

MEDIA CONTRIBUTION TO TOURISM DEVELOPMENT AND INCOME INEQUALITY: IMPLICATIONS AND CHALLENGES

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Abstract

The role of the media in the tourism industry has been the subject of increasing attention in recent years. Media has the ability to shape people's perceptions of tourism destinations, promote travel trends, and influence income distribution among local communities in tourism destinations. However, the media's impact is not always evenly distributed, and often impacts problems such as over-tourism and income inequality. This study explores the implications of media coverage for tourism, focusing on two main aspects: the impact of media promotion on revenues in highly visited and less popular tourism destinations, and the role of the media in promoting sustainable and responsible tourism. Data from various tourism industry studies and reports are used to evaluate trends and find appropriate solutions to overcome the challenges faced. The results show that intensive media coverage of popular tourism destinations tends to increase income, but can also lead to significant income inequality between affected and unaffected destinations. Meanwhile, the media can also be an effective tool for promoting sustainable tourism by conveying appropriate information, strengthening awareness of the importance of environmental and cultural preservation, and promoting lesser-known destinations. With collaboration between the government, the tourism industry, and the media, these efforts can help reduce the problem of over-tourism, increase tourism sustainability, and ensure equitable benefits for local communities in various tourism destinations.

Key words: media, tourism, income inequality, over-tourism, sustainable tourism.

INTRODUCTION

Tourism is one of the economic sectors that is the main focus for many countries around the world. In recent decades, the media has played an important role in promoting and developing the tourism industry. Through various platforms such as television, internet and social media, information about tourist destinations and tourist experiences can be quickly spread throughout the world. In this context, the media's contribution to tourism development cannot be underestimated. However, beyond its positive impact, the media also influences income inequality, both on a local and global scale. The implications of the relationship between media and tourism development and income inequality present challenges that need to be addressed seriously.

First of all, the media has great power in influencing people's perceptions of tourism destinations. Through intensive promotion, the media can popularize a

tourist spot, inviting tourists to visit it. However, this often has an uneven impact on revenues, as destinations that receive extensive media coverage tend to see more tourist visits and spending, increasing their revenues. Meanwhile, destinations with less media exposure may experience a decline in visits and revenue.

Apart from that, the media also plays a role in shaping the image of a tourist destination. When a place is highlighted as an attractive destination in various television programs, articles, or social media campaigns, a positive image of that place can increase the number of tourist visits. However, on the other hand, destinations that rarely receive media attention or may be exposed to negative coverage may experience a decline in tourist interest, which in turn may worsen income inequality between popular and less well-known tourist destinations.

Furthermore, the media also plays a role in facilitating access to information about tourist destinations. With advances in information technology, information about tourist attractions can be accessed quickly and easily via the internet and social media. This allows tourists to do research about the destination they want to visit before they actually travel. However, this easier access is not always equitable, because there is inequality in access to technology and the internet between urban and rural areas, as well as between developed and developing countries.

Not only that, the media also plays a role in shaping travel trends. When a destination gets the spotlight on various media platforms, it could become a rising travel trend. This can cause a surge in tourist visits to these destinations, which in turn can increase local income. However, travel trends that are too popular can lead to problems such as over-tourism, which can damage the environment and local culture, as well as increase income inequality because most of the profits will likely flow to the big parties who control the tourism industry.

Apart from these impacts, the media also has the potential to reduce income inequality by promoting various types of tourism, including ecotourism and community-based tourism. Through positive coverage and education about the values of environmental and cultural conservation, the media can help encourage tourists to choose socially and environmentally responsible destinations, so that income can be more evenly distributed among local communities.

However, to achieve this, there are several challenges that need to be overcome. One of them is the problem of objectivity in media coverage. Sometimes, the media tends to choose destinations or stories that have high visual appeal or controversy, rather than those that may have a greater positive impact on local development and reducing income inequality. This could lead to an

imbalance in the distribution of media attention and, as a result, greater income inequality between tourist destinations.

Apart from that, there are also challenges in dealing with the negative impact of media popularity on a destination. Over-tourism, environmental degradation and cultural decay are problems that often arise when a place becomes too popular due to extensive media coverage. To overcome this challenge, joint efforts are needed between the government, the tourism industry and the media to promote sustainable and responsible tourism. Overall, the media's contribution to tourism development can have a significant impact on income inequality. By understanding the implications and challenges associated with the relationship between media and tourism, steps can be taken to ensure that the benefits of the tourism industry are shared equally by all parties concerned, while minimizing any negative impacts that may arise.

METHOD

The literature study research method is an approach used to collect, review, and analyze various literature sources that are relevant to the research topic. In the context of the media's contribution to tourism development and income inequality, the literature study research method will provide an in-depth understanding of the relationship between media, tourism and income inequality through a review of academic works, journals, books, research reports and published articles. First, researchers will search for relevant literature using academic databases such as Google Scholar, PubMed, or ProQuest. Keywords used may include phrases such as "media and tourism development," "media impact on income inequality," and "media influence on destination perception." The results of this search will produce a number of literature sources that can be used as a basis for research.

After that, the researcher will select the most relevant and high quality literature sources according to the research objectives. This involves evaluating the reliability, validity, and relevance of each literature source. Articles that have been published in leading academic journals and books from recognized authors will be a priority. Next, the researcher will read and analyze each literature source in detail to understand various concepts, theories and findings related to the research topic. This includes identifying the various impacts of media on tourism development, such as destination promotion, image formation, and the influence of travel trends. In addition, researchers will also examine literature that discusses the relationship between media and income inequality, including how the media can strengthen or reduce inequality through tourism promotion.

During the analysis process, the researcher will note the main findings, arguments, and conclusions from each literature source. This will form the basis

for building a comprehensive understanding of the research topic and support the formation of arguments in research. Finally, based on the literature review that has been carried out, the researcher will prepare a research report that summarizes the main findings, implications and challenges related to the contribution of media to tourism development and income inequality. This report will provide readers with valuable insight into the complexity of the relationship between media, tourism and income distribution in a changing global context.

DISCUSSION

The media influences people's perceptions of certain tourism destinations, and in this case

The influence of the media on public perceptions of tourism destinations is a complex phenomenon and often has a significant impact on tourism destination revenues. Media has great power to shape the image of a place through various platforms such as television, internet and social media. Through intensive coverage and targeted promotion, the media can popularize a particular tourism destination, making it a destination of interest to potential tourists. However, in this context, the role of the media can also trigger income inequality between destinations that receive wide exposure from the media and destinations that are less well known.

Studies have shown that positive and sustained media coverage of a tourism destination can have a significant impact on the number of tourist visits and income generated by the destination. For example, a study conducted by Xie and Hewitt (2019) revealed that destinations that receive positive and intensive coverage in the media tend to experience a surge in tourist visits, which in turn increases income from the tourism sector. Data collected from various tourist destinations around the world shows that destinations such as Bali, Paris and the Maldives, which often receive extensive and positive media coverage, have high tourism revenues.

However, on the other hand, destinations that receive less exposure from the media tend to experience difficulties in attracting tourist interest, which in turn can affect their income. According to a report from the World Tourism Organization (UNWTO), tourist destinations that are little known or rarely receive extensive media coverage often experience slow economic growth and lack of investment in tourism infrastructure (UNWTO, 2018). For example, tourist destinations in developing countries that rarely receive extensive media coverage often face difficulties in attracting foreign tourists, which in turn can result in income inequality between widely exposed and less well-known destinations.

In measuring the impact of media on public perceptions of tourism destinations, several factors need to be considered, including the amount of media coverage, the tone of the coverage, and the type of media platform used. For example, research by Kim and Jang (2017) shows that positive media coverage in well-known tourism publications has a greater influence on people's perceptions of a destination compared to negative or neutral media coverage. Likewise, social media, with its large number of users and ability to share information quickly, has become an increasingly important platform in shaping people's perceptions of tourism destinations (Litvin et al., 2018). Apart from that, factors such as the accuracy of information presented by the media can also influence people's perceptions of a destination. The study by Pearce et al. (2016) show that accurate and useful information provided by the media tends to increase tourists' interest in visiting a destination. On the other hand, inaccurate or misleading media coverage can lead to a decline in tourist interest and, as a result, impact tourism destination revenues.

In this case, the role of the media in shaping public perceptions of tourism destinations cannot be overstated. The media has the ability to influence tourists' preferences and decisions through intensive promotions and extensive coverage. However, the impact of media is not always evenly distributed, and destinations that receive less media exposure often have difficulty attracting tourists and increasing their revenues. Therefore, it is important for the government, tourism industry and media to work together to ensure that media coverage of tourism destinations is accurate, balanced and provides equitable benefits for all parties concerned.

The impact of media promotion of tourism destinations on the distribution of income among local communities, and significant differences in income between destinations that are promoted intensively and those that are not

Media promotion of tourism destinations has a significant impact on income distribution among local communities. When a destination receives wide exposure through the media, this often results in increased tourist visits and revenue generated by the tourism sector. However, the impact is not always uniform, and the difference in revenue between destinations that are promoted intensively and those that are not can be very significant.

Studies that have been conducted show that tourism destinations that receive intensive promotion through the media tend to experience a significant spike in tourist visits and income. For example, research by Murphy et al. (2017) found that destinations that receive extensive media coverage have higher per capita income than less well-known destinations. This is due to the fact that

positive and sustained media coverage can increase tourists' interest in visiting a destination and, consequently, increase their spending therein.

However, the impact of media promotions on revenues is not always evenly distributed across local communities. In general, most of the economic benefits from a surge in tourist arrivals tend to flow to certain sectors such as accommodation, restaurants and tourism companies, while other sectors may not experience a significant increase in income. For example, in a study by Chen et al. (2018), researchers found that in some destinations, most tourism revenues are concentrated in the hands of a few large business owners, while other local communities may not experience the same increase in income.

Differences in revenue between destinations that are promoted intensively and those that are not may also be influenced by factors such as tourism infrastructure, accessibility, and service quality. Destinations that have good tourism infrastructure, easy accessibility, and quality services tend to be more attractive to tourists, which in turn can generate higher income for local communities. Conversely, destinations that lack adequate tourism facilities or may be difficult for tourists to reach may experience a decline in visits and revenues.

In addition, differences in revenue between destinations that are promoted intensively and those that are not can also be influenced by the promotional strategies used. Destinations that have large promotional budgets and effective promotional strategies tend to receive wider exposure in the media and, as a result, attract more tourists. Conversely, destinations that have limited promotional budgets or do not have an effective promotional strategy may not receive the same exposure in the media, which can negatively impact their visitation numbers and revenues.

However, it is important to remember that the impact of media promotions on revenue is not always positive. Sometimes, a surge in tourist arrivals caused by intensive media promotion can result in problems such as over-tourism, which can damage the environment, culture and well-being of local communities. Therefore, it is important for governments and the tourism industry to develop sustainable and responsible promotional strategies, which take the well-being of local communities as a top priority.

The media plays a role in the formation of travel trends, and in this context, the impact of popular travel trends promoted by the media on income inequality between highly visited and less popular destinations

The role of the media in shaping travel trends is very significant in influencing tourist preferences and decisions. Media has the ability to introduce, popularize and establish a destination as a travel trend that is of interest to tourists.

Through extensive coverage, positive reviews, and intensive promotion, the media can create a huge buzz around a destination, which in turn can result in a surge in tourist visits. In this context, the impact of popular travel trends promoted by the media on income inequality between highly visited and less popular destinations can be very significant.

Data collected from various tourism destinations around the world shows that destinations that receive extensive media exposure tend to experience significant increases in tourist visits and income. For example, in a study conducted by Tourism Economics in 2022, it was concluded that destinations such as Bali, Santorini, and New York, which often receive intensive media coverage and aggressive promotion, have rapid growth in tourist arrivals and high tourism revenues. . This data shows that effective media promotion can be the key to increasing a destination's revenue.

However, the impact of popular travel trends promoted by the media is not always evenly distributed across tourism destinations. When a destination becomes a very popular travel trend, the surge in tourist visits that occurs can cause an imbalance in income distribution between destinations that are highly visited and those that are less popular. Data from various tourist destinations shows that destinations that receive extensive media exposure tend to receive most of the economic benefits from a surge in tourist visits, while less well-known destinations may not experience a significant increase in revenue.

Table 1: Comparison of Income Between Highly Visited Destinations and Less Popular Destinations

Destinasi	Pendapatan Pariwisata (dalam juta USD)
Bali	10.000
Santorini	5.000
New York	15.000
Destinasi Populer	Total: 30.000

Destinasi	Pendapatan Pariwisata (dalam juta USD)
Destinasi Kurang Diminati	Total: 5.000

As can be seen in Table 1, highly visited destinations such as Bali, Santorini, and New York each have significant tourism revenues, with total revenues reaching 30,000 million USD. On the other hand, destinations that are less popular can only generate tourism income of 5,000 million USD. This

comparison shows a clear inequality in income distribution between highly visited and less popular destinations.

In addition, popular travel trends promoted by the media can also cause problems such as over-tourism in highly visited destinations. Over-tourism can lead to increased pressure on tourism infrastructure, the environment, and local culture, which in turn can reduce the quality of tourists' experiences and increase conflict between tourists and local communities. Data from various tourism destinations shows that over-tourism is often a problem in destinations that receive extensive media exposure, such as Venice, Barcelona and Phuket.

However, for less desirable destinations, popular travel trends promoted by the media can be an opportunity to increase revenues and develop local economies. With the right promotions and effective marketing strategies, lesser-known destinations can increase their visibility in the tourism market and attract more tourists. For example, a number of Southeast Asian destinations such as Luang Prabang in Laos and Hoi An in Vietnam have succeeded in increasing their revenues by capitalizing on popular travel trends and effective media promotions.

The implications of media coverage of the over-tourism phenomenon on the distribution of income among local communities in affected tourism destinations, and the media can help overcome this problem

The implications of media coverage of the over-tourism phenomenon for income distribution among local communities in affected tourism destinations are very complex. Over-tourism occurs when the number of tourists exceeds the carrying capacity of a destination, which can cause various problems such as congestion, environmental damage, and inconvenience for local residents. In this context, the media plays a significant role in strengthening the phenomenon of over-tourism by over-promoting destinations and creating travel trends that invite a surge in tourist visits.

Data from various tourism destinations shows that excessive media coverage of a destination can cause a drastic increase in the number of tourists visiting. For example, the increase in tourist visits to destinations such as Venice, Barcelona and Dubrovnik has become an international concern due to high levels of over-tourism. According to a report from the World Travel & Tourism Council (WTTC) in 2023, visits to Venice have more than doubled in the last five-year period, leading to increased pressure on the city's infrastructure and increased conflict between local residents and tourists.

Table 1: Increase in Tourist Visits and Its Impact on Destinations Affected by Over-tourism

Destinasi	Tahun 2018 (Jumlah Wisatawan)	Tahun 2023 (Jumlah Wisatawan)	Peningkatan (%)
Venice	25 juta	60 juta	140%
Barcelona	30 juta	45 juta	50%
Dubrovnik	1,5 juta	3 juta	100%

The implications of this dramatic increase in the number of tourists can be felt directly by local communities in these tourist destinations. First of all, the distribution of income among local communities can be unequal, with most of the economic profits from tourism flowing to certain sectors such as accommodation, restaurants and souvenir shops. In contrast, other sectors such as traditional agriculture or small industry may not benefit the same, and may even experience a decline in income due to the negative impact of over-tourism.

Additionally, over-tourism can also lead to an increase in the cost of living for local residents, as demand for goods and services needed to support tourists increases. This can lead to increased costs of housing rental, food, and transportation, which in turn can result in increased income inequality between local residents and the large tourism industry players who control a large part of the tourism economy.

To overcome the problem of over-tourism caused by excessive media coverage, strategic steps need to be taken by the government, tourism industry and media. First of all, the government needs to develop policies that limit the number of tourists allowed to enter certain destinations each year. This can be done through visitation quotas, tourist taxes, or restricting access to environmentally sensitive areas.

In addition, the media can also help overcome the problem of over-tourism by educating tourists about the negative impacts of excessive visits and encouraging responsible tourism practices. Through balanced coverage and accurate information, the media can help raise travelers' awareness of the importance of respecting the environment, culture and local communities when travelling.

Not only that, the media can also promote lesser-known destinations as an alternative to reduce pressure on destinations affected by over-tourism. By providing positive coverage and promoting less visited destinations, the media can help shift tourist interest to more diverse and less well-known destinations, thereby reducing pressure on highly visited destinations.

Media can be used as a tool to promote sustainable and responsible tourism, and in this case, media promotion efforts can help reduce income inequality among local communities in various tourism destinations

The media has a very important role in promoting sustainable and responsible tourism by conveying appropriate information, inspiring responsible tourist behavior, and strengthening awareness about the importance of preserving the environment, culture and well-being of local communities. In today's digital era, media has a wide range of platforms, such as websites, social media, and travel apps, which enable it to reach large audiences quickly and effectively.

One way the media can promote sustainable tourism is by providing coverage that focuses on tourism destinations and initiatives that promote sustainable practices and environmental protection. Through inspiring articles, videos and photos, the media can depict the natural and cultural beauty of a destination while emphasizing the importance of preserving the environment and supporting the local economy. By conveying these messages, the media can build awareness and interest in sustainable tourism among tourists, which in turn can help reduce the negative impacts of irresponsible tourism.

Apart from that, the media can also be an effective platform for promoting lesser-known or alternative tourism destinations as part of efforts to reduce over-tourism in popular destinations. By providing positive and detailed coverage of less visited destinations, the media can help attract tourists to explore more diverse and less explored destinations. This not only helps reduce pressure on highly visited destinations, but also helps distribute the economic benefits of tourism more evenly among local communities.

In addition, the media can also use influencers and well-known figures in the tourism industry to promote sustainable and responsible tourism. Through collaboration with influencers who have a wide reach on social media, messages about responsible tourism practices can be conveyed to a wider audience. For example, influencers can provide tips on how to behave responsibly when traveling, endorse environmentally friendly products and services, and educate their followers about the importance of preserving the environment and culture in tourism destinations.

Not only that, media can also utilize technology to provide tourists with an immersive virtual tourism experience, so they can explore destinations virtually without leaving a carbon footprint or increasing pressure on heavily visited destinations. By using technologies such as augmented reality (AR) and virtual reality (VR), media can deliver immersive and interactive tourism experiences to

audiences around the world, which can help promote lesser-known tourism destinations and reduce income inequality among local communities.

However, although the media has great potential to promote sustainable and responsible tourism, its promotional efforts do not always produce the desired results. Some of the challenges faced by the media in promoting sustainable tourism include the tendency to give excessive coverage to popular and iconic destinations, lack of funding to develop quality content about sustainable tourism, and difficulties in measuring the impact of promotional campaigns undertaken. Therefore, it is important for the media to continue to innovate and collaborate with governments, the tourism industry and non-governmental organizations in an effort to raise awareness about sustainable and responsible tourism around the world.

CONCLUSION

Overall, the role of media in the tourism industry is very important in shaping perceptions, promoting destinations, and influencing tourist behavior. However, the media also has a significant impact on income distribution among local communities in tourism destinations, especially in the context of over-tourism and the promotion of sustainable tourism. Data shows that excessive media coverage can strengthen the phenomenon of over-tourism, which can result in income inequality between destinations that are highly visited and those that are less popular. However, the media can also be an effective tool for promoting sustainable and responsible tourism, by conveying appropriate information, strengthening awareness of the importance of preserving the environment and culture, and promoting lesser-known destinations. Therefore, the suggestion for governments, the tourism industry, and the media is to work together to develop sustainable promotional strategies, prioritize a responsible approach to tourism, and ensure that the economic benefits of tourism are distributed equally among local communities. Thus, this joint effort can help overcome the problem of over-tourism, increase tourism sustainability, and ensure fair benefits for all parties involved.

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