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EXPLORATION OF THE ADVANTAGES OF TOURISM BRANDING IN BALI, INDONESIA

**I Gusti Bagus Rai Utama^A, Christian Tonyjanto^B, Ni Putu Dyah Krismawintari^C,
Dermawan Waruwu^D, Ni Nyoman Tri Sukarsih^E, I Nengah Suardhana^F**



ARTICLE INFO	ABSTRACT
<p>Article history:</p>	
<p>Received 13 January 2023</p>	<p>Purpose: This research tried to find a short-term solution by designing an itinerary model for Bali tourism destinations. This model was believed to be able to help travel entrepreneurs choose the tourism branding to take to their tourist destinations advantages.</p>
<p>Accepted 08 March 2023</p>	
<p>Keywords:</p>	<p>Theoretical framework: Destination quality and marketing in the marketing mix, there is a set of marketing tools known as the 4P mix, namely Product, Price, Place, and Promotion, whereas tourism marketing has several additional marketing tools that are broken down or developed from product elements such as attraction, accessibility, convenience, and ancillary, which hereinafter known as 4A + 3P mixture. So the tourism marketing mix includes 3P namely: Price, Place, and Promotion, and added 4A namely Attraction, Accessibility, Amenity, and Ancillary</p>
<p>Tourism Destination, Tourist Attractions, Attractiveness, Branding.</p>	<p>Design/methodology/approach: This study uses a desk research method by conducting studies and comparisons of several theories and secondary data from a couple of official reports then compared with the development of Bali tourism destinations. The Bali tourism destination consist of 8 regencies namely Badung, Gianyar, Bangli, Klungkung, Karangasem, Tabanan, Jembrana, and Buleleng, and 1 city that namely Denpasar.</p>
	<p>Findings: All regencies and cities in Bali, it can be explained that Bali Tourism has branding strength in nature, heritage, and culture. The provincial government must be able to make a joint consensus to determine development priority scales based on the advantages of each region, who is the center of tourism, and who is the supporter of tourism. more importantly, what is the ideal distribution system, and determines the composition of the allocation of tourism's contribution to regional development in the Province of Bali.</p> <p>Research, Practical & Social implications: All the tourist attractions in all regencies and cities in the Province of Bali, it seems that they have the same category, except for the City of Denpasar. As a result, a joint promotion program through the promotion of the Province of Bali, will be able to become a more effective, and efficient promotion program.</p>

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Originality/value: The value of the study is finding the advantages of tourism branding in Bali can be determined in real-time.

Doi: <https://doi.org/10.26668/businessreview/2023.v8i3.1609>

EXPLORAÇÃO DAS VANTAGENS DO BRANDING TURÍSTICO EM BALI, INDONÉSIA

RESUMO

Objetivo: Esta pesquisa tentou encontrar uma solução a curto prazo, desenhando um modelo de itinerário para os destinos turísticos de Bali. Acreditava-se que este modelo fosse capaz de ajudar os empresários de viagem a escolher a marca turística para levar às vantagens de seus destinos turísticos.

Estrutura teórica: Qualidade do destino e marketing no mix de marketing, existe um conjunto de ferramentas de marketing conhecido como o mix 4P, a saber Produto, Preço, Local e Promoção, enquanto que o marketing de turismo tem várias ferramentas de marketing adicionais que são quebradas ou desenvolvidas a partir de elementos do produto como atração, acessibilidade, conveniência e auxiliares, que doravante serão conhecidos como mix 4A + 3P. Assim, a mistura de marketing turístico inclui o 3P, ou seja, o 3P: Preço, Lugar e Promoção, e acrescentou 4A a saber: Atração, Acessibilidade, Amenidade e Acessório

Design/metodologia/abordagem: Este estudo utiliza um método de pesquisa documental através da realização de estudos e comparações de várias teorias e dados secundários de alguns relatórios oficiais em seguida comparados com o desenvolvimento de destinos turísticos de Bali. O destino turístico de Bali consiste em 8 regências: Badung, Gianyar, Bangli, Klungkung, Karangasem, Tabanan, Jembrana e Buleleng, e 1 cidade que é Denpasar.

Achados: Todas as regências e cidades de Bali, pode-se explicar que o Turismo de Bali tem força de marca na natureza, no patrimônio e na cultura. O governo provincial deve ser capaz de fazer um consenso conjunto para determinar as escalas de prioridade de desenvolvimento com base nas vantagens de cada região, quem é o centro do turismo e quem é o defensor do turismo. mais importante, qual é o sistema de distribuição ideal e determina a composição da alocação da contribuição do turismo para o desenvolvimento regional na Província de Bali.

Pesquisa, implicações práticas e sociais: Todas as atrações turísticas em todas as regências e cidades da Província de Bali, parece que têm a mesma categoria, exceto a Cidade de Denpasar. Como resultado, um programa de promoção conjunta através da promoção da Província de Bali, poderá se tornar um programa de promoção mais eficaz, e eficiente.

Originalidade/valor: O valor do estudo é encontrar as vantagens da marca do turismo em Bali que podem ser determinadas em tempo real.

Palavras-chave: Destino Turístico, Atrações Turísticas, Atratividade, Branding.

EXPLORACIÓN DE LAS VENTAJAS DE LA MARCA TURÍSTICA EN BALI, INDONESIA

RESUMEN

Propósito: Esta investigación trató de encontrar una solución a corto plazo mediante el diseño de un modelo de itinerario para los destinos turísticos de Bali. Se creía que este modelo podría ayudar a los empresarios turísticos a elegir las ventajas de la marca turística para sus destinos turísticos.

Marco teórico: La calidad del destino y el marketing en la mezcla de marketing, hay un conjunto de herramientas de marketing conocido como la mezcla 4P, a saber, Producto, Precio, Plaza y Promoción, mientras que el marketing turístico tiene varias herramientas de marketing adicionales que se desglosan o se desarrollan a partir de elementos del producto como la atracción, la accesibilidad, la conveniencia y auxiliares, que en lo sucesivo se conoce como mezcla 4A + 3P. Así pues, la mezcla de marketing turístico incluye 3P, a saber: Precio, Plaza y Promoción, a las que se añaden 4A: Atracción, Accesibilidad, Comodidad y Elementos Auxiliares.

Diseño/metodología/enfoque: Este estudio utiliza un método de investigación documental mediante la realización de estudios y comparaciones de varias teorías y datos secundarios procedentes de un par de informes oficiales que luego se comparan con el desarrollo de los destinos turísticos de Bali. El destino turístico de Bali consta de 8 regencias: Badung, Gianyar, Bangli, Klungkung, Karangasem, Tabanan, Jembrana y Buleleng, y 1 ciudad: Denpasar.

Resultados: Todas las regencias y ciudades de Bali, se puede explicar que el turismo de Bali tiene fuerza de marca en la naturaleza, el patrimonio y la cultura. El gobierno provincial debe ser capaz de hacer un consenso conjunto para determinar las escalas de prioridad de desarrollo sobre la base de las ventajas de cada región, que es el centro del turismo, y que es el partidario del turismo. más importante aún, ¿cuál es el sistema de distribución ideal, y

determina la composición de la asignación de la contribución del turismo al desarrollo regional en la provincia de Bali.

Investigación, implicaciones prácticas y sociales: Todas las atracciones turísticas de todas las regencias y ciudades de la Provincia de Bali, parece que tienen la misma categoría, excepto la Ciudad de Denpasar. Como resultado, un programa de promoción conjunta a través de la promoción de la Provincia de Bali, será capaz de convertirse en un programa de promoción más eficaz y eficiente.

Originalidad/valor: El valor del estudio es encontrar las ventajas de la marca turística en Bali se puede determinar en tiempo real.

Palabras clave: Destino Turístico, Atracciones Turísticas, Atractivo, Branding.

INTRODUCTION

The condition of Bali culture tourism shows a significant increase. However, these developments were not accompanied by a solution to the congestion problem that occurred in the field. There is no immediate solution to overcome traffic jams even though it can affect tourist interest. Complaints about traffic jams were conveyed by several tourism entrepreneurs in Bali. If this traffic jam problem is resolved, the entrepreneurs are sure that it will affect the level of tourist visits to Bali in the future. Complaints about road congestion can also be felt by tourists who use travel services, because travel time is longer, so a lot of time is wasted, and ultimately the enjoyment of traveling is reduced. It is appropriate to find a solution to overcome the problem of congestion in the short, medium and long term (Utama et al., 2021); (Wuruwu et al., 2022); (Utama, et al., 2022).

This research tries to find a short-term solution by creating a Bali Tourism Destination Travel Route Model Design. This model is believed to be able to help travel entrepreneurs choose the fastest route to take tourists to their tourist destinations. The fundamental hope of this research is to create conditions for tourist satisfaction so that the quality of services from travel will increase. In the tourist travel industry, tourists always talk about the quality reflected by the condition of the physical environment, the local community, and the available facilities. This study focuses on how a quality journey can be started from the beginning to the end of the journey (Utama & Trimurti, 2020); (Sirna et al., 2020). In harmony, quality tourist experiences, quality of life for residents, and quality of profit should be run in the equality balancing. The tourist reached his/her expectation of the destination that they visited while the quality of life of local people in the destination improve, and the profit of investors who prepared the amenities, facilities, and a couple of business for tourism activities (Lee et al., 2011); (Isaac et al., 2008); (Utama & Trimurti, 2021).

At present, the tourism sector has had a direct or indirect impact on changes in government bureaucratic leadership in most countries in the world. The development of the

tourism sector can also encourage local governments to provide better infrastructure, the provision of clean water, electricity, telecommunications, public transportation, and other supporting facilities as a logical consequence and all of which can improve the quality of life for both tourists and local communities themselves as hosts (Ashley et al., 2007); (Asher, 1989).

This study focuses on how a quality journey can be started from the beginning to the end of the journey and offers where the tourist should be started their journey and choose the routes to an effective and efficient journey (Utama, et al., 2022). This paper offers a Travel Route for Bali Tourism Destination that contributes to travel agencies as well as tourists realizing the quality of experiences. The research objective is exploration of the advantages of tourism branding in Bali, Indonesia in real-time.

LITERATURE REVIEW

Destination quality and marketing in the marketing mix, there is a set of marketing tools known as the 4P mix, namely Product, Price, Place, and Promotion, whereas tourism marketing has several additional marketing tools that are broken down or developed from product elements such as attraction, accessibility, convenience, and ancillary, which hereinafter known as 4A + 3P mixture. So the tourism marketing mix includes 3P namely: Price, Place, and Promotion, and added 4A namely Attraction, Accessibility, Amenity, and Ancillary (Utama, et al., 2022); (Gayatri & Pitana, 2005); (Kartajaya, 2005).

The seven elements of the tourism marketing mix are interconnected and influence each other so that efforts are pursued to produce a marketing policy that leads to effective services to achieve tourist satisfaction. In the tourism marketing mix, some variables support one another, which are then combined by the destination manager to get the desired responses in the target market (Trimurti & Utama, 2021); (Hermawan, 2019); (Mechinda et al., 2010).

The travel industry partners are obliged to (1) give the travel industry data, legitimate assurance, and security and well-being to voyagers; (2) make an atmosphere helpful for the improvement of the travel industry organizations which remember opening equivalent open doors for having a go at, encouraging and giving lawful sureness; (3) look after, create, and protect national resources that are a vacation spot and potential resources that have not yet been uncovered; and (4) overseeing and controlling the travel industry exercises to forestall then conquer different negative effects on the more extensive network (Magatef, 2015); (Kotler, 2005); (Junaedi & Utama, 2017).

Trends in tourism also result in the host communities adapting to the needs of the tourist and therefore find themselves adapting to the tourist demand. An example is communities

keeping or practicing their tradition for the sake of the tourist concerned with cultural history. To conclude, the human relationship perspective can be viewed from many different angles when it concerns the tourism sector. There has to be a balance between the host who is normally the provider and the tourists who may be demanding (Phumiworrarnunee et al., 2019); (Divisekera, 2003); (Sirna et al., 2020).

Marketing as a managerial process. The implementation of marketing must be planned, implemented, monitored, and more importantly, carried out the evaluation. In tourism marketing, evaluation is very important because it is quite different from marketing goods that are easily packaged or repaired. Tourism is selling images and services whose improvement requires a complex and lengthy process (Meng et al., 2008); (Esichaikul, 2012); (Prasad et al., 2022).

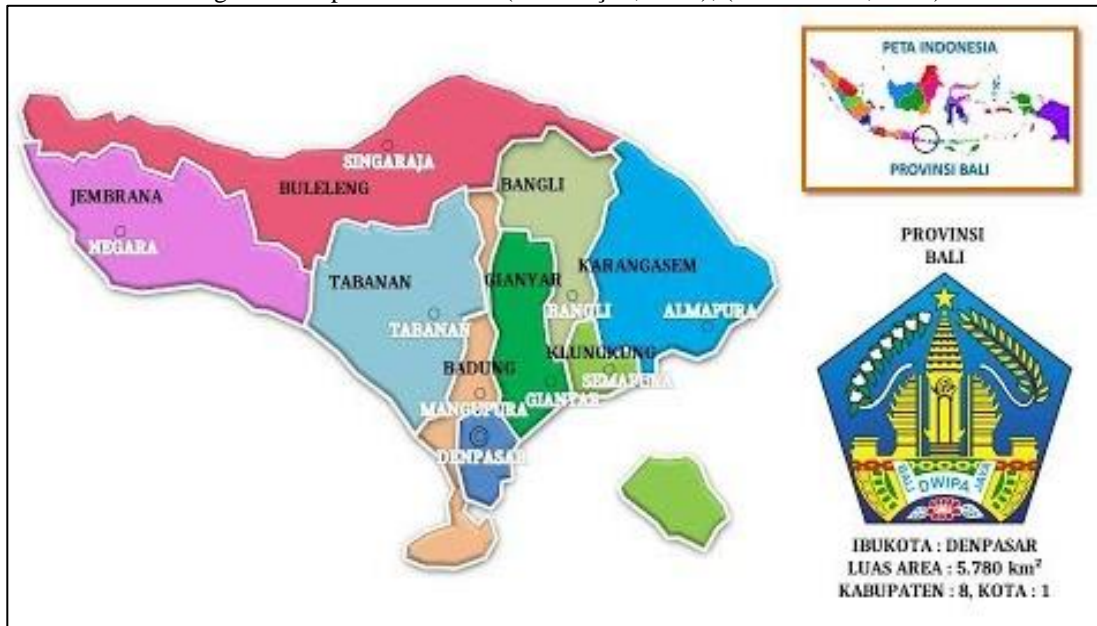
Marketing is a process of exchanging products and value. To have a product with high selling value there is a strategy that is carried out. How can we have a quality product? At this time the products we have that are of very high quality and have high competitiveness are cultural and natural values that have specific local authenticity. Philosophical values, community life (living culture), noble values/meaning of human life, knowledge of residents related to nature, and wisdom of local communities are national products that are not owned by other nations, let alone western nations (Prasad et al., 2022); (Palaniswamy & Raj, 2022); (Kunt & Gülcan, 2021).

There is a crisis of identity, starting the process of changing rational thinking into new spiritual thoughts in their lives, and the urge to visit Asian countries is getting bigger. Meanwhile, product development that replicates what exists in developed countries is no longer attractive to foreign tourists. Especially for mature tourists who have started looking for something new in order to get life enrichment by seeking new knowledge and expansion of life (Putra et al., 2021); (Gayatri & Pitana, 2005); (Kotler, 2005).

MATERIAL AND METHODOLOGY

This study uses a desk research method by conducting studies and comparisons of several theories and secondary data from a couple of official reports then compared with the development of Bali tourism destinations (Correia et al., 2013); (Utama, 2016); (Tuan, 2022). The Bali tourism destination consist of 8 regencies namely Badung, Gianyar, Bangli, Klungkung, Karangasem, Tabanan, Jembrana, and Buleleng, and 1 city that namely Denpasar (see Figure .1)

Figure 1: Map Bali Province (Clémencion, 2008); (Nuarsa et al., 2012).



RESULTS AND DISCUSSION

Current Bali Tourism

In the context of tourism development, linked to the concept of 4A, a tourist attraction, distance and travel time to the destination was measured from the airport, supporting facilities of tourism, and tourism agencies (Utama et al., 2021). When viewed from the number of available accommodations, the Regency of Gianyar, Badung Regency, Denpasar City, Buleleng Regency, and Karangasem Regency were eligible to rely on the sector tourism as a driver of the regional economy, as shown in Table 1 below:

Table 1. Number of Non-Hotel Hotels Stars and Other Accommodations in Bali by Regency/City

No	Regency/city	2021							
		Star hotel	Room	Non star hotel	Room	Cottage	Room	Number of accomodation	Number of room
1	Denpasar	47	8,427	214	5,038	10	192	271	13,657
2	Badung	299	46,892	458	20,882	70	1,827	827	69,601
3	Bangli	-	-	45	282	1	3	46	285
4	Buleleng	20	1,162	178	2,885	14	167	212	4,214
5	Gianyar	28	1,617	282	4,463	74	979	384	7,059
6	Jembrana	-	-	72	556	8	27	80	583
7	Klungkung	1	20	292	1,296	84	227	377	1,543
8	Karangasem	9	455	238	2,626	63	315	310	3,396
9	Tabanan	2	133	69	1,211	120	454	191	1,798
Total		406	58,706	1,848	39,239	444	4,191	2,698	102,136

Source: Bali in Figures 2022.

Meanwhile, if it seen from the number star hotels that already exist in districts and cities in Bali, and if it was assumed that the courage of investors to build star hotels was linked to the popularity of regional tourism, the regency's most popular Badung, then followed by Denpasar City, and Gianyar. While Regencies of Buleleng, Karangasem, and Tabanan maybe not be as popular as Badung-Denpasar-Gianyar. While the Regencies of Jembrana, Klungkung, and Bangli have not shown as districts that have popularity in the tourism sector.

If we saw from the attractiveness of each district/city to make tourism as a superior sector in terms of the current popular tourist attraction, it puts Buleleng Regency as the most attractive nature, heritage, and culture for tourism (49 Locations). In the context of this data, Buleleng Regency can use the nature, heritage, and culture tourism icon as its marketing branding. as shown in Table 2 below

Table 2. List of Attractions in Buleleng Regency

No	The visited places of interest	Category
1.	Festival Twin Lake	Culture
2.	Buleleng Festival	Culture
3.	Festival Lovina	Culture
4.	Buleleng Expo	Culture
5.	Utsawa Merdangga Gong Kebyar	Culture
6.	Pemuteran Bay Festival	Culture
7.	Pulaki Temple	Heritage
8.	Jaya Prana Grave	Heritage
9.	Madue Karang Temple	Heritage
10.	Beji Temple	Heritage
11.	Dalem Jagaraga Temple	Heritage
12.	Buleleng Harbor	Heritage
13.	Gedong Kertya	Heritage
14.	Buleleng Museum	Heritage
15.	Wihara Banjar	Heritage
16.	Jaya Prana Temple	Heritage
17.	Tugu Singa Ambara Raja	Heritage
18.	Brahma Vihara Ambara	Heritage
19.	Gedong Kirtya	Heritage
20.	Dalem Sangsit Temple	Heritage
21.	Pucak Sinunggal Temple	Heritage
22.	Ponjok Batu Temple	Heritage
23.	Batu Kursi Temple	Heritage
24.	Lovina, Kalibukbuk	Nature
25.	Banjar Hot Spring	Nature
26.	Air Sanih	Nature
27.	Gitgit Waterfall	Nature
28.	Banyuwedang Hot Spring	Nature
29.	West Bali National Park	Nature
30.	Buyan Lake	Nature
31.	Les Waterfall	Nature
32.	Tamblingan Lake	Nature
33.	Menjangan Island	Nature
34.	Munduk Waterfall	Nature
35.	Celukan Bawang	Nature

No	The visited places of interest	Category
36.	Kapal Rool Azamara Quests	Nature
37.	Kapal Seabourn Odyssey	Nature
38.	Karang Kerupit Labuhan Aji	Nature
39.	Sekumpul Waterfall	Nature
40.	Campuhan Waterfall	Nature
41.	Bertingkat Waterfall	Nature
42.	Genting Dream	Nature
43.	Azamara Journey	Nature
44.	Selfie Spot Wanagiri	Nature
45.	Melanting Waterfall	Nature
46.	Aling-Aling Waterfall	Nature
47.	Lovina Beach	Nature
48.	Penimbangan Beach	Nature
49.	Banyumala Waterfall	Nature

Source: Bali Provincial Tourism Office (2022)

While, we saw from the attractiveness of Jembrana Regency, it puts as the most attractive nature, heritage, and culture for tourism (36 Locations). In the context of this data, Jembrana Regency can use the nature, heritage, and culture tourism icon as its marketing branding. as shown in Table 3 below

Table 3. List of Attractions in Jembrana Regency

No	The visited places of interest	Category
1.	Blimbingsari Tourism Village	Culture
2.	Ekasari Tourism Village	Culture
3.	Perancak Tourism Village	Culture
4.	Tua Buyut Lebai Grave	Heritage
5.	Bunut Bolong	Heritage
6.	Rambut Siwi	Heritage
7.	Gilimanuk Museum	Heritage
8.	Candi Kusuma Temple	Heritage
9.	Gede Perancak Temple	Heritage
10.	Sangkaragung Tourism Village	Heritage
11.	Ustad Ali Bafaqih Grave	Heritage
12.	Medewi Beach	Nature
13.	Delod Berawah Beach	Nature
14.	Baluk Rening Beach	Nature
15.	Bendungan Palasari	Nature
16.	Gilimanuk	Nature
17.	Teluk Gilimanuk	Nature
18.	Sangkar Agung	Nature
19.	Perancak Beach	Nature
20.	Pengeragoan Beach	Nature
21.	Gumbrih Beach	Nature
22.	Gumbrih Tourism Village	Nature
23.	Pekutatan Beach	Nature
24.	Yeh Leh Beach	Nature
25.	Juwuk Manis Waterfall	Nature
26.	Green Cliff	Nature
27.	Nusantara Tourism Village	Nature
28.	Puncak JR	Nature
29.	Batu Belah Waterfall	Nature
30.	Yeh Embang Kangin Tourism Village	Nature

No	The visited places of interest	Category
31.	Yeh Sumbul Beach	Nature
32.	Cupel Beach	Nature
33.	Munduk Nangka	Nature
34.	Pangyangan Beach	Nature
35.	Rest Area Rambut Siwi	Nature
36.	Puncak Mawar	Nature

Source: Bali Provincial Tourism Office (2022)

While the City of Denpasar, it has quite a lot differences of tourist attractions compare to others. We saw from the attractiveness of Denpasar City, it puts as the most attractive nature, heritage, culture, and shopping for tourism (27 Locations). In the context of this data, Denpasar City can use the nature, heritage, culture, and shopping tourism icon as its marketing branding. as shown in Table 4 below

Table 4. List of Attractions in Denpasar City

No	The visited places of interest	Category
1.	Cultural Park	Culture
2.	Kertalangu Cultural Village	Culture
3.	Keris Dance	Culture
4.	Cultural Park	Culture
5.	Blanjong inscription	Heritage
6.	Fingerprint Painting Museum	Heritage
7.	Monument to the Struggle of the People of Bali	Heritage
8.	Dalem Sakenan Temple	Heritage
9.	Maspahit Grenceng Temple	Heritage
10.	Syahbandar Serangan	Heritage
11.	Maospahit Tonja Temple	Heritage
12.	Serangan Island	Nature
13.	Mangrove Forest	Nature
14.	Garden of Inspiration (Muntig Siokan Mertasari)	Nature
15.	Sunrise Beach And Bali Beach	Nature
16.	Mermaid Beach	Nature
17.	Kusumasari Beach	Nature
18.	Cemara Alit Beach	Nature
19.	Shooter Beach and Sukamerta Beach	Nature
20.	Semawang Beach	Nature
21.	Sindh Beach	Nature
22.	Segara Ayu Beach	Nature
23.	Coral Beach	Nature
24.	Serangan Island	Nature
25.	Kumbasari Traditional Market	Shopping
26.	Badung Traditional Market	Shopping
27.	Dewata Bali Souvenir	Shopping

Source: Bali Provincial Tourism Office (2022)

We saw from the attractiveness of Gianyar Regency, it puts as the most attractive nature, heritage, and culture for tourism (27 Locations). In the context of this data, Gianyar Regency can use the nature, heritage, culture tourism icon as its marketing branding. as shown in Table 5 below

Table 5. List of Attractions in Gianyar Regency

No	The visited places of interest	Category
1.	Mandala Suci Wanara Wana	Culture
2.	Goa Gajah	Heritage
3.	Mount Kawi Tampak Siring	Heritage
4.	Mount Kawi Batu	Heritage
5.	Tirta Empul	Heritage
6.	Garca Archaeological Museum	Heritage
7.	Neka Museum	Heritage
8.	Rudana Museum	Heritage
9.	Arma Museum	Heritage
10.	Puri Paintings Museum	Heritage
11.	Antonio Blanco Museum	Heritage
12.	Yeh Pulu	Nature
13.	Bird Park and Reptile Forest	Nature
14.	Sidan Nature	Nature
15.	Taro Elephant Tour	Nature
16.	Bali Zoo Park	Nature
17.	Rafting (Sobek)	Nature
18.	Bali Safari & Marine Park	Nature
19.	Rafting Adventure	Nature
20.	Ratna Warta Museum	Nature
21.	Nusa Park	Nature
22.	Tegenungan Waterfall	Nature
23.	Monkey river and Blangsinga Waterfall	Nature
24.	Tegallinggah Cliff Temple	Nature
25.	Mengening	Nature
26.	Hidden Canyon	Nature
27.	Ceking	Nature

Source: Bali Provincial Tourism Office (2022)

We saw from the attractiveness of Karangasem Regency, it puts as the most attractive nature, heritage, and culture for tourism (22 Locations). In the context of this data, Karangasem Regency can use the nature, and heritage tourism icon as its marketing branding. as shown in Table 6 below

Table 6. List of Attractions in Karangasem Regency

No	The visited places of interest	Category
1.	Tenganan Traditional Village	Culture
2.	Karangasem Castle	Heritage
3.	Besakih Mother Temple	Heritage
4.	Tirta Gangga	Heritage
5.	Taman Ujung	Heritage
6.	Padangbai	Nature
7.	Jemeluk	Nature
8.	Telaga Waja	Nature
9.	Tulamben	Nature
10.	Yeh Malet	Nature
11.	Candi Dasa	Nature
12.	Sibetan	Nature
13.	Iseh	Nature
14.	Putung	Nature
15.	Bukit Jambul	Nature
16.	Virgin Beach	Nature

No	The visited places of interest	Category
17.	Bukit Nampo	Nature
18.	Bukit Asah	Nature
19.	Edelweis Park	Nature
20.	Lempuyang	Nature
21.	Bukit Cemara	Nature
22.	Puri Ayu	Nature

Source: Bali Provincial Tourism Office (2022)

We saw from the attractiveness of Tabanan Regency, it puts as the most attractive heritage, and nature for tourism (13 Locations). In the context of this data, Tabanan Regency can use the nature, and heritage tourism icon as its marketing branding. as shown in Table 7 below

Table 7. List of Attractions in Tabanan Regency

No	The visited places of interest	Category
1.	Tanah Lot	Heritage
2.	Puputan Margarana Temple	Heritage
3.	Alas Kedaton Temple	Heritage
4.	Anyar Kerambitan Castle	Heritage
5.	Gede Kerambitan Castle	Heritage
6.	Subak Museum	Heritage
7.	Jatiluwih UNESCO Heritage Landscape	Heritage
8.	Batu Karu Temple	Heritage
9.	Ulun Danu Beratan	Nature
10.	Bedugul	Nature
11.	Bedugul Botanical Garden	Nature
12.	Penatahan Hot Spring	Nature
13.	Kupu-Kupu Park	Nature

Source: Bali Provincial Tourism Office (2022)

We saw from the attractiveness of Badung Regency, it puts as the most attractive nature, heritage, and culture for tourism (7 Locations). In the context of this data, Badung Regency can use the nature, and culture tourism icon as its marketing branding. as shown in Table 8 below

Table 8. List of Attractions in Badung Regency

No	The visited places of interest	Category
1.	Taman Ayun Temple	Culture
2.	Uluwatu Temple	Culture
3.	Kuta Beach and nearby	Nature
4.	Sangeh Monkey Forest	Nature
5.	Nungnung Waterfall	Nature
6.	Pandawa Beach	Nature
7.	Labuan Sait Beach	Nature
8.	Garuda Wisnu Kencana	Nature

Source: Bali Provincial Tourism Office (2022)

We saw from the attractiveness of Klungkung Regency, it puts as the most attractive nature, heritage, and culture for tourism (7 Locations). In the context of this data, Klungkung Regency can use the nature, culture, and heritage tourism icon as its marketing branding. as shown in Table 9 below

Table 9. List of Attractions in Klungkung Regency

No	The visited places of interest	Category
1.	Jungut Batu/Nusa Penida (Festival)	Culture
2.	Festival Semarapura	Culture
3.	Kerta Gosa/Museum Semarajaya	Heritage
4.	Goa Lawah	Heritage
5.	Nusa Penida Island	Nature
6.	Rafting Unda	Nature
7.	Levi Rafting	Nature

Source: Bali Provincial Tourism Office (2022)

We saw from the attractiveness of Bangli Regency, it puts as the most attractive nature, and culture for tourism (6 Locations),. In the context of this data, Bangli Regency can use the nature, and culture tourism icon as its marketing branding. as shown in Table 10 below

Table 10. List of Attractions in Bangli Regency

No	The visited places of interest	Category
1.	Truyan Traditional Village	Culture
2.	Penglipuran Traditional Village	Culture
3.	Penulisan	Nature
4.	Kehen Temple	Nature
5.	Penelokan Batur	Nature
6.	P3GB trekking	Nature

Source: Bali Provincial Tourism Office (2022)

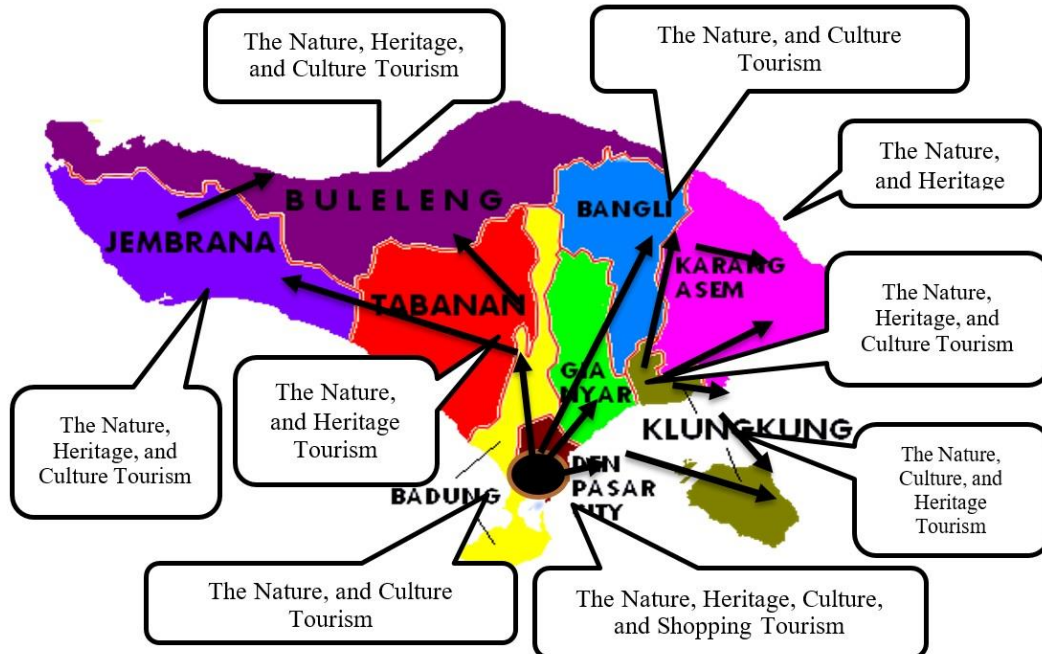
From the appearance of tourist attraction data in all regencies and cities in Bali, it can be explained that Bali Tourism has branding strength in nature, heritage, and culture. The provincial government must be able to make a joint consensus to determine development priority scales based on the advantages of each region, who is the center of tourism, and who is the supporter of tourism. more importantly, what is the ideal distribution system, and determines the composition of the allocation of tourism's contribution to regional development in the Province of Bali.

Looking at all the tourist attractions in all regencies and cities in the Province of Bali, it seems that they have the same category, except for the City of Denpasar. As a result, a joint promotion program through the promotion of the Province of Bali, will be able to become a more effective, and efficient promotion program.

The Icon of Regencies Tourism Destination of Bali

Based on List of Attractions of all regencies and city in Bali, Travel Design Bali Tourism Destination recommendations for Bali is nature, culture, and heritage tourism.

Figure 2: The Icon and Branding of Regencies Tourism Destination of Bali.



When viewed from the presence of hotels in Bali Province, Badung Regency is the most productive district for the tourism accommodation business, then Denpasar City, and also Gianyar Regency. These three regencies/cities are supported by the existence of tourist attractions, nature, heritage and culture which are quite prominent, and are even more popular than the others (Anshori, 2010); (I. Utama et al., 2020). (See Figure 2).

CONCLUSION

The most ideal area for traveling and for running a tourism business is Badung Regency. Here are some reasons: Ngurah Rai International Airport is in Badung Regency, so Badung greatly benefits from it. Around the airport, there are many hotels, bungalows, cottages available to stay in. Kuta Beach which is a Tourist Attraction is also located close to the airport. Badung Regency also has a luxurious and famous tourist area, namely the Nusa Dua area. New areas that have developed in Badung Regency are several beaches on the south coast of Bali such as Pandawa Beach, Melasti Beach, Padang Padang Beach, and several beautiful beaches around the area.

Denpasar City is the second tourist area that promises tourist satisfaction and at the same time an area for running a tourism business. Denpasar City relies on the Sanur area as its leading tourist attraction. Denpasar as the Capital City of Bali Province also relies on several shopping centers, for shopping tours, culinary tours, and city tours. For city tourism, Denpasar relies on museums and cultural centers.

Gianyar Regency is better known as a tourist destination when compared to Badung Regency and Denpasar City. However, tourism development in Badung Regency has been carried out more massively and has even overtaken Denpasar City since the separation between Badung Regency and Denpasar City was carried out. Gianyar Regency has a Cultural Tourism Icon that can attract visiting tourists. Art centers such as museums, some historical relics, and cultural centers still survive today. The Ubud area is currently also experiencing a traffic jam problem which is quite disruptive to tourism activities, as well as business. However, Gianyar Regency, especially Ubud, is detected as the tourist area that is most in demand by tourists today after Kuta, Nusa Dua, and Sanur.

Tabanan Regency is also a Regency for several well-known Tourist Attractions such as the Tanah Lot temple and Ulun Danu tempat at Bedugul. The traffic jam problem is also being experienced by tourism actors and tourists heading to the Tanah Lot. Klungkung Regency is the newest tourist destination that can attract tourists massively. The most popular monitored areas are Nusa Penida Island and Lembongan. Towards the Two Islands there is almost no problem of land traffic jams because these two areas can be reached by ship or fast boat. According to monitoring, from the tourism business side, tourism activities are more dominant starting from the Sanur area which is part of Denpasar City. Most of the tourists traveling to Nusa Penida and Lembongan are on return trips so that Klungkung Regency may experience revenue leakage in the accommodation business. Buleleng, Bangli, Karangasem, and Jembrana districts have not been observed as main destinations as tourist destinations.

This research was only carried out descriptively by observing secondary data so that it has weaknesses in statistical proof. From this weakness, it is suggested that other researchers can observe and measure the tourism excellence of each district and city in Bali Province from the aspect of revenue contribution, and its economic impact on society.

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CONFLICTS OF INTEREST

The ideas and results of the research do not create a conflict of interest because the research is not related to health issues or other interests related to race, ethnicity, religion, and practical politics.”

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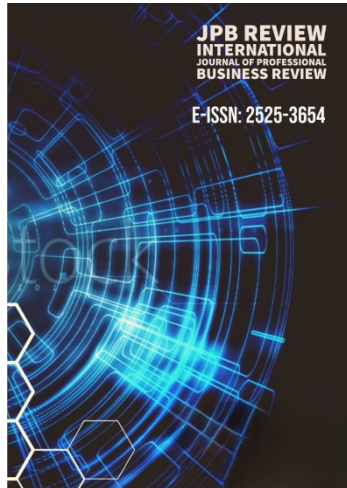
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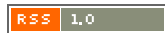
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Exploration of the Advantages of Tourism Branding in Bali, Indonesia

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Keywords: Tourism Destination, Tourist Attractions, Attractiveness, Branding



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Abstract

Purpose: This research tried to find a short-term solution by designing an itinerary model for Bali tourism destinations. This model was believed to be able to help travel entrepreneurs choose the tourism branding to take to their tourist destinations advantages.

Theoretical framework: Destination quality and marketing in the marketing mix, there is a set of marketing tools known as the 4P mix, namely Product, Price, Place, and Promotion, whereas tourism marketing has several additional marketing tools that are broken down or developed from product elements such as attraction, accessibility, convenience, and ancillary, which hereinafter known as 4A + 3P mixture. So the tourism marketing mix includes 3P namely: Price, Place, and Promotion, and added 4A namely Attraction, Accessibility, Amenity, and Ancillary

Design/methodology/approach: This study uses a desk research method by conducting studies and comparisons of several theories and secondary data from a couple of official reports then compared with the development of Bali tourism

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namely Badung, Gianyar, Bangli, Klungkung, Karangasem, Tabanan, Jembrana, and Buleleng, and 1 city that namely Denpasar.

Findings: All regencies and cities in Bali, it can be explained that Bali Tourism has branding strength in nature, heritage, and culture. The provincial government must be able to make a joint consensus to determine development priority scales based on the advantages of each region, who is the center of tourism, and who is the supporter of tourism. more importantly, what is the ideal distribution system, and determines the composition of the allocation of tourism's contribution to regional development in the Province of Bali.

Research, Practical & Social implications: All the tourist attractions in all regencies and cities in the Province of Bali, it seems that they have the same category, except for the City of Denpasar. As a result, a joint promotion program through the promotion of the Province of Bali, will be able to become a more effective, and efficient promotion program.

Originality/value: The value of the study is finding the

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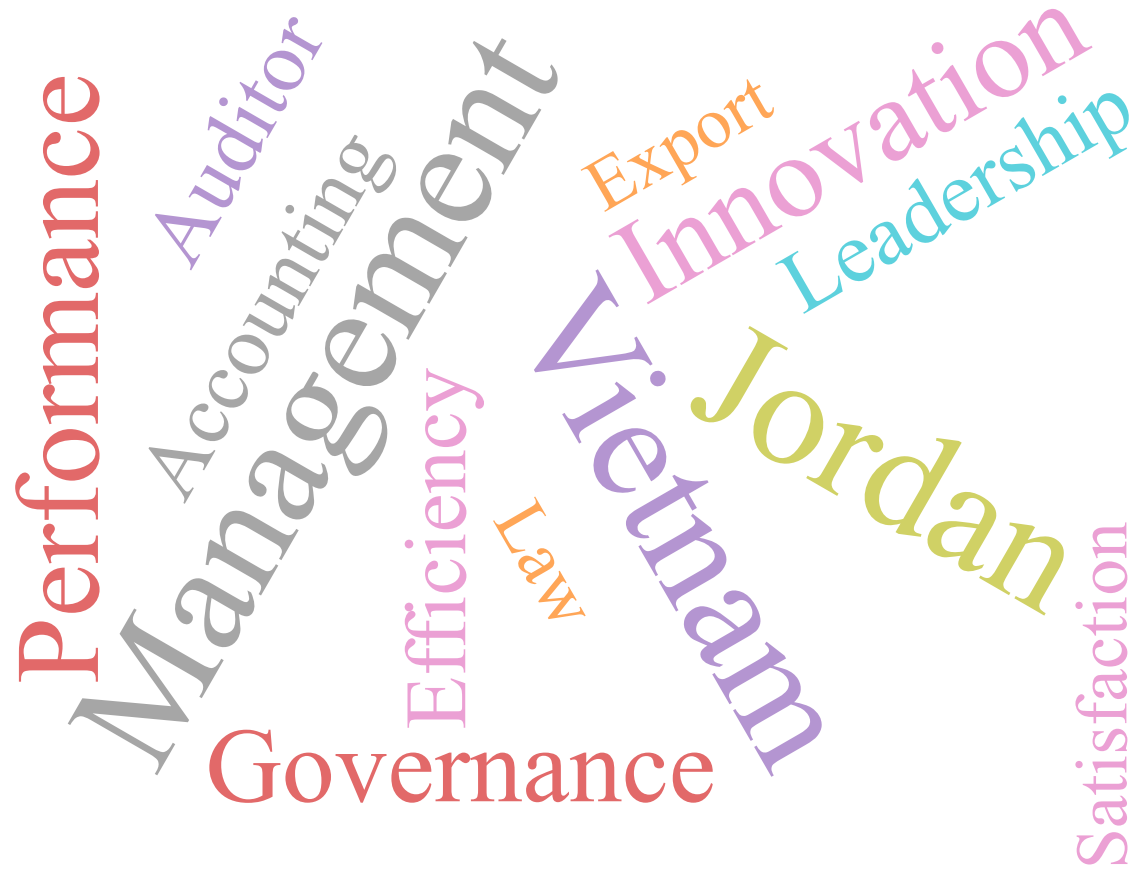


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