



UNIVERSITAS DHYANA PURA

KANTOR URUSAN INTERNASIONAL

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Nomor : 116/Undhira-Internasional/VI/2023

Perihal : Permohonan Menjadi Narasumber Halfday Seminar dalam Kunjungan Graduate School Master of Business Administration, Dili Institute of Technology Timor Leste

Kepada Yth.

1. Dr. Dermawan Waruwu, S.Th, M.Si
 2. Dr. R. Tri Priyono Budi Santoso, M.M
 3. Dr. I Wayan Ruspendi Junaedi, S.E, M.A
 4. Dr. I Gusti Bagus Rai Utama, SE, MA, M.MA
 5. Ni Putu Dyah Krismawintari, S.E, M.M
- Di Universitas Dhyana Pura

Dengan hormat,

Sesuai dengan rencana perkunjungan mahasiswa Graduate School Master of Business Administration, Dili Institute of Technology Timor Leste, dengan ini kami mengundang Bapak/Ibu Tim Peneliti sebagai Narasumber dalam Halfday Seminar dengan Tema : Empowering Tourism Entrepreneurship, Management, and Promotion in Emerging Destination yang akan dilaksanakan pada:

Hari/Tanggal : Selasa, 27 Juni 2023

Waktu : 09.00 – 11.00 Wita

Tempat : Ruang Theater – Universitas Dhyana Pura

Agenda : terlampir

Adapun para mahasiswa MBA yang akan berkunjung sebagian adalah pimpinan Executive di Instansi Pemerintah, Swasta dan NGO di Timor Leste yang dipersiapkan sebagai kader pimpinan masa depan di Timor Leste.

Demikian undangan ini kami sampaikan atas kesediannya kami ucapkan terimakasih.

Salam hormat,

Tegaljaya, 23 Juni 2023

Ni Luh Christine P. Suyasa, BS. M.Par

Kepala Kantor Urusan Internasional & Pusat Bahasa

Tembusan :

1. Rektor
2. Wakil Rektor I Bidang Akademik, Riset, Inovasi, Kemahasiswaan, dan Alumni
3. Wakil Rektor II Bidang Keuangan, Operasional, dan Sumber Daya Manusia
4. Arsip

KUNJUNGAN – GRADUATE SCHOOL MASTER OF BUSINESS ADMINISTRATION

DILI INSTITUTE OF TECHNOLOGY- TIMOR LESTE

27 Juni 2023

RUANG THEATER – UNDHIRA

Waktu (WITA)	Kegiatan	Person In Charge
08.45 – 09.00	Welcoming & Snack	KUI
09.00 – 09.20	Pembukaan oleh Kantor Urusan Internasional Penandatanganan MOA dan IA dengan Fakultas dan Program Studi Terkait	KUI Fakultas FEBH, Fakultas Vokasi & Program Studi (S2 MM, Man, Akuntansi, D4 MP, D3 DM)
09.20 – 10.10	Pemaparan Materi Tim Peneliti “Tourism Industry Entrepreneurship, Marketing Management in Emerging Destination Development ”	1. Dr. Dermawan Waruwu, S.Th, M.Si 2. Dr. R. Tri Priyono Budi Santoso, M.M 3. Dr. I Wayan Ruspendi Junaedi, S.E, M.A
10.10 – 11.00	Pemaparan Materi Tim Peneliti “Tourism Governance, Destination Management and Tourism Promotion”	1. Dr. I Gusti Bagus Rai Utama, SE, MA, M.MA 2. Dr. I Wayan Ruspendi Junaedi, S.E, M.A 3. Ni Putu Dyah Krismawintari, S.E, M.M
11.00 – 12.00	Penutupan & Makan siang	KUI



104/KUI/INM/2023

C E R T I F I C A T E O F A P P R E C I A T I O N

THIS CERTIFICATE IS PRESENTED TO

Dr. I Gusti Bagus Rai Utama, SE, MA, M.MA

for sharing valuable insight as a speaker in the seminar

*"Empowering Tourism Entrepreneurship, Management, and Promotion
in Emerging Destination"*

organized by Universitas Dhyana Pura and Dili Institute of Technology

27 June 2023, Badung, Bali, Indonesia.



KANTOR URUSAN
INTERNASIONAL
UNIVERSITAS DHYANA PURA

Ni Luh Christine Prawitha Sari Suyasa, BS., M.Par
Head of International Office
Dhyana Pura University, Bali, Indonesia

Dr. Carla A. da Costa, MM
Pro-Rector Administration DIT &
Coordinator for MBA Program
Dili Institute of Technology, Dili, Timor Leste

Graduate School Master of Business Administration, Dili Institute of Technology Timor Leste.
Empowering Tourism Entrepreneurship, Management, and Promotion in Emerging
Destination (27 June 2023)

THE MARKET POTENTIAL AND SUSTAINABILITY BALI ECOTOURISM DESTINATION



I Gusti Bagus Rai Utama



I Wayan Ruspindi Junaedi,

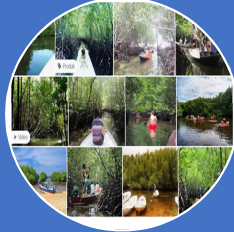


Ni Putu Dyah Krismawintari

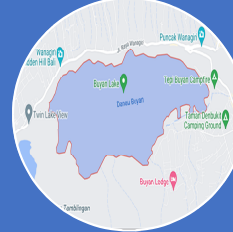
RESEARCH GAPS



In the case of Indonesia, more of the tourist attractions offered and promoted are national parks or conservation forests.



They have received protection to be preserved. On the other hand, they are promoted to bring in many tourists.



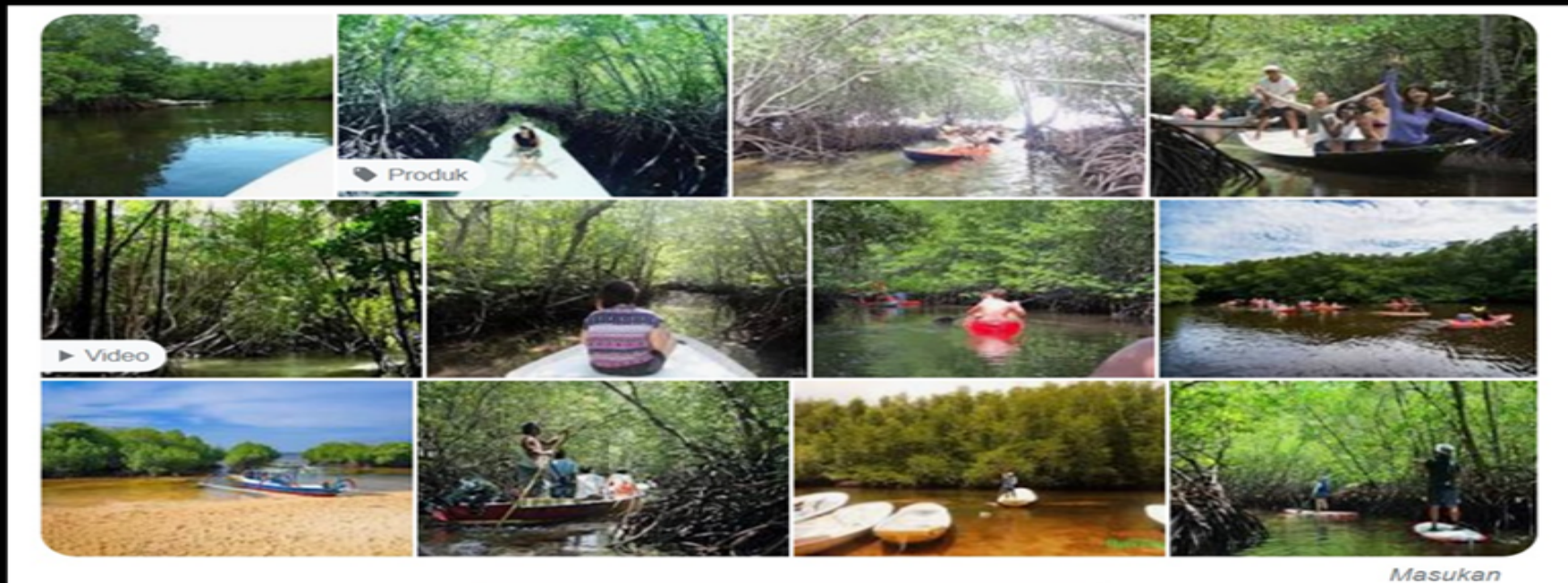
This is the gap between idealism and reality on the ground.



Good Ecotourism Management is believed to be able to mediate these two interests.



METHODOLOGY



- This study uses descriptive statistics powered by the Google Trends Tool to determine the popularity of the five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung.

WHAT IS THE ATTRACTIONS THAT THEY ARE PROMOTE?



West Bali
National
Park



Lake Buyan
Area



Batur
Geopark
Museum



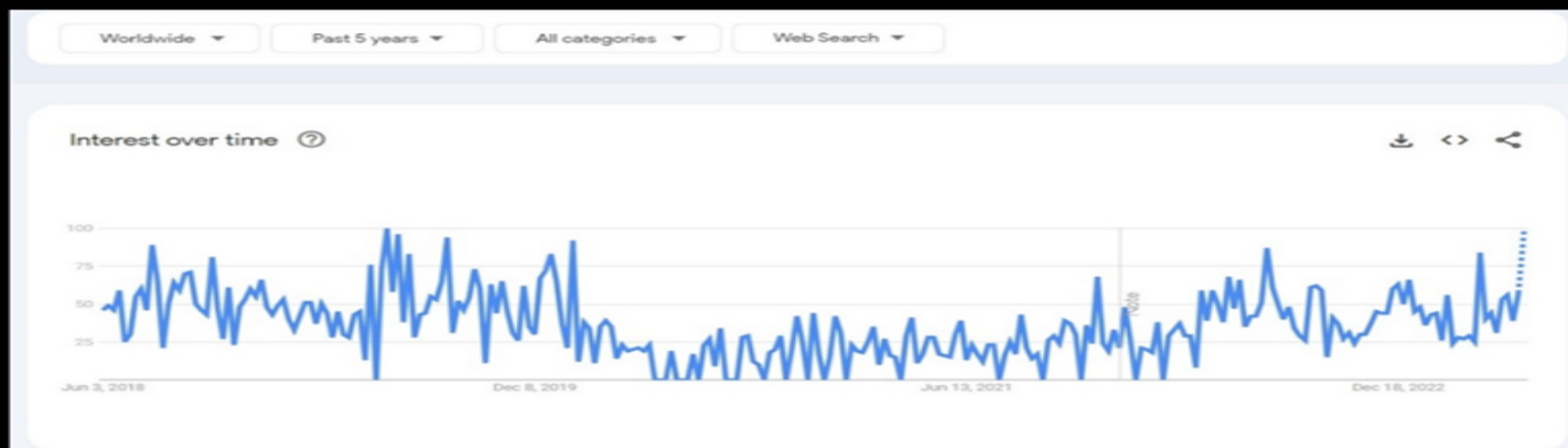
Bali
Mangrove
Denpasar



Lembongan
Mangrove
Klungkung.



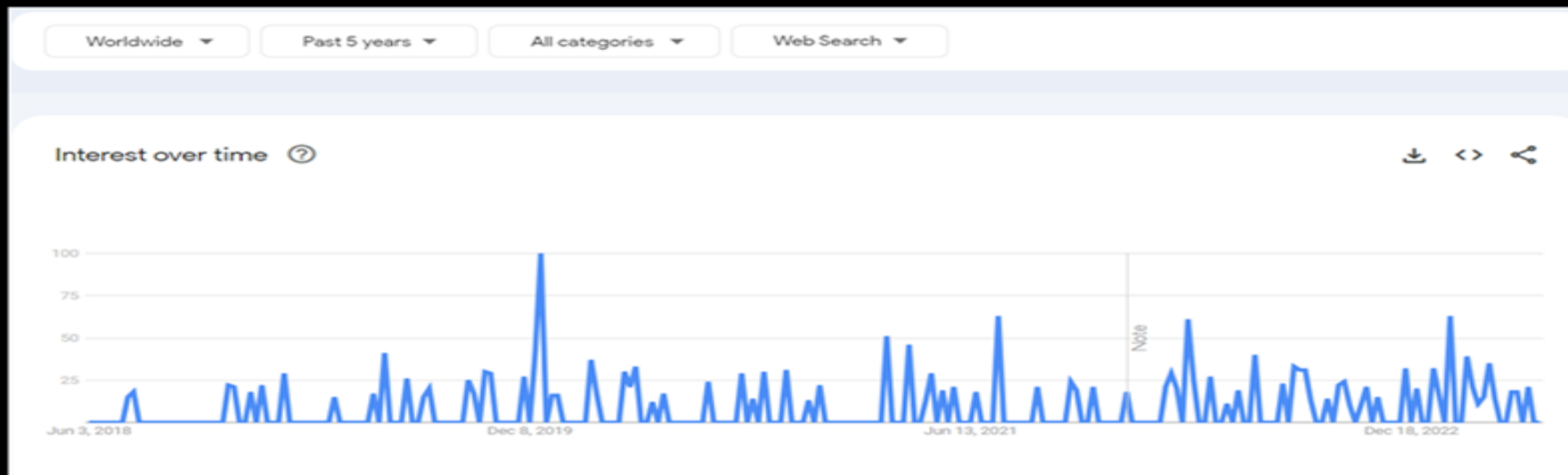
GOOGLE TREND ANALYSIS RESULTS OF WEST BALI NATIONAL PARK. SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (JUNE 2023).



- The search topic West Bali National Park is mostly related to the following keywords: Pulukan a tourist area in Jembrana Regency, Biophysical environment, Semeru which is an active volcano on Java Island, Way Kambas National Park in Lampung, Karangasem a regency in Bali, Gili Trawangan, Menjangan Dynasty Resort, and East Bali Tour. Some of these keywords are correlated with the search for West Bali National Park.

MUSEUM GEOPARK BATUR GOOGLE TREND ANALYSIS RESULTS

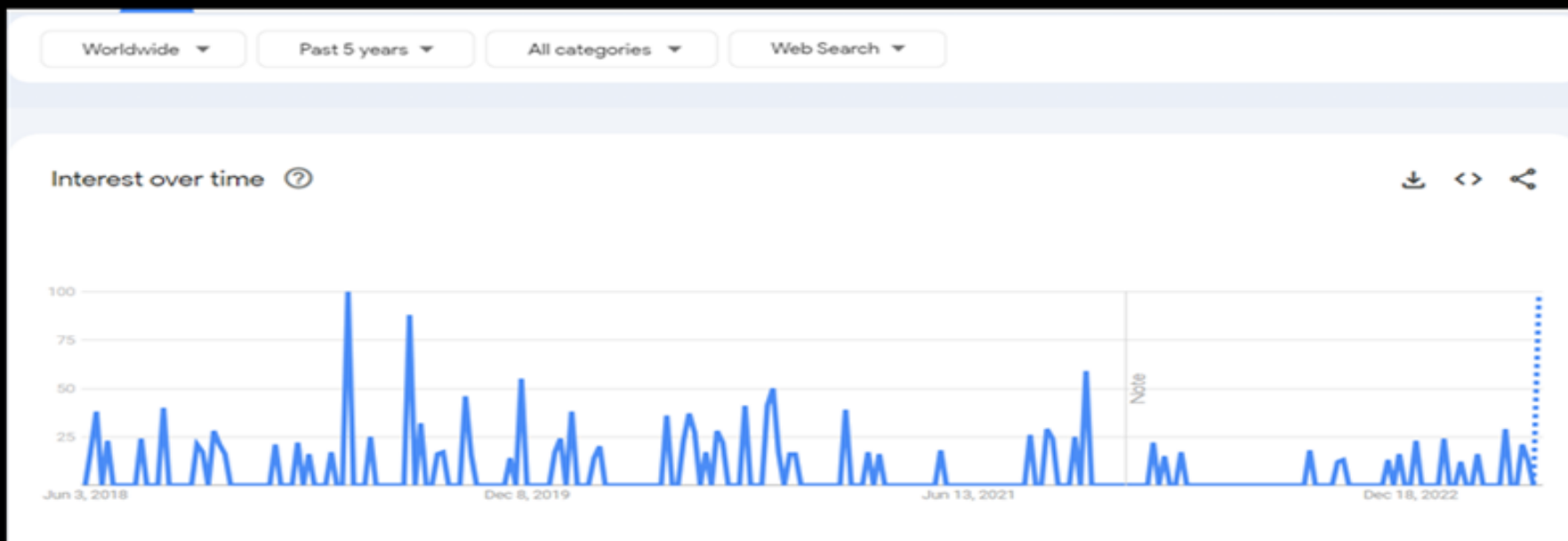
SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (JUNE 2023).



- The search for Batur Geopark Museum on Google Trend Analysis Results shows that there are several keywords with strong correlations, such as the keywords Bali, Lake, Lake Batur, Bali Museum, and UNESCO.
- Some words that can be used as hashtags are #bali, #lake, #danaubatur, #UNESCO.

GOOGLE TREND BUYAN LAKE ANALYSIS RESULTS.

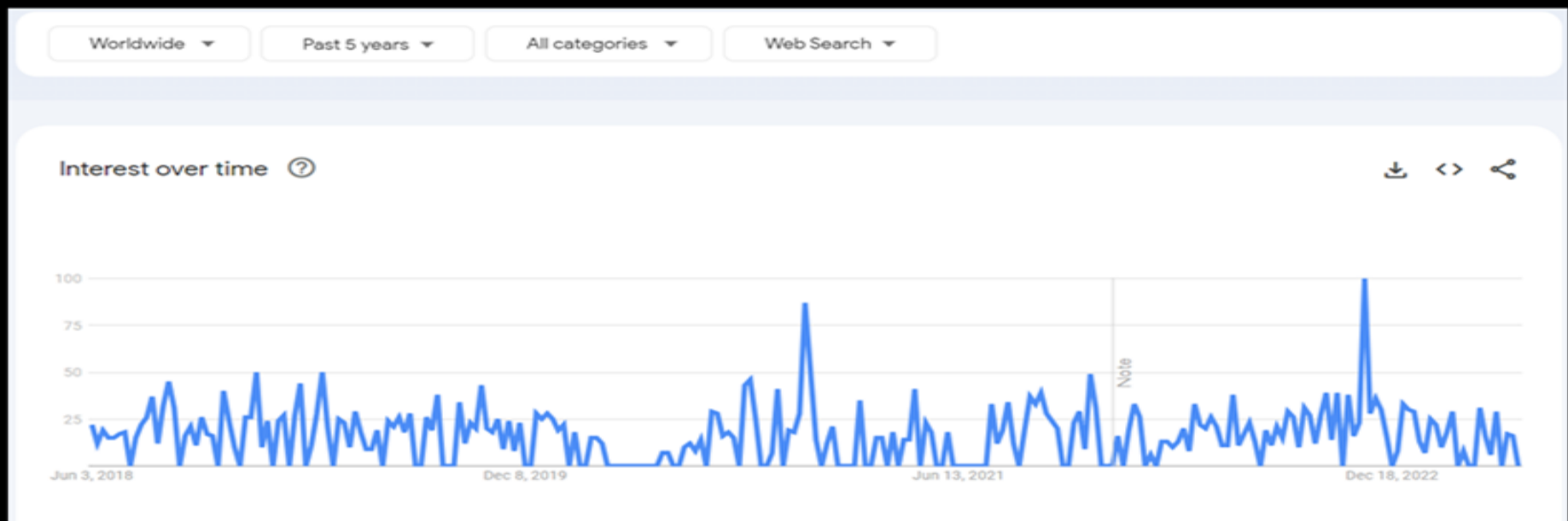
SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (JUNE 2023).



- The Buyan lake area is closely correlated with several topics such as Camping area, Besakih, Uluwatu Temple, Mountain, Logging or accomodation, and Buyan Lake.
- Some words that can be used as hashtags are #camping, #mountain, #lakebuyan.

GOOGLE TREND ANALYSIS RESULTS BALI MANGROVE

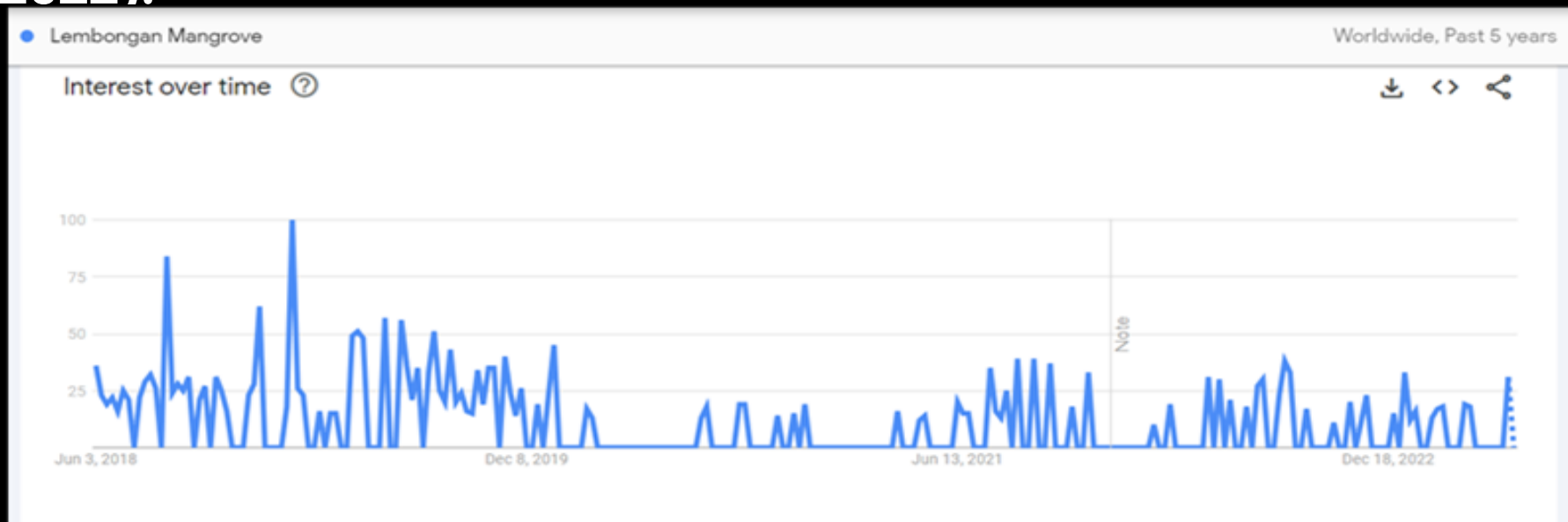
SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (JUNE 2023).



- Bali Mangrove Google Trend Analysis based on related topics shows some keywords that are quite strongly correlated such as Ecology, Geography, mangrove forest.
- Some of these keywords can be powerful hashtags such as #ecology, #geography, #ecological function, # mangrove forest.

GOOGLE TREND LEMBONGAN MANGROVE ANALYSIS RESULTS

SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (SEPTEMBER 2022).



- From the Google Trend Analysis Results of Lembongan Mangrove based on related topics, there are several keywords that are strongly correlated with Lembongan Mangrove, such as Indonesia, Blue Lagoon Nusa Ceningan, Sandy Bay Beach Club, and Nusa Penida.
- The following hashtags #Indonesia, #BlueLagoon, #Nusa Ceningan, #SandyBayBeachClub, and #Nusa Penida.

CONCLUSION



From the beginning of 2018 to the end of June 2023, it shows that the West Bali National Park area is the most popular ecotourism, then Bali Mangrove Denpasar, Batur Geopark Kintmani, Lembongan Mangrove, and finally the Lake Buyan area.




Ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries such as Australia, the Netherlands, Belgium, Switzerland, and Germany.



The five Ecotourism areas in Bali have experienced fluctuations in visitors in the last five years from 2018 to the present. However, West Bali National Park, Batur Geopark Museum, and Bali Mangrove are almost stable.



RESEARCH IMPLICATIONS

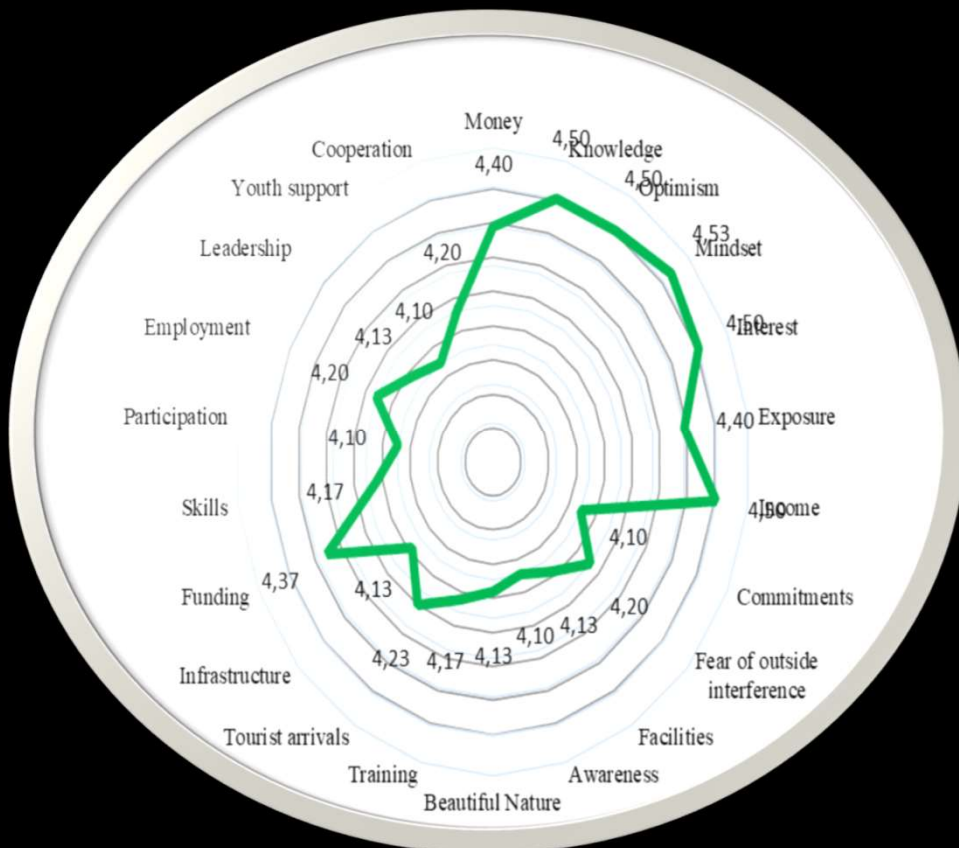


The implication of this research shows that Bali tourism destination managers can direct the promotion of ecotourism to several destination countries Australia, the Netherlands, Belgium, Switzerland, and Germany which are indicated as tourists who have a strong interest in ecotourism.

This research was only conducted online using google trends analysis so that not many facts in the field can be conveyed, so it is recommended to conduct research using survey and observation methods related to the type and diversity of ecotourism flora and fauna in some of these areas.

And what is more important is to conduct research related to the impact of ecotourism on social, and economic for the community nearby the ecotourism.

THE IMPLEMENTATION OF THE MOA METHOD IN ECOTOURISM MANAGEMENT OF BALI, INDONESIA



Dimension	No	Indicators	Mean	Remark
Motivation	M1	Money	4,40	Strongly Agree
	M2	Knowledge	4,50	Strongly Agree
	M3	Optimism	4,50	Strongly Agree
	M4	Mindset	4,53	Strongly Agree
	M5	Interest	4,50	Strongly Agree
	M6	Exposure	4,40	Strongly Agree
	M7	Income	4,50	Strongly Agree
	M8	Commitments	4,10	Agree
	M9	Fear of outside interference	4,20	Agree
Opportunities	O1	Facilities	4,13	Agree
	O2	Awareness	4,10	Agree
	O3	Beautiful Nature	4,13	Agree
	O4	Training	4,17	Agree
	O5	Tourist arrivals	4,23	Strongly Agree
	O6	Infrastructure	4,13	Agree
Ability	A1	Funding	4,37	Strongly Agree
	A2	Skills	4,17	Agree
	A3	Participation	4,10	Agree
	A4	Employment	4,20	Agree
	A5	Leadership	4,13	Agree
	A6	Youth support	4,10	Agree
	A7	Cooperation	4,20	Agree

QUESTIONS & ANSWERS

