Virananda ³

^{1,2,3}Faculty of Tourism Universitas Pancasila, Indonesia

*Corresponding Author: made.gunadi@univpancasila.ac.id

Abstract: This study aimed to analyze how the management of Dieng Culture Festival attract visitors and examine the influence of Dieng Culture Festival to the millennial tourists' satisfaction. The methodology of this study referred to descriptive quantitative research methods. Questionnaire was used to collect the data to be analyzed using multiple linear regression analysis. Satisfaction of millennial tourist can be derived from 42.6% of hard measure and soft measure variable, while the remaining 57.4% of millennial tourists' satisfaction variables can be derived by other variables not examined in this study. The hypothesis test results proved that the visitor management of the Dieng Culture Festival, which use hard measure and soft measure has a significant and positive effect on millennial tourists satisfaction.

Keywords: Visitor Management, hard and soft measure, tourists satisfaction, Dieng culture festival

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Introduction

Indonesia is a very rich country in tourism and culture. Tourism in Indonesia grows and develops into one large independent industry. Tourism become one of the sectors that can improve the quality and income of an area or a country. Tourism can be in the form of service activities that utilize a potential and unique living environments such as: cultural products, historical heritage, beautiful natural scenery and comfortable climate. Activities in the field of tourism have a dynamic elements and develop in accordance with the times. Hence, the development of tourism greatly assists the development of a region in the form of physical and social community.

In Act No. 10 of 2009 concerning tourism, it was explained that the tourism environment is an area with tourism as the main function or an area having the potential to develop tourism with important influence in one or more aspects such as: economic, social and cultural growth, empowerment of natural resources, carrying capacity of the environment, as well as defence and security. The development of tourism is inseparable from the support of various tourism facilities. Based on Act No. 10 of 2009, tourism is various activities supported by various facilities and services provided by the community, entrepreneurs, and government.

The role of the availability of facilities is very important in tourism activities. Provision of facilities is one of the problems that often occurs in the tourism area. Lack of provision of tourism facilities can reduce tourists interest to visit certain tourism destination.

The development of tourism cannot be separated from the tourists' perception or assessment as an important input for the development of tourist facilities. Facilities become very important in tourism development which related to tourism marketing and influence the determination of the needs of tourism service facilities which will later be developed for the advancement of a tourist site.

Perception becomes a motivation for tourists to travel. Tourist perception can determine the behavior and level of visitor satisfaction towards specific tourism attractions and can provide

information in improvising tourist attractions and facilities. The tourists' perception of tourism products indicates the level of availability or services of each tourism product to tourism activities. The perception of visitors or tourists greatly influences the determination of the needs of attractions and tourist service facilities that will be developed. Tourist perception is one of the important things in a tourism destination development (Zebua, 2018).

Dieng Plateau is one of the National Tourism Strategic Area (KSPN) located in Central Java Province which lies between the two districts of Banjarnegara and Wonosobo regency. With its mountainous region, Dieng Plateau has a natural tourism attraction namely Telaga Warna, Arjuna Temple, Sikunir Hills, Sikidang Crater, Dieng Plateu Theater, Mount Prau, as well as historical and cultural tourism as attraction to spoil the tourists and visitors.

Dieng Plateau has a unique and diverse natural environment, with a stunning landscapes. Some beautiful lakes, ancient temples, the unique phenomenon of the Dieng crater and Mount Prau located at an altitude of 2,565 masl (meters above sea level), as the highest peak in the Dieng Plateau. Dieng is the widest plateau after Nepal, located in the west of the Mount Sindoro and Mount Sumbing complex around 26 km from the center of Wonosobo City, administratively located in the border area of Banjarnegara and Wonosobo Regencies, Central Java. Dieng air temperature ranges from 12-21 °C in the daytime and 5-9 °C at night. In the dry season (July-September), temperatures can reach -4 °C in the morning (<http://dieng.org/>).

The Tourism and Culture Office (Disparbud) of Banjarnegara, Central Java targets tourists' visitation to reach 2 million visitors. This number has increased compared to 2018 of 1.68 million people. The Dieng plateau region still becomes tourists' favourite to visit Banjarnegara. The following is the number of visitors of Dieng tourism sites.

Table 1. The tourist arrivals number in Dieng Year of 2014-2017

No	Tourism Object	2013	2014	2015	2016	2017
1	Dieng	154,689	297,650	348,767	391,469	421,394
2	Dieng Culture Festival	-	26,000	60,000	200,000	148,000

These numbers exclude visitors at some other tourist attractions in the Dieng region managed by the Government of Wonosobo Regency, such as Telaga Warna, Sikunir Hills and Mount Prau. It turns out that this number has decreased compared to the same period in the previous year at Dieng Culture Festival. Head of UPT Dieng Banjarnegara, Aryadi Darwanto, stated that the decline may be caused due to, among others, the traffic along the way to the tourist attraction of Dieng. Many tourists are spending most of their time on the road because they are stuck in traffic.

Dieng Culture Festival is a cultural festival with the concept of synergy between the indigenous culture elements, Dieng natural potential and local community empowerment as the basic mission of the event establishment. The event was initiated by Tourism Working Group involving various elements of society and the organization or tourism related department in Dieng. Dieng Culture Festival was first held in 2010, previously better known as the "Dieng Culture Week". In its third year, Dieng local community and Tourism Working Group took the initiative to change the name of the event into Dieng Culture Festival (<https://www.diengbackpacker.com>).

A lot of problems need to be addressed by the management of the Dieng tourism object for the Dieng Culture Festival event. Visitor or tourists satisfaction should become a priority. In fact there are still complaints related to the Dieng Culture Festival such as rubbish problems, inadequate supporting facilities (toilettes) on open trips, and the undisciplined tourists who ignored the rule from the committee so that it disrupts the comfort of other spectators as well as the festivity of the Lanterns event.

The number of events held at the Dieng Culture Festival in several days requires good visitor arrangements. The visitor settings (hard measure) at the peak event such as the dreadlocks cutting procession, if not well managed, will cause the visitors disappointment who are not able to enjoy the event. Likewise, the inaccurate or undeliver information (soft measure) to the visitor will result the unclear schedule of the event. The visitors may arrive late when the

event is over so that their satisfaction will be certainly reduced. These aspects are very interesting to be examined on how the Dieng Plateau tourism manager carries out the visitor management. According to Glasson, et.al., (2013, in Albrecht, 2017) the definition of visitor management is to influence the number, type, time and distribution of usage and visitor behavior. Actions include managing visitors, group size and length of stay; using prevention and enforcement; communicating with visitors and providing education.

It is very interesting to look at tourism segments born in 1980 and 1990 or commonly called the millennial tourists. According to several studies, the characters of millennial tourists are those who are fond of looking for new experiences, including adventure tourism, exploration, and road trips. They tend to be spontaneous, no need too much time for planning, and refer to reviews of tourist destinations on the internet, especially on social media. It is also obvious that the travel bloggers become their reference for travel. This behavior develops into a trend and is increasingly contagious. The other interesting fact is that the millennial tourists prefer a unique, new, authentic, and personalized travel experience. One reason is to make them different from their colleagues (<https://travel.kompas.com>).

Millennials may not be all financially strong indeed, but they have plenty of time to travel. Tourists in this generation are relatively brave and do not give up on economic problems, political unrest, and others. If there is an opportunity, they will travel, gain experience, and contribute their energy to something positive (WYSE 2016). Therefore, millennial is a potential tourism consumer. In addition to the ever-increasing numbers, their tourism behavior is also very supportive of the growth of the world of tourism.

Millennial generation has a different behaviour than the previous generation. Millennials are looking for challenges, trying new things, unique, reckless and different despite being hampered by the economy. Millennial generation is timeless and spaceless thanks to the rapid development of technology i.e through social media. Millennial generation is always successfully making style of traveling so much more interesting (<https://phinemo.com/generasi-millennial-ubah-industri-pariwisata/amp/>). Based on the background, the researcher is interested to raise an issue entitled "Visitor Management of Dieng Culture Festival and Millennial Tourists Satisfaction."

Methodology

The research was carried out at the Dieng Plateau located in the Dieng Kulon Village area, Batur District, Banjarnegara Regency, and Kejajar District, Wonosobo Regency. The methodology in this study refers to quantitative descriptive research methods. Data collection was conducted using questionnaire. The questionnaire was distributed to respondents (tourists visiting the Dieng Culture Festival) with a total sample of 100 respondents using purposive sampling technique. While the data analysis technique uses Multiple Linear Regression analysis with SPSS tools and hypothesis testing using T test and F test.

Results and Discussions

Results

The Dieng Culture Festival (DCF) event took place in the Dieng Plateau, Dieng Kulon Village, Batur District, Banjarnegara Regency, Central Java. Various interesting events can be witnessed at this Dieng Culture Festival event, such as jazz on clouds, dreadlocks cutting and many other interesting events.

The history of the Dieng Culture Festival began with the idea of the Dieng Pandawa Tourism Working Group (Pokdarwis, tourism group awareness). This group seeks to combine the concept of culture and nature tourism, with the mission of empowering the Dieng community. The first DCF was held in 2010 in collaboration with Equator Sinergi Indonesia, Pokdarwis Dieng Pandawa and Dieng Ecotourism.

But actually, before Dieng Culture Festival, a similar event was also held, namely the Dieng Culture Week held by the community and Dieng Kulon youth. In the third year of the Culture Week, the community took the initiative to make a tourism awareness group and change the name of the event to the Dieng Culture Festival. This group is not only active in DCF, but also in

introduce people to the importance of tourism in various perspectives, one of which in economic terms.

DCF has a "ruwatan" dreadlocks hair cutting as the highlight of the event. Ruwatan is a purification ceremony that has become a custom in Java. This ruwatan ceremony is done to get rid of bad luck, disaster and or distress. Dreadlocks or droopy haired children are a unique phenomenon. This dreadlocks phenomenon occurs in a number of villages in the Dieng Plateau. They are indigenous Dieng children aged 40 days to 6 years who have dreadlocks naturally and unexpectedly and were not created.

Once upon a time, when Kyai Kolo Dete arrived at the Dieng Plateau, he and his wife received inspiration from Nyi Roro Kidul to bring the Dieng community to prosperity. The presence of dreadlocks became the benchmarks of their welfare. The dreadlocks of Dieng's children are believed to be entrusted of the supernatural authorities and can only be cut after a request from the child concerned. These requests must be fulfilled when the time comes.

Before the hair cutting ceremony, there will be prayer rituals in several places, including the Dwarawati Temple, Arjuna Temple Complex, Sendang Maerokoco, Gatotkaca Temple, Balaikambang Lake, Bima Temple, Sikidang Crater, Cave in Telaga Warna, Pepek River and Dieng Cemetery. The next day, a parade was taken to the shave. During the tour the village, the dreadlocks children was escorted by elders, community leaders, traditional arts groups, and the community.

In addition to dreadlocks hair cutting, DCF has a number of other interesting events, including Jazz on the Clouds which is now also become a national agenda; Dieng Film Festivals; lantern festivals; drinking *purwaceng* contest; camping ground; dreadlocks traditional dance; village trekking and reforestation; as well as art and cultural exhibitions. Dieng Culture Festival has succeeded in getting public interest, both domestic and foreign; because the Dieng Culture Festival always presents a blend of traditional art, indie and contemporary culture into a very attractive package, and also performs something new every year.

Correlation Test

Correlation test aims to prove a significant relationship between visitor management and millennial satisfaction. This analysis is intended to reveal the correlation or relationship between one with another variable.

Table 2. Correlation Test Results

Correlations		Hard Measure	Soft Measure	Millennial Tourists Satisfaction
Hard Measure	Pearson Correlation	1	.657**	.549**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Soft Measure	Pearson Correlation	.657**	1	.639**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Millennial Tourists Satisfaction	Pearson Correlation	.549**	.639**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** Correlation is significant at the 0.01 level (2-tailed)

The correlation test results between hard measure variables with millennial tourists satisfaction obtained r count value of 0.549 with sig. of 0,000. This means that there is a fairly strong and significant relationship between hard measures and millennial tourists satisfaction. While for the correlation between the soft measure variables with the millennial tourists satisfaction, obtained r value of 0.639 with sig. of 0,000, showed there is a strong and significant relationship between soft measures and millennial tourists satisfaction.

Multiple Regression Analysis

Multiple regression analysis is used to find out how much the independent variable in this study influence the dependent variable. Multiple linear regression analysis was conducted using SPSS version 20.0 and showed in the table below.

Table 3. Analysis of Multiple Linear Regressions

Coefficients^a			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	6.117	2.068	
1 <i>Hard measure</i>	.209	.093	.226
<i>Soft measure</i>	.563	.116	.491

a. Dependent Variable: Millennial Tourists Satisfaction

Based on the results as shown in table 4.2 obtained by the multiple regression equation as follows:

$$Y = 6,117 + 0,209X_1 + 0,563X_2$$

From this equation can be described as follows:

- 1) Constants (a) = 6,117, shows constant values, if the value of the hard measure and soft measure variable, = 0 or ignored, then the level of millennial tourists satisfaction (Y) = 6.117 units.
- 2) The coefficient of X_1 (b_1) = 0,209 indicates that the hard measure (X_1) variable positively effects the millennial tourists satisfaction. Therefore, every increase of one unit of soft measure, will be followed by 0,209 units of millennial tourists satisfaction.
- 3) The coefficient of X_2 (b_2) = 0,563 indicates that soft measure (X_2) variable positively effects the millennial tourists satisfaction. Thus, every increase of one unit of soft measure, will be followed by 0,563 units of millennial tourists satisfaction.

F test

The model reliability test or the model feasibility test or popularly referred to the F test (aka model simultaneous test) is the initial stage to identify a regression model estimated to be feasible or not. Reliable means that the estimated model is feasible to use to explain the effect of independent variables on the dependent variable.

If the value of prob. F_{count} (SPSS output shown in column sig.) is smaller than the error rate (alpha) of 0.05 (determined), it means that the estimated regression model is feasible, whereas if the value of prob. F_{count} higher than the error rate of 0.05, the estimated regression model is not feasible. F test results can be seen in the ANOVA table below. Value of prob. F_{count} is shown in the last column (sig.)

Table 4. F_{count}

ANOVA^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	451.614	2	225.807	37.753	.000 ^b
1 Residual	580.176	97	5.981		
Total	1031.790	99			

a. Dependent Variable: Millennial tourists satisfaction

b. Predictors: (Constant), Soft Measure, Hard Measure

Value of prob. F count (sig.) as shown in the above table value is 0,000 less than the significance level of 0.05, so it can be concluded that the linear regression model estimated is

appropriate to be used to explain the effect of DCF visitor management (hard measures and soft measures) on millennial tourists satisfaction.

T test

T test was conducted to partially test whether the hard measure and soft measure variables significantly influence the level of millennial tourists satisfaction. The value of t_{count} will be obtained using SPSS software 20.0 for windows, to be compared with t_{table} at the level of $\alpha = 5\%$ (two-way test) i.e. 1.985.

Table 5. T test

Coefficients ^a		
Model	T	Sig.
(Constant)	2.958	.004
1 Hard Measure	2.241	.027
Soft Measure	4.858	.000

a. Dependent Variable: Millennial Tourist Satisfaction

Table 5 showed each effect of hard measure and soft measure to the millennial tourists satisfaction. The requirements of test criteria were as follows:

H_0 is accepted if $t_{count} < t_{count}$ at $\alpha = 5\%$

H_0 is rejected if $t_{count} > t_{table}$ at $\alpha = 5\%$

It also shows that the t_{count} of *hard measure* variable (X_1) was 2.241 with the significant value of 0.027. This means that t_{count} 2.241 > t_{table} 1.985 with the significancy of 0.027 < 0.05. Thus, it can be concluded that *hard measure* variable significantly effect the millennial tourists satisfaction level.

H_0 : partially no significant effect of hard measure variable on millennial tourists satisfaction level.

H_{a1} : partially found a significant effect of hard measure variable on millennial tourists satisfaction level.

From the test results of hard measure variable, it can be concluded that H_0 is rejected while H_{a1} accepted.

Moreover, table 5 showed that for the variable of soft measure (X_2), it is obtained that t_{count} of 4.858 with a significance value of 0.000. This means t_{count} 4.858 > t_{table} 1.985 with 0.000 significance < 0.05. Thus it can be concluded that the soft measure variable significantly effects the millennial tourists satisfaction.

H_0 : partially no significant effect of soft measure variable on millennial tourists satisfaction level.

H_{a2} : partially found a significant effect of soft measure variable on millennial tourists satisfaction level.

Then, the hypothesis of soft measure concluded that H_0 is rejected while H_{a2} accepted.

The Coefficient of Determination (R^2)

This coefficient of determination is used to find out how much the effect of independent variables can explain the variation of its dependent variable.

Table 6. The Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662 ^a	.438	.426	2.44565

a. Predictors: (Constant), *Soft Measure*, *Hard Measure*

b. Dependent Variable: millennial tourists satisfaction

Discussions

From the calculations using SPSS program, the coefficient of determination was obtained 0, 426. This means that 42.6 % of millennial tourists satisfaction can be explained by hard and soft measure variables, while the remaining 57.4 % can be explained by other variables not examined in this study.

Visitor management of Dieng Culture Festival

Dieng Culture Festival is a special annual event held at Dieng Plateau featuring a variety of arts and culture, with Dieng childrens' dreadlocks hair cutting as its main event. The uniqueness of this ritual is that the hair cutting should be done after requested by the children. Thousands of visitors also enjoyed the Jazz on Clouds event, lanterns festival and fireworks, SME products exhibition, traditional arts, and others. Positive performance continues to be shown by DCF. As one of the tourism attractions, this event always successfully invites tourists to come.

The DCF management has carried out various ways in managing the visitors including parking arrangements and special routes for pedestrians to avoid traffic congestion, dividing several tourism/festival zones to manage the flow of tourist visits. The management also conduct some promotion strategies by offering other travel packages, providing information on less popular areas to visitors, and installing the street signs clearly to facilitate visitors.

In managing the Dieng Culture Festival event, several media have been used as promotional channel strategies considered effective and efficient in introducing services or products to the public. The Dieng Pandawa Tourism Working Group chose a variety of media that are widely used and seen by the community. The communication channel used by Dieng Pandawa Tourism Working Group were online travel agent media, websites, social networks, booklet, collaboration with government, provincial and regional stakeholders, cooperation with tourism bureaus, and cooperation with the mass media through the published news. These media were considered to be very effective to promote this event.

The Effect of Hard Measure on the Millennial tourists satisfaction

Based on the respondents' results, the highest *hard measure* variable agreed was "the vehicle parking arrangements and special routes for pedestrians to avoid congestion during DCF" with a mean of 4.35. When the event took place, most of the respondents experienced the traffic congestion. Therefore, they expect DCF to find solution to resolve the congestion.

The hard measure variable obtained with H_0 rejected while H_{a1} accepted. Thereby, the increase of the hard measure will result to the increase of millennial tourists satisfaction at the Dieng Culture Festival.

The results of this study support the previous research by Zebua (2018) on tourists perception to the tourism attraction facilities at Dieng Plateau, Central Java Province. Tourists perception to the tourism attraction facilities at Dieng Plateau was that they feel very satisfied with the price variable at the shopping place and the availability of worship facilities. While tourists feel that there are some very important tourism facilities variable to be provided around the tourism area, namely lodging facilities, quality and completeness of lodging facilities, lodging prices, availability of food and drink facilities, availability of public toilet facilities, information center services, availability of safety control posts, and safety supervision services.

Based on the results of descriptive analysis, it was showed that tourists are agree and appreciate the visitor management in the form of a *hard measure* at the Dieng Culture Festival. The efforts by the management got a very positive response from visitors, especially on vehicle parking arrangements and special routes for pedestrians to avoid congestion during the

DCF. The DCF management also divided some tourist/festival zones by arranging the flow of tourist visit. So that visitors can be more focus on enjoying the attractions. The effort was well carried out by the management so that it affected the comfort and satisfaction of tourists.

The Effect of Soft Measure on the Millennial tourists satisfaction

Based on the results of respondents' responses on the soft measure variable, the most statement agreed was "the DCF management installs the street signs clearly to facilitate visitors heading to the desired tourist destination" with a mean of 4.29. The addition of street signs was prepared for this event which allows visitors to visit the places they don't know yet.

The hard measure variable was obtained by H_0 rejected while H_{a2} accepted. Thereby, the increasing of soft measure will result in the increasing of millennial tourists satisfaction at the Dieng Culture Festival.

The results of this study support previous research by Kirom (2016) who examined the determinant factors of the cultural tourism attractiveness and its effect on tourist satisfaction, which stated that the promotion factor become the consideration and expectation for potential tourists to visit a certain tourism destination. The promotional factors felt by tourists are in accordance with the expectations of tourists itself. This was shown by the answers with high scores, which were higher than the answers with low scores, and the comparison of the results is not far from the answers of the tourists expectations.

Millennial tourists satisfaction to Dieng Culture Festival based on soft measure, the DCF management provides fast and clear services at every event, and also the availability of information on less popular area for visitors and other promotions by offering other tourist package attractions, DCF managers clearly install street signs to facilitate visitors heading to the desired destination. These steps increase millennial tourists satisfaction level during Dieng Culture Festival.

Conclusions

Dieng Culture Festival is an annual event that successfully attracts thousand of tourists and visitors. Therefore, DCF requires visitor management during the event. DCF Visitor management has implemented vehicle parking arrangements and special routes for pedestrians; divided several tourist/festivals zones to arrange the rute flow of tourist; provided information about conservation to give understanding and experience of tourists, gave the information on less popular areas to the visitor, offered another attraction, and installed some street signs.

Visitor management consisted of hard and soft measures have a significant and positive effect on the millennial tourists satisfaction. Millennial tourists satisfaction can be explained by hard measure and soft measure variables by 42.6% while the remaining 57.4% can be explained by other variables not examined in this study.

From these conclusions, it is recommended that the Dieng Culture Festival management need to maximize visitor management points by providing shuttle transportation to pick and drop the visitors to minimize congestion, and also providing several ticket counters to avoid queuing visitors when trying to enter the area of the event. These efforts can be done in collaboration with related parties such as travel agents, local governments, communities and others.

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