

## DEVELOPING OF PERFORMING ARTS AS A TOURIST ATTRACTION TO IMPROVE THE QUALITY OF TOURIST EXPERIENCES AT SAUNG ANGKLUNG UDJO

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### ABSTRACT

*This study aimed at analyzing the elements of performance, the programme of performance, and the actual condition of tourism product in Saung Angklung Udjo Bandung. Performance is very important to create positive and negative experiences for the audience because it is presented to others. To find out whether the performing arts that are displayed are good, it necessary to have a response from tourists who watched the show. Problems arose in this research are as follows: 1) How are tourism products in Saung Angklung Udjo Bandung?; 2) How is the appearance in performing arts as a tourist attractions at Saung Angklung Udjo Bandung?; and 3) How is the quality of the tourist experience after seeing the performing arts at Saung Angklung Udjo Bandung. The purpose of this research is to find out tourism products, appearance in performing arts tourism attractions, and the quality of the tourist experience after saw the performing arts at Saung Angklung Udjo Bandung. The method used is a qualitative method. Interviews, observation, documentation and questionnaires are used as a technique data collection. At the same time, the data analysis technique uses a Likert scale. The result showed that some improvement in the products, appearance in performing arts tourism attractions, and the quality of the tourist experience are necessary to improve at Saung Angklung Udjo Bandung.*

**Keywords:** *Performing Arts, Tourism Products, Tourist Experience*

### INTRODUCTION

As a country with millions of traditions and various arts and culture, the development of the tourism world is increasingly promising. The inclusion of environmental issues in politics and various aspects of life has led to an increase in activities in various areas that have natural and cultural values. Concern about the environment is no longer a "special interest", but has become the interest of many people. Popular travel trips are those related to activities oriented to nature and local culture. Destinations that promise these

products to become the choice of many people on weekends and holidays.

At the same time, there has been an increasing threat and pressure on regions that have natural and cultural riches. Many areas that have unspoiled nature and local culture that have great potential for tourism have been damaged due to ignorance in their use, planning and management. Even tourism is often blamed as one of the causes of damage to an area that still has natural and cultural values, because of the lack of understanding of the actors of tourism about tourism and its development.

One important stage in the planning process that is often overlooked is the assessment process of all potential resources that will support tourism development. As a result, the control over the development and the extent to which the development can be carried out is never known with certainty.

In this regard, for tourism actors, especially tourism developers, a guideline is needed to ensure that early development can obtain an initial picture of the feasibility of development and its problems. By using development assessment guidelines, as one of the tools for assessing the potential of tourism resources in a gradual, directed integrated and sustainable manner in line with the capabilities they have.

In the Ministry of Culture and Tourism's Tourism Attraction Guidelines, the 2007 Tourism Assessment Attraction guideline is to guide tourism stakeholders to conduct rapid quantitative assessments. Other elements that shape tourism products, namely: (1) tourism facilities, (2) accessibility, community and environment, (3) market potential, (4) management and institutions, and (5) linkages with other attractions around it.

The success of the development of tourism in an area requires the involvement of actors in all sectors, both government, private, and the community, as well as their understanding of the constituent elements of the tourism system. The elements of the system in question are attractions, transportation, accommodation, other service facilities, institutions, and promotions.

In determining the elements of development, there are management and services, which include the existence of management documents such as plans for developing and managing tourist attractions, the stability of the management organization, the quality of services, and the completeness of supporting and maintenance facilities. The elements assessed for art tourism attractions are (1) beauty, (2) performance supporting facilities, (3) ease of arrangement, (4) beauty, cleanliness, and comfort at the venue.

## **LITERATURE REVIEW**

### **Travel Product Concept**

According to Bahar (2004: 78) "Tourism product development is done through sharpening the ability to identify, understand, and anticipate precisely and accurately the behaviour of tourism and tourist products". Tourism activities will occur if the tourist area has diversity and uniqueness of tourism potential so that in the end, creating the interest of tourists to visit.

Performing arts and culture at Saung Angklung Udjo is one of the formations of tourism products that are packaged in a unity series of packages that can be enjoyed (Hani, et.al, 2012). Efforts to develop tourism products are carried out through sharpening the ability to identify, understand and anticipate precisely and accurately the behaviour of tourism products and tourists.

Sub elements assessed in the art tourism attractions are, according to Sekartjakrarini, (2007: 32):

- 1) Beauty (uniqueness, appearance, originality/creation, decoration, sound, and lighting).
- 2) Uniqueness/supporting facilities (clothing, light equipment, stage equipment, environmental layout).
- 3) Ease of Arrangement (can be witnessed at any time, at any time at the request of visitors, periodically with a fixed schedule, periodically without a schedule).
- 4) Cleanliness and comfort (free of noise, greening the environment, environmental cleanliness, free of odours and disturbances, the coolness of the venue).
- 5) Capacity in the Performance Venue (1000, 600-1000, 300-600, <300).

### **Tourist Attraction Concept**

According to Inskeep in Tourism Planning an Integrated and Sustainable Development Approach (1991: 75). The form of attraction possessed by a tourism object is the basis of tourism development, and they are also an important element of tourism products. The form of tourist attraction and potential possessed by a tourist attraction will

also determine the type of activity carried out and the facilities needed.

Types of tourist attractions are categorized into three types of definitions of tourist attractions according to Inskeep (1991: 75), namely: "Tourist attractions and activities All those are natural, cultural and social features and related activities of an area that attract tourists to visit it".

### **Programme Concept**

The program is a series of activities or events arranged and planned in maximizing facility resources, meeting different consumer needs and in order to achieve organizational goals based on facilities available at a tourist attraction. The program of an event is made to be presented to tourists (Chen, 2010) to provide entertainment by arranging all planned and organized activities.

### **Product Packaging Concept**

Product packaging is a format in which a product or service is presented. According to Morrison (2012: 314), what is meant by product packaging is the combination of related and complementary services into a single-price offering. Good quality product packaging is a combination of various supporting components. Good packaging will give a positive impression to the wearer.

### **Performing Arts Concept**

The show comes from English; namely, performance comes from the word "to perform" which has three meanings. First, as the equivalent of the word "to do" which means to do or do something. Second, means the ability or effectiveness of completing a task or job, for example, in the expression "the performance of machine". Finally, it means taking part in a drama, music or dance performance as commonly understood as "theatrical" or "artistic performance". Thus, "performing arts" is only one of the objectives of the study of performances.

According to Dimarwati (2006: 2), performances are all forms of presentation-oriented to the unity of space, time and events (events). It can be the originality of the show or the packaging of the show.

### **Arts and Culture Concept**

Cultural arts are directly related to individual or human feelings. The term consists of compound words: "art" and "culture". The word "art" is a translation of the foreign language art. The term art, then translated into Indonesian so that art is always associated with beauty. Art is something beautiful that is produced by humans, human appreciation through vision, hearing and feeling. In comparison, the word culture comes from the Sanskrit language, namely Buddha, a form of the word Buddha. Buddhi or Budi according to the prevalence of everyday language means reason, from the word culture, it is formed the word invented culture. Likewise, from the word art, it is formed the word invented art. So in a narrow sense, Art-culture is the same as culture. Performing arts and culture itself is the appearance of a work of art that is handed down for others who are entertaining.

From all the above meanings, it is found that the relationship between performance and cultural art value is that through a performance, a cultural art value that has been passed down is expressed in performance. Therefore, in assessing or assessing the weight of performance, there are several important elements and things that generally support a performance which in this case is an art performance. The elements of a performance appearance, according to Sedyawati (2007: 87), performing arts include elements of appearance or procedure which includes:

- a. Performance Assembly (includes all the arrangement forms such as the position of the music player/performer, location of the audience).
- b. Tata Performances.
- c. Use of assistive devices.
- d. Costumes and Makeup.

### **Tourist Definition and reference**

According to the World Tourism Organization (WTO) in Goeldner et al. (2000: 72) stated, "Tourist is temporary visitors who stay in the country visited for at least 24 hours and the purposes of whose journey can be

classified under one of the following headings: a. leisure (recreation, holiday, health, study, religion and sport) b. business, family, mission meeting."

According to Hainim (2003: 14), what is meant by the tourism/recreation experience is "The totality of experience gained or experienced by a person as a tourist in carrying out his tour, is qualitative and can be in the form of positive or negative experiences". Experience in totality will be obtained if visitors who come to a place get satisfaction and pleasure, in this case, if the visitor gets something new and has never been obtained before. The quality of tourist experiences in the tourism business is very important because in this business it provides something interesting and enjoyable for visitors (Chen & chen, 2010). Basically, the quality of the tourist experience is a complex and difficult thing to measure.

## RESEARCH METHOD

The research method used by the author in this study is a descriptive method with a qualitative approach. Bogdan and Taylor (2014: 4) said that qualitative research methods as procedure research that produces descriptive data in the form of words or spoken from people and behaviours that can be observed, this approach is directed at the background and individuals holistically or intactly, therefore in this study, they cannot isolate individuals or organizations into variables or hypotheses, will but need to see it as part of a wholeness.

Data collection techniques in this study were interviews, observation, literature study, and distribute questionnaires to the tourists, with a view to knowing the profile and opinions of tourists regarding the attractiveness, activities, and facilities available at Saung Angklung Udjo. Primary data is a data source that directly provides data to data collector (Sugiyono: 2016: 225). Primary data sources obtained through interview activities with research subjects and by observation or direct observation in the field. In this study, the primary data form

notes on the results of interviews and direct observations in the field obtained through interviews with managers at Saung Angklung Udjo Bandung.

The questionnaire in this study was distributed to tourists with a total of 100 samples. Data that has been obtained is processed with a Likert Scale. With a Likert Scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of statements or questions. Likert scale is a scale whose answer is multilevel (Sugiyono, 2010: 93-94).

The data obtained were analyzed using a Likert scale, then the results of the individual answers concerned were given weights score from the answers chosen by the respondent. Research instruments that use can be made in the form of a checklist or multiple-choice, with calculations as follows:

$N$  = Total number of respondents

$F$  = Number of respondents who answer

$T$  = The total number of each question answered

Percentage (%) =  $f/T \times 100$

The research scores for the questionnaire answers are as follows:

5 = Very Good

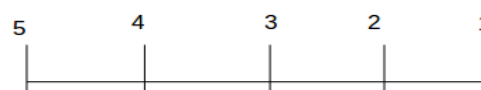
4 = Good

3 = Average

2 = Bad

1 = Very Bad

This scale is used to measure structured attitudes on a continuum line where the "very positive" answer is located on the left side of the line, and the "very negative" answer is located on the right side of the line or vice versa. The data obtained are interval data (Sugiyono, 2010: 97). Following are the interval scale images that will be used in this study:



**Figure 1. Research Interval Scale**

Source: Sugiyono (2010:95)

## **RESULTS AND DISCUSSION**

### **The Attractions of Saung Angklung Udjo Tourism**

#### ***Tourist Attraction***

Tourist attractions that are displayed and presented by Saung Angklung Udjo are packaged in a program of cultural arts performances that are summarized in a single unit into a series of performance programs. The main attractions that are presented in regular performances are held every Monday to Sunday, from 3:30 pm - 5:30 pm are as follows:

- a) Demonstration of Wayang Golek
- b) Evening Bamboo (1)
- c) Circumcision
- d) Arumba
- e) Mask Dance
- f) Evening Bamboo (2)
  1. Mini Angklung
  2. Padaeng Angklung
  3. Playing Angklung Together
- g) Special Angklung Performance
- h) Closing Event

To watch the show can be done through a reservation in advance or can come directly and buy tickets provided at the ticket window. Performances can be done at certain hours depending on special requests for tourists outside the regular routine events held every day.

Performances outside of these regular performance programs are usually held in the morning between 8 am and lunchtime. Usually, those who order shows outside the regular program are a large number of tourists, so it cannot be combined with routine evening shows or adjusted to the time of tourists who cannot watch the shows in the afternoon.

#### ***Facility***

Existing facilities at Saung Angklung Udjo Bandung include parking lots, mosques, driver's break rooms, toilets, Hawoe stalls, souvenir shops, performance halls, playgrounds for children, and quest houses.

#### ***Price***

Based on the results of interviews conducted with the manager, Saung Angklung

Udjo set the price of admission for domestic tourists for adults charged Rp60,000/person, while for children, Rp40,000/person. The price of admission charged for adult overseas tourists is Rp100,000/person and for children is Rp60,000/person.

As for social institutions who want to watch the show, usually, Saung Angklung Udjo does not charge a free entrance fee. As for corporate groups, schools, especially international schools, institutions and so on, there are packages that are charged at special prices, usually before watching a performance, make reservations in advance or can come directly and buy admission tickets at the available counters.

According to Kotler (2016), price is the amount of value that consumers exchange for the benefit of owning or using a product or service. In this case, the price of admission to watch Sundanese cultural arts performances in Saung Angklung Udjo discussed in this study. Likewise, with the prices contained in tourist products.

Prices for tourism products can vary which can be influenced by seasons (peak, shoulder, and low seasons), choice of activities, foreign exchange rates, the distance of travel, model of transportation, choice of facilities, and tourist services used. While ticket prices at Saung Angklung Udjo are relatively stable, and the determination of nominal value is good. Because it distinguishes between domestic tourists and foreign tourists, this difference, according to the manager, has been adjusted to the purchasing power of these tourists.

#### ***Image***

Saung Angklung Udjo is one of the cultural attractions in Bandung, which is very much taken into account as an economic driver of the city of Bandung in the field of a tourism business that is already quite well known in Indonesia to Abroad. Even Saung Angklung Udjo has often performed overseas, especially in European countries such as the Netherlands.

#### ***The Performing Arts Event Program***

Based on interviews, it is known that Saung Angklung Udjo has programs that are served both for consumption in the internal Saung Angklung Udjo itself to performances that are held externally. The following are programs owned by Saung Angklung Udjo can be seen in Table 1 below:

**Table 1. Saung Angklung Udjo Bandung Culture Arts Performance**

No	Programme	Information
1	Bamboo Petang Show	Bamboo Petang Show which is held every day from Monday to Sunday, from 3.30 pm - 5.30 pm
2	Caruban Budaya Sunda	The collaboration program with the Art Appreciation Board for Elementary Schools introduces art early on to elementary school students in the city of Bandung. It is held every morning at 09.00 am - 11.00 am
3	Instrument Angklung Production	Producing Angklung Instruments for internal purposes of shows and sales
4	Scholarship Culture Programme	Collaboration between the South-West Pacific Dialogue (SWPD) with the Ministry of Foreign Affairs and Saung Angklung Udjo, for the introduction, development, and innovation of arts and culture
5	Another Performance	Meet the invitation to the show both in and outside the city of Bandung to abroad

Source: Modifikasi Saung angklung Udjo, 2009

### Tourist Experiences

#### *Tourist responses to Elements of the Performing Arts at Saung Angklung Udjo*

Data from the distribution of questionnaires about tourist responses to elements in cultural arts performances that are routinely displayed every day by Saung Angklung Udjo Bandung. Table 2 is on the following page:

**Table 2. Tourism Assessment of Performance Elements (n = 100)**

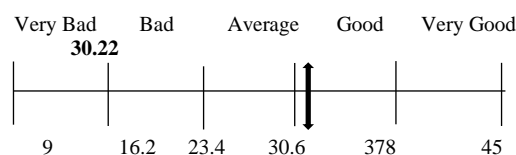
No	Aspect	Very Bad (1)		Bad (2)		Average (3)		Good (4)		Very Good (5)		Average (%)
		F	f	F	f	F	f	F	f	F	f	
1	Music player position	0	0	2	4	4	1	3	1	0	0	3.15
				0	0	5	3	5	4			
							5		0			
2	Layout the audience	0	0	0	0	2	7	4	1	2	1	4.02
						5	5	8	9	7	3	
								2		5		

No	Aspect	Very Bad (1)		Bad (2)		Average (3)		Good (4)		Very Good (5)		Average (%)
		F	f	F	f	F	f	F	f	F	f	
3	Lighting	0	0	2	5	3	1	2	8	1	6	3.19
				7	4	9	1	2	8	2	0	
							7					
4	Background stage	1	1	3	7	2	7	2	1	0	0	2.68
		1	1	7	4	5	5	7	0			
									8			
5	Decoration	0	0	2	4	3	1	4	1	0	0	3.19
				2	4	7	1	1	6			
							1		4			
6	Instrument number	0	0	1	3	3	1	4	1	0	0	3.29
				8	6	5	0	7	8			
							5		8			
7	Kinds of instrument	0	0	7	1	4	1	3	1	1	6	3.56
					4	3	2	7	4	3	5	
							9		8			
8	Player costume	4	4	6	1	4	1	3	1	1	6	3.42
				2	6	3	2	2	2	0		
							8		8			
9	Costume of player	0	0	1	2	2	6	4	1	1	9	3.72
				2	4	3	9	6	8	9	5	
									4			
<b>Total</b>											<b>30.2</b>	
											<b>2</b>	

Source: Results of data processing, 2009

From the table above, there are still many tourists giving fewer responses, especially in the aspect of stage background where around 11 tourists gave very fewer responses, and around 37 people gave fewer responses. For aspects of lighting or lighting, around 27 tourists gave less response. While for the aspect of response less than other tourists that occurs in the aspect of stage decoration where about 22 tourists gave less response.

In the aspect of the number of supporting instruments, there are around 18 tourists giving insufficient responses and in the aspect of the type of supporting instruments around seven tourists giving a less rating. As for the aspect of makeup harmony, four tourists gave very fewer responses, and six other tourists responded less. Another element that was judged to be lacking was the suitability of the dressings imposed by the performers is as many as 12 tourists gave fewer responses. The figure of the interval can be shown in Figure 2:



**Figure 2. Interval Scale Performance Element**

**Tourist Responses to The Actual Conditions of Saung Angklung Udjo**

The following is a data table resulting from the distribution of questionnaire responses from tourists regarding the actual conditions in Saung Angklung Udjo Bandung.

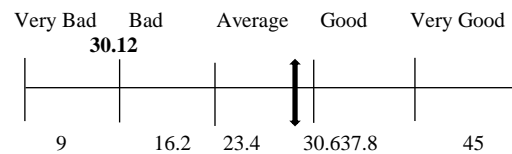
**Table 3. Tourist Response of Actual Condition at Saung Angklung Udjo (n=100)**

No.	Aspect	Very Bad (1)		Bad (2)		Average (3)		Good (4)		Very Good (5)		Average (%)
		f	x	f	x	f	x	f	x	f	x	
1	Facility	0	0	1	2	2	6	4	1	1	9	3.7
2	Location	7	7	2	4	7	2	0	0	0	0	1.3
3	Area	0	0	0	0	3	9	3	1	3	1	3.9
4	Brochure	0	0	2	5	4	1	2	1	0	0	2.9
5	Arrangement of program	0	0	2	4	3	1	4	1	0	0	3.2
6	Service	0	0	0	0	4	1	3	1	2	1	3.8
7	Schedule starting event	0	0	0	0	4	1	3	1	2	1	3.7
8	Ticket price	0	0	0	0	3	1	4	1	1	9	3.8
9	Mastery ceremony	0	0	1	3	3	1	2	1	1	8	3.4
<b>Total</b>											<b>30.12</b>	

Source: Results of data processing, 2009

From the table above it can be seen that there are still many tourists who give less response to the actual conditions in Saung Angklung Udjo. This happened in the aspect of facilities where the number of tourists who gave fewer responses to the existing facilities, as many as 12 people. While in the aspect of the location where the number of tourists who gave very little response was 73 people and who stated less than 20 people. Whereas for other aspects, 27 brochures responded to the

brochure that the brochure given by Saung Angklung Udjo was lacking, around 22 people gave insufficient responses to the composition of the program, and about 17 tourists gave less response to the aspect of scouting the event. The figure of the interval can be shown in Figure 3:



**Figure 3. Interval Scale Actual Condition**

**Tourist Responses to the Performing Arts Program at Saung Angklung Udjo**

Table 4 shows that it can be seen there are still tourists who give less response to the program of performances from one of the whole series of events. The response occurred at the closing program, where there were 17 tourists gave very fewer responses, and 21 people gave fewer responses. The most insufficient responses occurred in the Mask Dance program of 43 people. Furthermore, in the circumcision performance, there were 19 people who gave fewer responses. For other aspects such as the Wayang Golek demonstration, as many as 17 people gave less response. While tourists who gave fewer votes at the Angklung Padaeng show as many as five people.

The following are the results of the distribution of questionnaire responses of tourists about the routine arts and cultural programs that are displayed at Saung Angklung Udjo Bandung.

**Table 4. Tourism Assessment of Performance Art Event Programs in Saung Angklung Udjo (n = 100)**

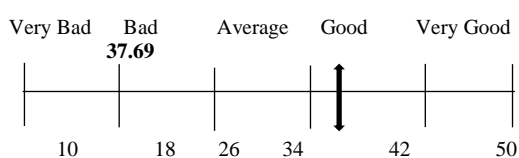
No.	Aspect	Very Bad (1)		Bad (2)		Average (3)		Good (4)		Very Good (5)		Average (%)
		F	f	F	f	F	f	F	f	F	f	
1	Wayang Golek demo	0	0	1	3	2	8	3	1	2	1	3.6

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nstrati on												
2	Bambu petang	0	0	0	0	3	1	4	1	1	9	3.8
												5
												5
3	Khitanan	0	0	1	3	2	6	3	1	2	1	3.6
												6
												5
4	Arumba	0	0	0	0	2	7	4	1	3	1	4.0
												7
												0
5	Tari Topeng	0	0	4	8	2	6	2	9	1	6	3.0
												7
6	Angklung Mini	0	0	0	0	4	1	4	1	1	7	3.7
												2
												8
7	Angklung Padoeng	0	0	5	1	1	5	4	1	3	1	4.0
												6
												5
8	Bermain angklung bersama	0	0	0	0	0	0	4	1	5	2	4.5
												1
												5
9	Angklung khusus performance	0	0	0	0	1	4	4	1	3	1	4.2
												4
												5
10	Closing event	1	1	2	4	3	9	1	7	1	6	2.8
												8
<b>Total</b>												<b>37.69</b>
												<b>69</b>

Source: Results of data processing, 2009

The figure of the interval can be shown in Figure 4:



**Figure 4. Interval Scale Performance Art**

### CONCLUSION

Based on the study of the results of the analysis and discussion that refers to the formulation and identification of problems in this study, the authors conclude some conclusions.

First, the actual conditions for tourism products. The tourist attractions offered by Saung Angklung Udjo are traditional musical art attractions. It provides four choices of visiting time, arranged by the manager every day there is no change because of it, to avoid

the boredom of tourists it is necessary to have additional programs to complement the existing programs. Then, facilities supporting tourism activities in Saung Angklung Udjo as a whole are considered to be good enough to support the activities of tourists visiting, with an average of about 47% of tourists giving good ratings. Although there are still some parts of the facility that need to be reorganized such as a parking lot and toilet both the building and its function. Next, accessibility: the location of Saung Angklung Udjo is very less strategic. The management must immediately find a way out and cooperate with the Regional Government before this can affect the tourist visit to Saung Angklung Udjo. Either by relocating, improving road access and widening the road. Further, the price of admission to watch cultural and cultural performances imposed by the Saung Angklung Udjo on average is considered quite good by tourists. Furthermore, the name of Saung Angklung Udjo (image) is already well known by tourists so that on average they are interested in coming back and recommending it to others.

Second, the appearance of Performing Arts tourist attraction. Overall, the cultural arts performance program at Saung Angklung Udjo Bandung is quite well rated by tourists. Even though it is considered quite good, more efforts are needed to further enhance the performance of other cultural arts to improve the experience of tourists.

Third, the experience of tourists after watching the Performing arts. Even though the art performance that is displayed has been considered quite good, but there are still some tourists who give insufficient responses to the following aspects of the assessment: the actual condition of the tourism product, the cultural arts program, and the elements present in a performance.

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