

STRENGTHENING BALI BRANDING DESTINATIONS THROUGH THE IMPLEMENTATION OF NEW CHSE HABITS (CLEANLINESS, HEALTH, SAFETY, AND ENVIRONMENT SUSTAINABILITY)

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Abstract. The Covid-19 pandemic is a condition that causes negative effects in various sectors. The tourism sector is the worst affected sector due to restrictions on travel and activities in public areas. Bali as one of the international and national tourism destinations is also experiencing a very bad condition. The rate of decline in revenue in the hotel and restaurant sector has reached 25-50 percent and will continue to decline if this pandemic continues. This is a challenge and there is a need for adaptation to tourism activities that are able to prevent and control Covid-19 in all tourist destinations and tourism service businesses.

Adapt new habits by implementing health protocols based on Cleanliness, Health, Safety, and Environment Sustainability (CHSE).

This study aims to analyze strategies to strengthen destination branding in Bali through the application of new habits, namely Cleanliness, Health, Safety, and Environment Sustainability (CHSE).

The research methodology uses qualitative descriptive methods using the SWOT analysis with the collection of data using primary data and secondary data through literature studies, social networks research results,.

From the results of the study, it can be concluded that the strengthening of destination branding in Bali can be done with Bali's readiness to implement Cleanliness, Health, Safety, and Environment Sustainability (CHSE) which is supported by the government, the tourism industry, the community, the media and the academic (pentahelix),

Keywords: Destination Branding, CHSE (Cleanliness, Health, Safety, and Environment Sustainability)

1. INTRODUCTION

The COVID-19 pandemic in March 2020 which had an impact on the paralysis of all sectors of the economy. One of the sectors hardest hit is the tourism sector. according to United Nations Conference on Trade and Development (UNCTAD) from March to December 2020, there was a significant decline in tourist arrivals worldwide, namely 74 percent compared to the previous year. (Development, 2021) This will also have an effect on the income of the state and the people who depend on the tourism sector for their livelihood. This has caused not only a health crisis but also an economic crisis. In accordance with Akan, 2007 that the increase in the economy is in line with the increase in the tourism sector where tourism is part of the macroeconomic variable (Akan, Ibrahim, & Isik, 2007). In line with that the tourism sector also absorbs a lot of labor, in 2017, the workforce in the tourism sector amounted to 12.74 million people or 10.53 percent of the total workforce in Indonesia, which is 121.02 million people. (Sugihamretha & National/Bappe,

With the existence of "lock down" policies and regulations from almost all countries which resulted in restrictions on international travel, and also with the enactment of regulations from the Indonesian government, namely Large-Scale Social Restrictions (PSBB) and also Enforcement of Restrictions on Community Activities (PPKM) regarding restrictions on travel mobility, social distance, restrictions on religious, socio-cultural activities, modes of transportation, including tourism activities. Likewise in Bali, where the government issued a policy to close tourist attractions in all areas of Bali starting March 20, 2020, resulting in a decline in tourism and also the economy in Bali. According to Hall, 2020, there needs to be a driver in the transformation so that tourism can recover. (Hall, Scott, & Gössling, 2020). In tackling the effects and helping to restore conditions due to the COVID-19 pandemic, the Government has implemented several policies, including: the government through the ministry of health, issued a Decree of the Minister of Health of the Republic of Indonesia, Decree of the Minister of Health of the Republic of Indonesia Number HK.01.07/Menkes/382/2020 concerning Public Health Protocols in Public Places and Facilities in the context of Prevention and Control of Corona Virus Disease 2019 (Covid-19). The Ministry of Tourism and Creative Industries followed up the Decree of the Minister of Health by issuing CHSE Standards and guidelines, namely Cleanliness, Health, Safety and Environmental Sustainability or the Implementation of Hygiene, Health, Safety, and Environmental Sustainability which is an operational guide for the tourism sector in the context of recovering the tourism sector.

A positive perception of the branding of tourist destinations is absolute because this is the main consideration for tourists in choosing a tourist destination. Becoming an important factor in forming a positive brand in order to create a belief in quality, competence and integrity, namely clear and credible actions both in production, attractions, physical infrastructure and service provision. (UNWTO & Alholt, 2015). Therefore, the implementation of CHSE is an effort by Bali to strengthen positive branding in the context of tourism recovery.

Bali is a tourist destination that is very attractive to foreign tourists because it has branding with a friendly community with unique and interesting cultural arts, natural beauty, mountain beaches, seas and the results of creative industries both fashion, crafts, culinary, and others that are very memorable for tourists. The majority of Balinese people are Hindu, with Denpasar as the provincial capital as well as the entrance for foreign tourists where I Gusti Ngurah Rai Airport is one of the International Airports in Indonesia. Bali is located at

8°25'23" South Latitude and 115°14'55" East Longitude, is part of the Lesser Sunda Islands, with a length of 153 km and a width of 112 km, apart from the island of Bali, the province of Bali also includes several other islands, namely Pulau Nusa Penida, Nusa Lembongan Island, Nusa Ceningan Island, Serangan Island,

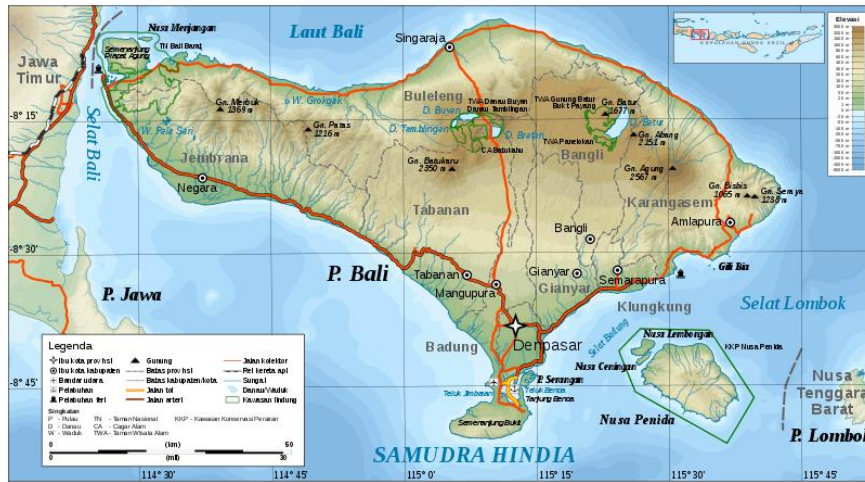


Figure 1 Map of Bali Island
Source: Wikipedia, 2020 (<https://id.wikipedia.org>)

The island of Bali consists of a cluster of volcanoes from west to east, Mount Batur and Mount Agung as well as non-volcanic mountains, namely Mount Merbuk, Mount Patas and Mount Seraya. So that the Bali area is divided into two unequal parts, namely North Bali with a narrow lowland, less sloping and south with broad and sloping lowlands. The slope of Bali consists of flat land (0-2%) 122,652 ha, Wavy Land (2-15%) Covering an area of 118,339 ha, steep land (15-40%) covering 132,189 ha. Bali Province. It has 4 (four) lakes located in mountainous areas, namely Beratan or Bedugul lakes, Buyan, Tamblingan and Batur. The beautiful nature of Bali. The other place is Ubud, the center of art and rest, which is located in Gianyar Regency. Nusa. Lembongan is one of the dive sites (diving), which is located in Klungkung Regency. Meanwhile, Kuta, Seminyak, Jimbaran and Nusa Dua Some of the places that are the main tourism destinations, both coastal tourism, Rest, and other tourist destinations, are located in Badung Regency. The province of Bali is divided into 8 regencies, 1 municipality, 55 sub-districts and 701 large villages/kelurahan. The area of Bali is 5,636.66 km² or 0.29% of the total area of Indonesia.

The main tourist destinations are Kuta and its surroundings, Legian and Seminyak, in the east of the city such as the Sanur area, the city center as Ubud, and in the south there are Jimbaran, Nusa Dua and Pecatu. Bali is a complete and integrated tourist destination. It has many interesting tourist attractions, including: Kuta Beach, Padang - Padang Beach, Tanah Lot Temple, Lake Berratan Bedugul, Garuda Wisnu Kencha (GWK), Lovina Beach with dolphins, Besakih Temple, Uluwatu, Ubud, Munduk, Kintamani, Amed, Tulamben, Menjangan Island and many others. Bali also has several tourist centers based on children's education as zoos, three-dimensional museums, water parks and turtle fishing grounds as well as the development of tourist villages.

Table 1 Recap of the Number of Tourist Attractions Based on the Decree of the Regent/Mayor in Bali Year 2019

No	District / City	Category			Amount	Note:
		Natural	Culture	Artificial		
1	Badung	29	8	2	39	
2	Bangli	24	17	2	43	-
3	Buleleng	46	31	9	86	
4	Denpasar	2	7	1	10	1 DTW No Operating Again
5	Gianyar	22	34	5	61	
6	Jembrana	11	2	2	15	According to the old decree
7	Karangasem	43	12	4	59	
8	Klungkung	8	9	0	17	According to the old decree
9	Tabanan	18	4	2	24	
	TOTAL:	203	124	27	354	

Source: AgencySource: Bali Provincial Tourism Office (2020)

This study aims to analyze the strategy of strengthening destination branding through the application of new habits, namely Cleanliness, Health, Safety, and Environment Sustainability (CHSE) in tourist destinations in Bali.

2. LITERATURE REVIEW

2.1 Tourism

Bali is a favorite tourist destination for foreign and domestic tourists. Bali is very famous for its culture and hospitality. According to Law no. 10, 2009 With regard to tourism, tourism is a travel activity carried out by a person or group of people who visit certain places for the purpose of recreation, personal development or learning the uniqueness of the tourist objects visited for a temporary period. Meanwhile, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. (Republic of Indonesia, 2009). According to the law of the Republic of Indonesia number 10 of 2009 concerning Tourism Chapter I, Article 5, it also provides an understanding of tourist attractions, namely tourist attractions "are everything that has uniqueness, beauty, and value in the form of natural, cultural and cultural products. And humans targeted or tourist destinations. There are 4 (four) components that must be owned by tourist attractions: (1) First, attractions, such as interesting nature, regional culture (artificial) Performing Arts; (2) Second, accessibility, such as transportation and Local terminal; (3) Third, facilities or facilities (amenities), such as access to accommodation, restaurants and travel agents; (4) additional services, namely tourism service organizations, such as management organizations Tourism Marketing (Cooper & Hall, 2008). Tourism in Bali has complied with the criteria of Law No. 10, 2009, where Bali has attractions of the uniqueness, beauty, and added value of nature, culture and also the creativity of the culture and innovation of the Balinese . and value in the form of natural, cultural and cultural products. And humans targeted or tourist destinations.

2.2 Brand , Destination Branding , Branding Image

The success of tourism is largely determined by the positive branding perception of a destination created. There are several literature regarding the brand. A brand is a symbol or name (logo, package design or trademark) which aims to identify the goods or services of one seller or group of sellers that can differentiate their goods and services from those of competitors.. (Aaker, 1991). According to the American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, at identifying the goods and services of A seller or group of sellers and to differentiate them from the competition". Therefore, a brand is more than a product, since it may have dimensions that differentiate it in some way from other products designed to satisfy the same need. This differences It can be rational and tangible related to the performance of the product of the brand, or more symbolic, Emotional and intangible are related to what the brand represents. (Keller, 2013). The brand is an important management tool that is used to achieve differentiation and create a sustainable competitive advantage. Initially, the external brand only carried out advertising campaigns, but now the brand also includes good internal communication that can also attract tourists to come and also provide a memorable experience as described in the brand. (Kotler & Keller, 2012)

Meanwhile Destination Brand as A name, symbol, logo, wordmark or other chart which identifies and differentiates the destination; the promise of a memorable travel experience that is particularly associated with the destination; It also serves to consolidate and strengthen The memory of pleasant memoirs of the destination experience. (Ritchie & Ritchie, 1998). The destination brand is all marketing activities that (1) support the creation of a name, symbol, logo, mark of words or another graphic that easily identifies and differentiates a destination; That (2) systematically transmits the expectation of a memorable travel experience which is particularly associated with the destination; this (3) to consolidate and reinforce emotions connection between the visitor and the destination; and (4) reduce consumer research costs and the perceived risk. Collectively, these activities are used to create a destination image that positively influences the choice of consumer destination. (Blain, Levy, & Ritchie, 2005). The destination Branding aims to identify, describe and distinguish destinations and communicate them as part of their appeal to tourists to experiment with these features and characteristics that make them unique and attractive. (Campelo, Aitken, Thyne, & Gnoth, 2013). In conclusion, if a tourist destination has a positive reputation and perception with the formation of a unique differentiation / difference with other destinations, and continuously, continues to communicate with products and value for money and other values observed, and they consolidate, strengthen emotional bonds. as well as a tourist destination.

The brand image creates a mental structure that helps consumers increase their knowledge of products and services so that it helps their decision-making, it is a process, which gives value to society. In this case, the Company must have a trademark strategy that guarantees consumers believe in the differences or uniqueness of the products and services provided. The brand strategy can not be separated from a long process of a product, including how the product itself is, both the variety of products, the quality, the design, the characteristics, the Packaging and service, communication of products to customers, information received , customer observations, payments, interactions with channels. A marketer is integrated marketing done by a company or producer, which finally creates value for the product. (Kotler & Keller, 2012)

2.2 CHSE's new habit of Cleanliness, Health, Safety and Environmental Sustainability

The CHSE (Cleanliness, Health, Safety, and Environment Sustainability) health protocol, is a concept of the Ministry of Tourism and Creative Economy in the context of preventing and controlling Covid 19 with the tag line "Indonesian Tourism is Ready" covering eight sub-sectors prepared with CHSE guidelines, namely: Hotels, Restaurants, Tourist Attractions, Rafting, Pondok Wisata, Diving, Travel and Golf Transportation Business. The CHSE guidelines themselves refer to the Health protocol of the Indonesian Ministry of Health. The purpose of CHSE is to increase efforts to prevent and control COVID-19 for the community in public places and facilities in order to prevent the occurrence of new epicenters/clusters during the pandemic. The scope of this health protocol includes efforts to prevent and control COVID-19 in public places and facilities by paying attention to aspects of individual health protection and critical points in public health protection, involving managers, organizers, or persons in charge of public places and facilities as well as the user community. . The CHSE Guidelines according to the Ministry of Tourism are the scope of cleanliness, Health, Safety, and Environmental Sustainability and guidelines for Management as well as employees, tourists, and other parties.

1. Cleanliness

Washing hands with soap/using hand sanitizer, Availability of facilities for washing hands with soap, Cleaning of spaces and public goods with safe and appropriate methods and disinfectants/other cleaning liquids, Free of vectors and disease-carrying animals, Cleaning and completeness of clean toilets and clean trash cans

2. Health

Avoid physical contact, maintain safe distance, prevent crowds , Do not touch the face, especially eyes, nose, mouth , Check body temperature , Wear necessary PPE , Apply cough and sneeze etiquette Clean and hygienic food and beverage management, Health equipment and supplies simple, public spaces and workspaces with good air circulation, handling for visitors with health problems when doing activities on site.

3. Safety

Emergency rescue procedures, Availability of first aid kits, Availability of fire extinguishers, Availability of gathering points and evacuation routes, Ensuring electronic devices are turned off when leaving the room, Media and communication mechanisms for handling emergency conditions

4. Environmental Sustainability

The use of environmentally friendly equipment and materials, efficient and healthy use of water and energy sources in order to maintain the balance of the ecosystem, waste and liquid waste processing is carried out completely, healthy and environmentally friendly, the surrounding environment is beautiful and comfortable, either naturally or with technical engineering, Monitoring and evaluation of the implementation of guidelines and SOPs for the Implementation of Hygiene, Health, Safety, and Environmental Sustainability (Ministry of Tourism, 2021)

The CHSE guidelines broadly cover entrances, counters/lobby, room facilities, restaurants, kitchens, offices, employee rooms, locations for organizing tourist activities, other public area facilities.

2. RESEARCH METHODS / METHODOLOGY

A quantitative approach to determine the strategies used to strengthen Balinese memory, through the new Habits of CHSE. Branding Bali collecting data with literature studies, interviews and documents studies. The study method is compiling variables and indicators with respect to the brand concept and is seen from appearance, namely, as attractive nature, regional cultural (artificial) actions;

(2) second, accessibility, such as local transport and terminals; (3) third, facilities or amenities, such as access to accommodation, restaurants and travel agents; (4) ancillary services, and as well as the implementation of the CHSE protocol such as the strengthening and restoration of Bali tourist destinations.

This study uses SWOT analyzes, where the result is a strategy. According to Rangkuti, SWOT analysis is a systematic analysis of various factors to formulate a strategy. This SWOT can maximize strengths, opportunities, and also the opportunities that can be obtained from weaknesses and threats. Strengths is a factor of force that is owned by a company, such as competent human resources, variety of products, quality, differentiation as a differentiator from its competitors. Weakness is a factor of weakness or limitations in several ways, such as the effectiveness of segmentation, transportation. Although it can be said that skill opportunities or opportunities are several situations that provide opportunities for a company to develop. And threats or threats are unfavorable factors for an institution or company. The tool used to develop strategic factors is to use the SWOT matrix. Where this Matrix can provide a clear image of how the company's opportunities and threats will be adjusted to the strengths and weaknesses that will eventually produce four alternative strategies, namely: Strategy of Strength - Opportunity (SO), Strategy Strength - Threat (ST), weakness of the strategy - Opportunity (WO), Weakness - Threat Strategy (WT) (Rangkuti, 2014)

3. RESULTS AND DISCUSSION

In accordance with has been explained, that research uses variables: Attractions, Amenities, Accessibility, ancillary services, Destination Branding, and Application of the CHSE Protocol in restoring and strengthening Bali's Branding as a Clean, Healthy, Safe, and Sustainable environment destination. Attached below is a SWOT Matrix which can provide a clear picture of how opportunities and threats will be matched with strengths and weaknesses which will ultimately result in four alternative strategies

Table 2. SWOT MATRIX OF BALI TOURISM DESTINATIONS

IFAS	STRENGTH	WEAKNESS
EFAS	<ol style="list-style-type: none"> 1. Bali has a unique culture and natural beauty as well as cultural creations so that it becomes very famous and popular both domestically and abroad. 2. Have kAvailability of accommodation, restaurants, tourist attractions, travel agencies, adequate tourism support facilities 3. The affordability of Bali from all access by air, sea, land with various modes of transportation, as well as good road infrastructure to DTW 4. There is good cooperation between the government and the community / village customs 5. Strong branding about hospitality, comfort, uniqueness, diversity of attractions, relationships with close residents, with high public awareness about tourism, increases the level of tourist satisfaction so that a memorable experience is formed. 	<ol style="list-style-type: none"> 1. Strengthening the legal policy umbrella regarding the implementation of CHSE 2. Lack of CHSE Funding 3. CHSE Implementation Management that is not yet optimal 4. Publication and dissemination of CHSE implementation to the public and tourists

<p>OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Strengthening digital marketing and information technology, social media. 2. Develop Special Interest Tourism, such as sports, spa, shopping, spiritual with the package 3. Increase collaboration with academics, entrepreneurs and media in strengthening CHSE branding 	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Strengthening Destination Branding Bali through information technology, digital marketing, social media that highlight the uniqueness of culture, attractions, amenities, and accessibility, natural beauty, hospitality so as to form memorable experience for tourists 2. Product development - Special Interest Tourism (packages), with clear segments, targets and positioning by considering prices, promotions and distribution channels by strengthening pentalex collaboration (government, entrepreneurs, academics, communities, and media) 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Strengthening the legal umbrella for the implementation of CHSE with clear law enforcement for violators of the health protocol (CHSE), and socializing to the public with the help of information technology such as through social media and others 2. There is collaboration from the central government, regional governments, companies, communities, by mobilizing academics and the media For funding and implementation management, as well as publication of the CHSE protocol in all tourist destinations in Bali
<p>THREATS</p> <ol style="list-style-type: none"> 1. Crisis Pandemic Covid 19 disease 2. Economic conditions, global health with Competition with other countries 3. Ignorant tourist behavior regarding CHSE 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Restoring Bali tourism by implementing the CHSE protocol and communicating and strengthening the Bali safe to tourist branding 2. Socializing CHSE habits in the daily behavior of the community and tourists 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Ensure that the strategy of strengthening Bali's branding with CHSE can work, and evaluate the results for improvement.

SO Strategy

1. Strengthening the Bali destination mark through information technology, digital marketing, social networks that highlight the uniqueness of culture, attractions, amenities and accessibility, natural beauty, hospitality to form an experience Unforgettable for tourists. Forming emotional perception with feelings, emotions, moods, and tourist's impressions will affect the perception of something that is believed to influence the decision to travel.
2. Product Development: Tourism of Special Interest (package), with specific target segments, as well as positioning when considering prices, promotions, and distribution channels by strengthening collaboration by Pentalex (Government, businessmen, academies, communities and media).
3. Alternative strategy by doing Virtual Tourism so as to be able to form positive perceptions and influence in the selection of tourist destinations

ST Strategy

1. Restoring Bali tourism by implementing the CHSE protocol and communicating and strengthening the Bali Safe to tourist Branding
2. Socializing CHSE habits in the daily behavior of the community and tourists.

WO Strategy

1. Strengthening the legal umbrella for the implementation of CHSE with clear law enforcement for violators of the health protocol (CHSE), and socializing it to the public with the help of information technology such as through social media and others, as well as publications for tourist destinations that have implemented CHSE habits
2. There is collaboration from the central government, regional governments, companies, communities, by mobilizing academics and the media for funding and also CHSE implementation management, as well as publication of the CHSE protocol in all tourist destinations in Bali

WT Strategy

1. Ensure that the strategy of strengthening Bali's branding with CHSE can run, and evaluate the results and if not achieved, analysis of obstacles for improvement
2. Carry out the programmed market researched to help understand the desires and conditions of the market and adapt to the segments and objectives of the market so that they can compete.

CONCLUSION

Bali is a favorite tourist destination for foreign and domestic tourists. Bali is very famous for its culture and hospitality. Balinese branding is strongly attached to hospitality, comfort, uniqueness, the diversity of attractions, relations with nearby residents, with a great public awareness of tourism, increasing the level of tourism satisfaction so that an experience memorable formed.

The Covid-19 pandemic has had a very severe effect on tourism in Bali. It is expected that the actual action with the implementation of the new Habits of CHSE can restore tourism in Bali. The strategy to strengthen the brand with CHSE requires a collaboration of Penta Helix, namely the Government, employers, academics, academics, communities, and the media of socialization, implementation, monitoring and evaluation for That the Bali brand is safe for tourists will soon materialize .

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