

# MANAGEMENT IMPLEMENTATION OF PUPUTAN BADUNG STORYNOMICS IN DENPASAR CITY TOUR, BALI



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Bali, October 2021

Writer

# **MANAGEMENT IMPLEMENTATION OF PUPUTAN BADUNG STORYNOMICS IN DENPASAR CITY TOUR, BALI**

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## **ABSTRACT**

This study aims to determine the management implementation of the Storynomics concept of the Puputan Badung war story in the City Tour of Denpasar City and determine the management implementation model that can be used. The data collection methods used are interviews, participatory observations, documentation and FGDs. The technical analysis data used include POAC Implementation, Storynomics Approach, City Tour Concept, and Marketing Communication. Storynomics tourism as one of the concepts echoed by the current government in its aim to promote historical and heritage stories in tourist destinations has been eyed to begin developing in each region in Indonesia. Denpasar City has started to adopt the concept of storytelling in packaging historical stories, but the synergy built between each stakeholder has not been optimal. So that good cooperation is needed between each related party in developing the concept of Storynomics tourism in a sustainable manner in the future. So that the Denpasar tourism promotion media becomes wider. The development of this new marketing pattern is expected to be adopted by the government and tourism actors involved in it. So that it gives rise to a contribution in the form of optimal economic improvement both to Regional Original Income (PAD), the tourism supporting sector around tourism objects, the public society, as well as contributing knowledge and historical information.

**Keywords :** POAC implementation, Storynomics concept, Communication Marketing, City Tour

# **MANAGEMENT IMPLEMENTATION OF PUPUTAN BADUNG STORYNOMICS IN DENPASAR CITY TOUR, BALI**

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## **ABSTRAIT**

Cette étude vise à déterminer la mise en œuvre de la gestion du concept Storynomics de l'histoire de la guerre de Puputan Badung dans le City Tour de Denpasar et à déterminer le modèle de mise en œuvre de la gestion qui peut être utilisé. Les méthodes de collecte de données utilisées sont les entretiens, les observations participatives, la documentation et les discussions de groupe. Les données d'analyse technique utilisées incluent la mise en œuvre du POAC, l'approche Storynomics, le concept de visite de la ville et la communication marketing. Le tourisme storynomics, l'un des concepts repris par le gouvernement actuel dans son objectif de promouvoir les histoires historiques et patrimoniales dans les destinations touristiques, devrait commencer à se développer dans chaque région d'Indonésie. La ville de Denpasar a commencé à adopter le concept de narration dans l'emballage des histoires historiques, mais la synergie construite entre chaque partie prenante n'a pas été optimale. Une bonne coopération est donc nécessaire entre chaque partie liée pour développer le concept de tourisme Storynomics de manière durable à l'avenir. Pour que les médias de promotion du tourisme de Denpasar s'élargissent. Le développement de ce nouveau modèle de commercialisation devrait être adopté par le gouvernement et les acteurs touristiques impliqués. Pour qu'il donne lieu à une contribution sous forme d'amélioration économique optimale à la fois au Revenu Origineel Régional (DPA), au secteur porteur du tourisme autour des objets touristiques, à la société publique, ainsi qu'à l'apport de connaissances et d'informations historiques.

Mots clés : Mise en place du POAC, Concept Storynomics, Communication Marketing, City Tour

## **SUMMARY**

This study aims to determine the management implementation of the Storynomics concept of the Puputan Badung war story in the City Tour of Denpasar City and determine the management implementation model that can be used.

Storynomics as a concept that puts forward narration and storytelling of stories, culture and destinations is quite attractive to tourists. Therefore, it is necessary to develop this concept so that it becomes an option in dealing with the current conditions. This concept has also developed a lot as a way of promoting destinations by using digital and online media. Also has an offline one by using an intermediary tour guide as a person who narrates a story in a related destination.

The management function is involved in this context. The dimensions used are POAC: planning, organizing, actuating and controlling which aims to analyze the storynomics concept in the City Tour of Denpasar City. So that later the POAC itself can be used as a benchmark for whether the management function of this concept is optimal or not.

Based on the results of the interview, it was found that the function of Storynomics itself has not been used optimally to promote stories that develop in a destination. The tendency is that only a few parties who are involved in tourism services use the concept of Storynomics as a means of actively communicating this history. While the rest prioritize the function of online media. So if someone does an on the spot tour, it will be difficult to find clues and historical information. Therefore, it is necessary to conduct research for the development of tourist destinations through the storynomics storytelling concept.



# CHAPTER I

## INTRODUCTION

### 1.1 Background

Tourism is a sector that is at the heart of Bali's economy. This is reflected in the large number of people who depend on the tourism sector to find a source of income. Bali as an icon of Indonesian tourism is also known as the Island of the Gods and the Island of a Thousand Temples. Some of these expressions cannot be separated from the potential for tourism in Bali which has beautiful nature, arts and culture, tourist attractions etc. The development of tourism in Bali demands the readiness and availability of tourism supporting facilities. Besides that, there is one thing that is no less important, namely the existence of cultural heritage. The development of the tourism industry in Bali to date is inseparable from the existence of heritage, namely historical heritage from previous generations. Heritage here becomes an important element that shows the identity and description of an area. Denpasar City has several temples, museums, temples, markets, literary works that complete it as the Capital of the Province of Bali. In an effort to develop Denpasar City Tour, there is a role for cultural heritage in a destination that has the potential to be explored further. With the existence of tourist activities in Denpasar in line with the City Tour rules, Denpasar City will have a good impact on increasing tourist visits and in terms of the economy of the local community.

However, the current massive COVID-19 pandemic throughout the world has resulted in weakening developments in the tourism industry, which has had a very significant adverse impact on tourism development in

Bali. This is reflected in the decrease in foreign tourists coming to Bali when compared to the previous year. The following is data on foreign tourist arrivals by nationality:

**Table 1.1**  
**10 Main Countries of Tourist Arrival by Nationality January – July 2019 and January – July 2020 in Bali**

No	Nationality	Tourists January-July 2020				Foreign Tourists Jan-July 2019 (Visiting)	Change of Foreign Tourists Jan-July 2020 Against Jan-July 2019 (%)
		Airport (Visit)	Seaport (Visit)	Total (Visit)	Percentage (%)		
1	Australia	217.981	4.378	222.359	21,17	666.373	-66,63
2	China	116.971	104	117.075	11,15	730.969	-83,98
3	India	67.361	4	67.365	6,41	219.087	-69,25
4	Russia	56.536	29	56.565	5,39	79.686	-29,02
5	Japan	47.416	729	48.145	4,58	133.563	-63,95
6	United States	46.226	703	46.929	4,47	155.114	-69,75
7	United Kingdom	45.466	1.044	46.510	4,43	155.606	-70,11
8	South Korea	42.433	54	42.487	4,05	109.323	-61,14
9	Malaysia	30.914	10	30.924	2,94	95.193	-67,51
10	France	29.289	15	29.304	2,79	102.334	-71,36
11	Others	340.668	1.808	342.476	32,61	1.012.857	-66,19
Total		1.041.261	8.878	1.050.139	100,00	3.460.105	-69,65

Source : Central Bureau of Statistics of Bali Province, 2021

Table 1.1 shows that foreign tourists visiting Bali via airport and port routes in 2020 experienced a very significant decrease compared to 2019. Where the average percentage decline in visits was -69.65%. This explains that the COVID-19 pandemic has played a major role in causing a decline in tourist arrivals.

In line with domestic visits to Bali which also experienced the same thing as shown in Table 1.2, where there was a significant decline in 2020 due to the COVID-19 pandemic. The following is data on domestic tourist visits to Bali per month, 2004-2020 based on BPS:

**Table 1.2**  
**Domestic Tourist Visits to Bali per Month, 2004-2020**

Months	2004	2005	2006	2007	2008	2009	2010	2011	2012
January	167 106	174 515	202 857	181 266	225 955	264 915	349 575	280 588	333 199
February	133 660	161 808	161 413	144 425	190 792	204 419	238 789	340 508	305 934
March	118 369	194 411	171 795	161 009	221 181	255 203	202 995	358 313	307 616
April	129 730	174 033	192 182	165 509	206 631	247 100	396 898	385 228	331 378
May	142 186	190 855	188 152	183 736	226 339	289 635	421 369	463 452	525 076
June	167 718	201 990	204 284	214 957	256 448	304 213	455 456	568 264	569 635
July	212 463	254 264	245 909	244 032	329 362	340 610	489 307	573 103	524 334
August	171 034	217 782	218 117	217 822	259 511	280 972	377 570	440 751	661 334
September	168 420	218 382	196 167	181 846	205 304	352 257	594 662	609 633	572 359
October	150 827	168 684	238 721	299 724	306 112	330 337	391 722	526 302	667 703
November	269 132	259 543	234 308	204 579	203 416	285 526	361 395	574 016	545 348
December	207 541	192 242	220 882	285 739	267 742	365 948	366 605	554 963	719 642
<b>BALI</b>	<b>2 038 186</b>	<b>2 408 509</b>	<b>2 474 787</b>	<b>2 484 644</b>	<b>2 898 793</b>	<b>3 521 135</b>	<b>4 646 343</b>	<b>5 675 121</b>	<b>6 063 558</b>
<b>Growth</b>		<b>18,17</b>	<b>2,75</b>	<b>0,4</b>	<b>16,67</b>	<b>21,47</b>	<b>31,96</b>	<b>22,14</b>	<b>6,84</b>
Months	2013	2014	2015	2016	2017	2018	2019	2020	2021
January	426 360	517 500	528 506	597 558	658 308	743 456	793 527	879 702	
February	369 525	296 581	483 221	513 852	520 462	655 719	692 113	721 105	
March	431 393	255 403	503 311	576 438	618 834	762 622	787 616	567 452	
April	403 211	318 800	528 668	534 395	705 710	777 287	795 997	175 120	
May	456 491	385 366	651 089	647 790	646 467	682 521	656 082	101 948	
June	785 053	667 201	571 646	1 035 563	659 718	1 156 151	1 287 877	137 395	
July	474 769	682 941	799 765	1 084 950	890 368	906 347	935 930	229 112	
August	878 278	843 958	641 684	704 662	790 323	770 364	925 360	355 732	
September	473 697	615 429	557 081	725 240	832 026	774 144	812 003	283 349	
October	758 351	549 998	619 599	685 244	732 720	762 124	853 007	337 304	
November	678 748	468 743	529 381	655 962	741 649	806 397	852 626	425 097	
December	840 660	792 387	733 149	882 026	939 048	960 859	1 152 901	382 841	
<b>BALI</b>	<b>6 976 536</b>	<b>6 394 307</b>	<b>7 147 100</b>	<b>8 643 680</b>	<b>8 735 633</b>	<b>9 757 991</b>	<b>10 545 039</b>	<b>4 596 157</b>	
<b>Growth</b>	<b>15,06</b>	<b>-8,35</b>	<b>11,77</b>	<b>20,94</b>	<b>1,06</b>	<b>11,7</b>	<b>8,07</b>	<b>-56,41</b>	

Source : Central Bureau of Statistics of Bali Province, 2021

When viewed from the scope of the district, the following table is attached to foreign and domestic tourists staying in Denpasar City:

Table 1.3  
Development of tourists staying in Denpasar City, 2016-2020



Source : Denpasar City Police Office

Table 1.3 reflects that there has been a decline in tourism demand caused by tight government regulations related to travel restrictions, especially traveling, strict health regulations, and people who prefer to stay at home in order to reduce the spread of the COVID-19 virus.

However, the Denpasar City government continues to strive to encourage tourism in accordance with the vision and mission of "Creative City with Cultural Insights" by implementing new standards prepared by the Ministry of Tourism and Creative Economy, namely: "Cleanliness, Health, Safety, and Environment Sustainability" strictly for the sake of support the development of tourism in this pandemic era in Denpasar.

The Denpasar City government is driving the Denpasar Heritage City Tour program by providing a tourist concept using decorative dokars as a characteristic of the mode of transportation to get around Denpasar City by passing a predetermined route, namely the Bali Museum, Jagatnatha Temple, Puri Agung Jrokuta, Badung Market, Jalan Gajah Mada, Catur Muka Area, and Hotel Inna Bali. Some of these places have a history for the city of Denpasar so that in the end it was developed into a Heritage City Tour for tourism purposes.

Currently, the government in stimulating the pace of tourism development has also introduced a tourism approach called Storynomics Tourism which puts forward narrative forms, creative content and living culture and uses the power of culture as a destination DNA. The existence of this approach is expected to accelerate tourism development which increases tourist visits in Denpasar. However, along with the introduction of this approach in Indonesia in 2019 which coincided with the emergence of the COVID-19 pandemic, this certainly had an impact on the effectiveness of the function of this approach. The problems that arise are the not yet optimal function of the Storynomics supporting facilities in introducing Puputan Badung as one of the history of the Puputan war in Bali, as well as the readiness of its human resources in informing about this history. In addition, many new tourist destinations have emerged which will certainly provide many choices for tourists. So the Storynomics Tourism approach must be more innovative to attract tourists to visit, especially after the COVID-19 pandemic. Thus, based on the above background, researchers are interested in raising the title "Management Implementation of Puputan Badung Storynomics in Denpasar City Tour, Bali".

This research is an applied tourism research that uses a qualitative descriptive approach. This research contains Management Implementation Storynomics Tourism modeling which is expected to provide feedback to City Tour managers in Denpasar City in managing historical stories, myths,

legends and so on so that they have added value, become entertainment for tourists, and can also educate tourists. The qualitative descriptive approach aims to explain and understand the meaning of the interaction of human behavior in certain situations.

## **1.2 Problem Formulation**

From the background of the problems described above, the formulation of the problem is:

- a. How is the management implementation of Puputan Badung storynomics in Denpasar City Tour?
- b. What model could be taken from the management implementation of Puputan Badung storynomics in Denpasar City Tour?

## **1.3 Research Objectives**

From the formulation of the existing problems, it can be determined the objectives of this research are:

- a. To identify the management implementation of Puputan Badung storynomics in Denpasar City Tour
- b. To find out the model that could be taken from the management implementation of Puputan Badung storynomics in the Denpasar City Tour

## **1.4 Research Benefits**

### **For Students**

1. It is an academic requirement in completing the Master of Applied Tourism Planning program at the Bali State Polytechnic Tourism Department and International Hospitality Management at the University of Angers.
2. Become a reference for the knowledge possessed while in the world of lectures compared to the reality faced in the field. Thus enriching insight into the subject matter studied.

**For Politeknik Negeri Bali, University of Angers, Tourism Office and related parties**

The results of this study are expected to provide a reference for future studies and can provide additional references for the learning process on campus. So that the results of this study contribute input to local governments related to management modeling for Storynomics Puputan Badung in relation to destination development in City Tour Denpasar.

**1.5 Systematics of Writing**

In this study, the systematics of writing are arranged based on chapter by chapter which will be explained as follows:

**CHAPTER I INTRODUCTION**

This chapter contains the background of the problem, the phenomena found at the research locus, the formulation of the problem, the objectives and benefits of the research, and the systematics of writing.

**CHAPTER II LITERATURE REVIEW**

This chapter contains the theoretical foundations related to research, frameworks of thinking, the results of previous studies that are relevant to the research that will be discussed, and research model.

**CHAPTER III RESEARCH METHODS**

This chapter contains the research approach, research flow chart, research location, data types and sources, informant determination techniques, data collection methods and techniques, data analysis techniques, and data analysis results presentation techniques.

**CHAPTER IV OVERVIEW OF DENPASAR CITY AND PUPUTAN BADUNG TOUR**

This chapter contains an overview of the research location

## **CHAPTER V RESULTS AND DISCUSSION**

This chapter contains the results and discussion of each problem formulation

## **CHAPTER VI CONCLUSION**

This chapter contains conclusions, suggestions, and further research

## **CHAPTER V**

### **RESULTS & DISCUSSION**

#### **RESULT**

In its development, the concept of Storynomics as one of the marketing concepts and the introduction of both a story and a destination has the potential to grow wider. This concept provides tourists with knowledge and education about the history that has occurred in the past. So that tourists do not just visit and have recreation, but also benefit from the stories shared by tour guides who guide tourists when visiting. As a result, many tourists are interested in the arrangement of the City Tour and Storynomics concept. This is in line with information quoted from the Head of the Tourist Attractions Section of the Denpasar City Tourism Office, Gusti Komang Agung Widnyana which stated that a total of 38,347 tourists visited the Denpasar City Heritage City Tour in 2016, with a concentration of 16,902 foreign tourists and domestic tourists. as many as 21,445 people. The amount of tourist interest to visit and find out what destinations are in the City Tour of Denpasar City shows that the development of the Denpasar Heritage City Tour concept which was launched by the Mayor of Denpasar, namely IB Rai Dharmawijaya Mantra in 2015 went well.

However, the Storynomics concept itself has not been applied to all stories and destinations in the Denpasar City Tour program because the idea for this concept only emerged in the middle of 2019, so that further development and innovation can still be carried out in perfecting this program.

Puputan Badung as part of the Denpasar City Tour requires readiness to implement management functions in terms of managing all existing stories, not only about the Puputan Badung war story, but other stories related to history and cultural heritage in supporting tourism growth in the City. Denpasar. The Denpasar City Tourism Office has promoted

existing tourist destinations both offline and online. However, the management function of the historical and heritage stories in Denpasar City is not fully implemented. There are management limitations where the focus is only on marketing tourist destinations and also transportation as a medium that facilitates tourists and residents who want to take advantage of existing facilities to find out about what is in Denpasar City Tour.

This limitation is a barrier for the Denpasar City Tourism Office to be able to take further action on assets owned within the Denpasar area. The stories about history and heritage are still managed by the Bali Provincial Government. This is certainly a dilemma, where the development of the Storynomics concept launched by the President of Indonesia in 2019 is still stalled due to the lack of synergy between the relevant governments that oversee this development. The ineffectiveness of the synergy between each agency should be a concern, so that the existence of historical stories and cultural heritage in the future can provide optimal output to relevant stakeholders, whether it is seen from the increasing tourist visits to destinations, the growing number of tourists staying overnight, to the increasing number of tourists staying at the destination. local revenue from the tourism sector, so that it will initiate the emergence of needs such as transportation to modern tourist destinations such as travel and traditional ones such as gigs, absorption of local human resources as a form of community empowerment, as well as optimal preparation of supporting infrastructure facilities, as well as participating in the economic growth of the community around the City Tour Denpasar because it was affected by the success of the program run by the government.

Reflecting on the above conditions, sustainability is needed to support the role of the Storynomics concept so that it can survive and adapt as well as have sustainability and can develop with situations and conditions that change from time to time. UNWTO as the world organization that oversees the field of tourism has stated that sustainable tourism

development is tourism that takes full account of current and future economic, social and environmental impacts, meets the needs of visitors, industry, the environment and host communities (UNEP and UNWTO, 2005).



Figure 5.1 Sustainable Development Goals

There are 3 main things in the concept of sustainable tourism that must be implemented properly based on UNEP and UNWTO (2005) including:

1. Make optimal use of environmental resources which are key elements in tourism development, maintain important ecological processes and help preserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of the host community, preserve the cultural heritage and traditional values built on them and their lives, and contribute to intercultural understanding and tolerance.

3. Ensure long-term viable economic operations, provide equitable distribution of socio-economic benefits to all stakeholders, including stable employment and income-generating opportunities and social services for local communities, and contribute to poverty alleviation.

With these 3 concepts in order to achieve the right balance, it is necessary to function from these three dimensions to ensure its long-term sustainability. Tourism development itself requires synergy from relevant stakeholders, as well as strong political leadership to ensure wider community participation. To be able to achieve sustainable tourism, management concepts are also needed such as planning for what kind of sustainability, organizing structures, showing results and overseeing the development of this tourist destination itself. However, sustainable tourism must maintain a high level of tourist satisfaction, provide a different experience for tourists and know about the issues that are circulating, to be able to adapt, and be able to promote sustainable tourism in the future.

In connection with the sustainability of the development of the concept of Storynomics Tourism in the City Tour of Denpasar City, it can be seen that the management role of existing stakeholders is related to its management. The approach taken is using the theory of POAC organizational management which was popularized by George R. Terry in 1958. This theory explains 4 important points in the formation of POAC, namely: planning, organizing, actuating, and controlling.

Planning is the process of compiling a framework in pursuit of the goals to be achieved by companies and individuals. Planning itself consists of several factors that influence it, namely:

- Specific: the planning that has been carried out must be clearer and sharper in terms of its aims and objectives, as well as other things such as the required resources.

- Measurable: the plan that has been prepared must be able to measure the level of success
- Achievable: plans that have been made must be measurable, achievable and not in the form of wishful thinking
- Realistic: In preparing a business plan, we must think realistically about what things can be done and what can't
- Time: In planning, it is necessary to prepare a time limit related to the process of supply to completion, and this aims to evaluate the workings and results of the plan

Organizing is the process of organizing the team that will work on the plans that have been built. Organizing itself aims to utilize all available resources, especially human resources with the target of turning plans into real actions. In the case of Denpasar City Tour, the organizers are the Bali Provincial Tourism Office in collaboration with the Denpasar City Tourism Office, tour & travel in city tours, tour guides and dokar drivers.

Actuating is the implementation of plans in the form of concrete actions as an effort by companies and agencies to realize their goals. Thus providing benefits to other parties who have a need. As for the Denpasar City Tour, there are already actuating forms such as the availability of gig facilities to support tourism transportation, and a tour guide that explains the history of each destination.

Controlling, which is an action carried out aimed at ensuring that the business that has been carried out is running according to the planning flow at the beginning. As for those who do controlling more to the mid-level and top-level management. Another benefit of controlling is the ability to see potential deviations, if something goes wrong, it can be done immediately. to be repaired and prepared as a warning letter. The impact on the city tour is that relevant stakeholders can decide on the next steps for a destination development, see what needs to be improved, and maintain what is already

good, so that the decisions taken are right on target and the results of the decisions are still based on existing data.

Based on the research proposed by Putra et al (2016) there are several types of City Tour tour packages in Denpasar City including:

1. Melali to Castle
2. Beautiful Cultural of Denpasar City Tour
3. Denpasar Heritage City Tour
4. Historic Denpasar City Tour



Figure 5.2 Route of Horse-Cart  
Source : Google, 2021

The various types of City Tour tour packages in Denpasar provide options for tourists to determine which are their interests and are distinguished by each function, so that tourists can come back to see other tour packages because the duration of each tour package is quite long. in order to provide convenience for tourists in seeing and knowing what the contents of the tour package are. With the variety of tour packages, it

provides an alternative for relevant stakeholders, in this case the government, to see the effectiveness of the programs that have been implemented, whether everything is going well or whether innovation from several sectors is still needed to be developed further.

## **5.1 Management Implementation of Puputan Badung Storynomics in Denpasar City Tours**

### **5.1.1 Planning**

The product that is planned to be made is in the form of intangibles in the form of the concept of storynomics tourism which appears as the basic basis for tourism promotion which is currently being discussed by the Indonesian Ministry of Tourism. So that it is hoped that this will be able to introduce interesting stories throughout Indonesia to the international scope. The Denpasar City Tourism Office is also developing a plan to install a Denpasar City Tour map, so that people are more familiar with the area.

The marketing planning of the storynomics tourism concept is still not optimal because this concept has just emerged as one of the new alternatives for promoting historical stories from each region. So it takes time to examine whether this concept is feasible to apply or other patterns need to be used. However, seeing the great potential as a medium for introducing stories to tourists, it is hoped that this concept will be implemented properly.

The realization of this plan has been carried out by conducting socialization to the wider community related to the current Denpasar City Tour. However, the use of the Storynomics Tourism approach is still not optimally implemented, because existing historical and heritage stories are still used through tour guides where they use existing stories to provide information and also educate tourists who come to visit Denpasar City Tour.

While the results are shown from the condition that there are several products from the results of related stakeholder planning that have been

implemented to the wider community and of course the benefits can be felt. The products are tangible and intangible, such as guidebooks and the history of destinations in Denpasar City Tour, the official website of the tourism office, and some such as the decorative gig as one of the supporting infrastructure. However, one of the fundamental problems is that there is no concrete storytelling facility for tourists, especially European tourists, because they like the concept of storytelling as a valuable thing and has its own charm, especially from the content of the story and the meaning implied in it. So this must be one of the attentions of the department in the completeness of tourism promotion and marketing elements in Denpasar City which is seen from the historical aspect and cultural heritage.

### **5.1.2 Organizing**

Products that are organized by stakeholders, in this case the agency, are closely related to the potential of human resources. Currently the agency needs to conduct an assessment of the potential of tour guides, decorative coachmen, historians, relevant agencies and the community around tourist objects to conduct training and create Pokdarwis (Tourism Awareness Groups) which can accommodate the need for organizational concepts to solve problems in the field. with a pattern of sharing or discussion that can facilitate performance and with this it also makes it easier to explore new potentials that can be useful for City Tour Denpasar.

Organizing the marketing/promotion of storynomics tourism requires consistency with the programs that have been implemented. A program that is built within the scope of the region certainly has a broad reach. So it is necessary to have a uniform understanding in shaping the image of this City Tour to tourists. The existence of various types of tour packages in Denpasar can certainly cause confusion for tourist attraction marketers in Denpasar, whether they will use only one tour package as a tagline that will be used as the main description of Denpasar City or whether it is necessary to select from the many existing tour packages with match the wishes of

tourists. So with this, marketers have a solid foundation in displaying the image of Denpasar City as a City Tour in Bali.

As for the creation of the organization, it can be seen at this time that it is still minimal because there has not been a permanent organization that oversees the marketing of historical stories that developed in Denpasar. These historical stories tend to still use the concept of word of mouth marketing carried out by individuals without any regulations governing the standardization of story explanations.

The results obtained from this organization as a whole are still not optimal in encouraging the role of Storynomics Tourism as one of the marketing media for City Tour Denpasar. Synergy is needed between all relevant stakeholders to build a space for storytelling to develop into an alternative for disseminating historical and heritage information because this is very potential as a promotional media that more or less directly introduces Denpasar City.

### **5.1.3 Actuiting**

Products prepared by the government in order to support the development of tourism in terms of storytelling existing historical stories are in the form of the Bali Provincial Tourism Office website which explains various matters related to city tours and also through tourism books published to be disseminated to tourists and the public.

From the marketing side, the implementation has been carried out using digital media in general, such as using the tourism service website as an information tool to explain the story of the Puputan Badung war and other stories. The Bali Provincial Government also uses other media to market stories and destinations in Denpasar City Tour with the book Objects and Tourist Attractions, also using social media approaches such as Facebook.

This is a concern for all relevant stakeholders in terms of the development of the City Tour. Currently, the various innovations that have

been implemented are deemed to have provided sufficient benefits to many parties. What's more, this will also increase Local Original Opinion (PAD) and also contribute to increasing employment opportunities for the surrounding community as well as the tourism supporting sector. However, it should be underlined that the available facilities are still not fully in line with expectations. Such as the lack of publication of means of promoting historical and heritage stories through print media or through websites. This was experienced directly by the tour guides and coachmen of the gig, where they searched for as much literature as possible and did their own exploration to tell the history of the destination. It is necessary to develop a promotional media that can bridge tourists with City Tours so that they can provide comfort in traveling.

The results obtained are actually quite good, in terms of supporting human resources, they have benefited from the Denpasar City Tour, both in the form of income from taking tourists who visit and also knowledge of information from each tourist attraction, and its history.

#### **5.1.4 Controlling**

There is no product of the supervision and control itself that clearly regulates how the storynomics concept is implemented. The existence of this condition encourages parties who have an interest in storytelling existing historical stories, especially tour guides tend to do individual literature research. Indeed, there is training and material provision carried out by HPI to its members before they can be released to handle guests, but this is an initiative from HPI itself and not from the Tourism Office which should be an institution that provides applicable regulatory standards.

There is no real control over the marketing of the concept of storynomics tourism itself. Because there are budget limitations and the focus of the Denpasar city tourism office is currently still on several other things, such as revitalizing rivers in Denpasar, mapping tourism routes, as

well as collecting information related to increasing tourism marketing in the future.

The realization of the control itself has been carried out by the organization that manages the tour guide mechanism in the field. The existence of sweeping routinely carried out by official institutions that oversee tourism in Bali such as HPI, ASITA as well as the Bali Tourism Board (BTB) against unlicensed tour guides has given a sense of comfort and fairness to tour guides who have followed official and legal guidelines.

As a result, special rules are needed that can regulate the course of this storynomics tourism concept on the Denpasar City Tour. There must be a related coordination between the Denpasar City Tourism Office and the Province to synchronize its management, so that it is no longer only concerned with data and information. Cooperation with other institutions that oversee tourism in Denpasar is also needed. So that it is no longer part of only 1 party. However, future developments can be jointly monitored by many parties who have an interest in the development of City Tour Denpasar.

## **5.2 Model of Management Implementation of Puputan Badung Storynomics in Denpasar City Tours**

The model developed is the development of destinations in this case the City Tour of Denpasar City by using the concept of storytelling as a method to introduce the story that developed in Denpasar, especially the story of the Puputan Badung War. It can be seen in Figure 5.1 as follows:

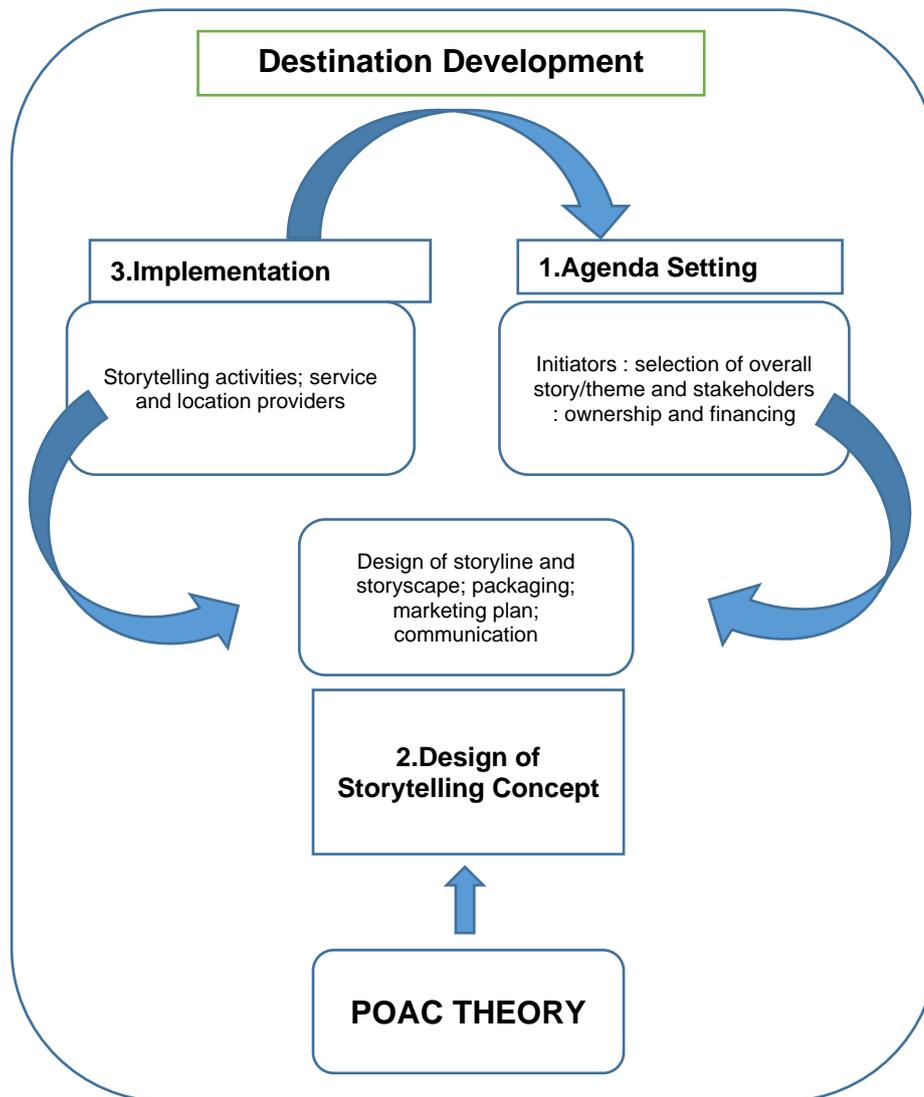


Figure 5.3 Final Model of Management Implementation of Puputan Badung Storynomics

This model explains that management aspects are also needed in managing agenda setting, design of storytelling concept and its implementation. In-depth observations are needed to determine which historical and heritage stories can fit into these criteria so that they are adapted to the City Tour route. After this is complete, proceed to the storytelling concept that will be used and see the stakeholders involved in it so that after that the story packaging can be carried out, in this case using the storytelling concept to tourists to educate and provide information, and prepare a marketing plan to support how this development will be

implemented later. . Then apply the results of this storytelling concept, thus providing more value for the destination tourism object (storynomics tourism). This will be one of the marketing media for the government to introduce as well as provide information to tourists and the public that there are many historical and heritage stories in Denpasar that can be used to develop the potential of City Tour. Not only through tangible inheritance, but also through an intangible approach. This will not only enrich the infrastructure in terms of information media, but also for the development of promotions from Denpasar City.

### **5.3 Interview Overview Result**

#### **Dokar driver**

The dokar driver consisted of 2 people on behalf of Kadek Pasek from Karangasem, 45 years old and Mr. Agus from Denpasar, 50 years old. Worked as a dokar driver from 1983 but there was a break and changed jobs until finally he returned to a dokar driver, previously worked as a driver in travel as well as a guide who ran his business personally. Ownership of a dokar was passed down from grandfather to generation and passed on to his father, because his father is an old man, then it is passed on to Mr. Agus. Incidentally, there is a contractual bond with the Mayor regarding Denpasar City Tour as public entertainment, especially for children about knowing and knowing the meaning of a gig and several surrounding tourism objects and experiencing the experience of riding a dokar, as well as knowing the benefits of a dokar as a traditional transportation. Mr. Agus' experience has been working as a travel agent in the Double Six beach area, Seminyak, but due to the Bali Bombing, there were no tourists and finally had time to stop working before finally returning to the dokar driver. According to Pak Agus story, the Denpasar City Tour started from Jalan Sahadewa to be precise from Puri Jero Kuta, then headed to Jalan Gajah Mada, then the Catur Muka statue, before finally finishing at Gedung Merdeka. The normal dokar route

is 14-18 minutes. The work of the dokar driver as much as 2x a week on Saturday and Sunday.

The Puputan Badung war took place in 1906 between the Badung people and the Dutch colonial government. The Puputan Badung field is used as a place of memorial and the laying of the monument. Only a few guests asked about the story of the Puputan Badung War, tourists tended to ask about gigs as a traditional transportation medium as well as a tourist attraction. According to Mr. Agus, the City Tour program still has shortcomings, where from the dokar fleet itself there are only 8 dokars, while the number of tourists who use dokar services exceeds that. Pak Agus hopes that there will be additional fleets to handle the needs of tourists when there are too many tourists. The dokar driver can accompany tourists on holidays such as Saturday or Sunday with the number of tourists taking up to 35 rounds. City Tour marketing and existing historical and heritage stories have been carried out using tangible products such as brochures and books available at related agencies, while the intangible ones are done using online media and social media and also using storytelling which is done briefly from the driver to tourists who ask. Supervision has been carried out by the Denpasar City Tourism Office, but it is not clear how the monitoring method will be used. Planning for the development of a city tour started from the Denpasar City Tourism Office by cooperating with several relevant stakeholders.

### **Tour Guide**

Mr. Arthaya, 59 years old. Coming from Singaraja. Previous work experience in hotels and restaurants for several years in America. His guiding area covers all tours within the province of Bali. There are also guests who visit tourist attractions on City Tour Denpasar. There is a development of tourists from time to time who visit the Denpasar Heritage City Tour: such as the Bali Museum, Jagatnatha Temple, Puputan Badung, Bajra Sandhi Monument, Art Center, and Badung Market. Badung market

is also sought after because it has a traditional feel and there is a variety of products sold. As for the castle, it is included in the city tour of Denpasar City, but it is rarely delivered to the castle because it is private land and requires access permission to enter inside. The tour that is prepared is a half day tour for 4-5 hours. While the full day tour can spend a duration of 8 hours. The route is Museum Bali - Puputan Badung - Bajra Sandri - Art Center - Badung Market.

When foreign tourists travel depends on their holidays such as in winter, school holidays. Crowded arrivals are usually in May – August. There are domestic tourist visits handled in the group. Guests came from Australia, New Zealand, America, Germany, France and Spain, with the predominance from Australia. Tourists who visit Denpasar City Tour are also explained about the story of the Puputan Badung War. This war occurred because of the struggle for the right to seize ships that docked around Sanur. This right is described as a coral reef right. This war was led by I Gusti Ngurah Made Agung as the King of Badung. The casualties were around 10,000 people consisting of royal courtiers and ordinary people. Characteristics of guests tend to see monuments and walk around the field and are given an explanation of storytelling of war stories to provide historical information and educate visiting tourists.

There is no tourism marketing for this storytelling held by the relevant agencies through storytelling patterns, but using promotional media such as brochures, books, and websites. The concept of storytelling tends to be carried out by tour guides directly. The realization of the city tour is considered good enough, but it is necessary to organize and clean the environment of each destination on the city tour, as well as improve infrastructure. The benefits of City Tour on the tour guide itself are optimal because they provide historical information that is useful in storytelling to tourists, the history that can be obtained from pre-historic times, customs, and Balinese culture. The tourists who are interested in the history of the

Denpasar City Tour, mainly come from European tourists such as Belgium and France, while Australian guests tend to be sport tourism and nature tourism. There are regulations that manage the stories that develop from each tourist destination. As for the organization as a forum for the association of tourism workers in Bali called the Indonesian Tourism Association (HPI), where new tour guides will be given training and competency tests on how to guide and storytelling to tourists. After graduating, they will be given a license as a tour guide, if there are those who are not licensed, they will be at risk of being swept by the HPI as part of the supervision and will be subject to a fine for working illegally. The new standard as a tour guide must also use traditional clothes and have the license.

Mr. Ketut Suparma, 53 years old. Coming from Gianyar. He has worked as a tour guide since 1992, overseeing tours throughout Bali, and has also been a tour guide for trips from Bali to Jogja and also Jakarta. The castle tour is included in the Denpasar City Tour, but to enter is a bit difficult because it is a private land and requires special permission to enter the castle area. A bit different in the Ubud area, can come at any time because it is intended for tourists with several tourist attractions available. For the Denpasar City Tour route, he always invites tourists to come to traditional markets in order to provide a comparison to tourists. The target market is the Kreneng market or the Kumbasari market. Then those visited were the Bali Museum, Jagatnatha Temple as a public temple and then they will be invited to walk to the Puputan Badung field and be told about the history of the Puputan Badung War to how the king of Badung died and his family in the field. And there is a statue as a sign of respect for the warrior at that time. The Jayasabha building, which is located in the north of the field, was the former Puri Denpasar.

The Art Center is an event for the creativity of sculpture as well as visual art that can be seen, several works that emerged such as those of

Walter Spies, Antonio Blanco, and several works of local painters. The works of famous Balinese sculptors such as the work of Ida Bagus Tilem are also displayed there. There is also a competition for percussion and dance works from all regencies/cities in Bali. There are also daily exhibitions of young artists from Bali with contemporary types, cartoons, etc. The ISI (Indonesian Art Institute) also often uses Ardha Candra as a venue for art performances. The guests handled are crowded in December because of the high season. The dominant guests, namely Asian guests, consisted of Chinese, Korean, Japanese guests who liked the City Tour because of its shorter duration. The Chinese guests are more likely to enjoy the unique feel of the building. Some guests immediately asked questions related to existing historical stories, based on the background of the guest. If the guest is an archaeologist then they will immediately ask about the existing history. Tourism marketing has been carried out by the Denpasar City Tourism Office through the booklets that have been provided. However, its publication has not been done widely. So from the tour guides, they tend to do their own exploration of the stories that develop in each destination. There is no support from the government for tour guides to facilitate the marketing and promotion of existing stories, only at the beginning of getting a briefing on materials received in 1992. The products prepared by the Tourism Office are still minimal to support the promotion needs of historical stories, where only small brochures are available. The publication of the story is clearly still minimal and needs development for wider promotion.

City Tour management and historical stories still need to develop an up to date concept, for now the main concern is about infrastructure, as well as several supporting factors such as river tourism from the Badung market. This awareness of the environment is not a tourism orientation, but with a cleaner environment it will provide comfort to visiting tourists. There are also other types of tours on the City Tour in the form of culinary tours such as pia, as well as night culinary tours. Guests are also provided with a tour on the spot concept which directly invites guests to visit and taste and taste the

food sold. Also tour guides must understand various things other than tourist destinations, such as the types of culture that exist for example cremation, the meaning of penjor, etc. American guests generally like things that are real, not made up. The benefits for the tour guide themselves with the City Tour provide a source of income and also contribute to the development of regional promotion. The organization that oversees the Indonesian Tour Guide Association is an organization that also controls every 3 years conducting a competency test in which there is a briefing. There is a phenomenon where the emergence of tour guides without a license has an impact on unhealthy competition. Because they violate the tour guide's code of ethics and also tend to be careless in conveying stories and historical facts. There are parties who do controlling in the form of sweeping tour guides without a license, which is something to be grateful for because this gives justice to tour guides who already have a license.

## **DISCUSSION**

Based on the results of interviews and observations in the field, it was found that the condition was still not optimal in using the concept of storynomics tourism as a tourism marketing method from the City Tour of Denpasar City. The use of storytelling method is still dominantly carried out by workers who are directly involved in the field such as tour guides and coach drivers, as well as some historians who are indeed sought after in relation to academics, both research and scientific works. The function of tourism promotion and marketing using this concept is still facing challenges, where its implementation from each region has a differentiation depending on the geographical conditions as well as the demographics of the community. So that some are running optimally, some are just developing. It needs attention from the central government to run this program simultaneously and continuously in the future, so that mainly foreign tourists can know and enjoy the history and heritage that exists in Bali. Not optimal interest in visiting tourists on City Tour Denpasar when

compared to other areas in Bali because marketing through online and offline media is still low. Based on an interview with Mr. Ketut Suparma explained that:

*The products prepared by the Tourism Office are still minimal to support the need for promotion of historical stories, where only small brochures are available. The publication of the story is clearly still minimal and needs development for wider promotion.*

Besides that, the arrangement and infrastructure facilities are also in the spotlight of tourists when visiting Denpasar. This is as said by Mr. Arthaya, that:

*The realization of the city tour is considered good enough, but it is necessary to arrange and clean the environment of each destination on the city tour, as well as improve infrastructure.*

As for what has the potential to be an inconvenience for tourists, if there is a traffic jam on the way to travel, guests tend to feel bored. So they are more likely to choose to travel to the Ubud and Kintamani areas.

The characteristics of tourists themselves are still something that needs to be considered, because guests from certain countries tend to not like urban tourism. As can be seen, European tourists tend to like historical and heritage tourism in one destination, such as museums, castles and other historical places. American tourists also like historical tours, but in an itinerary they tend to want attractions that have differentiation, not just focus on one type of tourism.

Based on the experience of Mr. Ketut Suparma that :

*The dominant guests, which is come from Asian guests, consist of Chinese, Korean, and Japanese guests who like City Tours because the duration is shorter. However, Chinese tourists are more likely to enjoy the unique feel of the building.*

The Denpasar City Tourism Office itself through the Denpasar Heritage City Tour program is also struggling to bring tourists to Denpasar, but encounters several obstacles, as explained by the Head of the Denpasar City Tourism Office, that:

*The obstacle that hinders it is because most tourist destinations in Denpasar City do not provide commissions or are not paid to travel agents, so that travel agents bring more tourists to the Badung area because they get more incentives. The tourist objects offered by Denpasar City are also very limited, so far they still offer heritage values such as city tours with museum routes, Gadjah Mada, Puri, and Badung Market.*

In the future, it is hoped that the marketing expansion of Denpasar City Tour through the concept of Storynomics Tourism can contribute both to Bali's Original Regional Revenue (PAD) and also to contribute to the management of historical and cultural assets, as well as the community around tourism objects.

## **CHAPTER VI CONCLUSION**

This research is expected to have a positive impact on the development of the concept of Storynomics for the future of tourist destinations in Bali. Through stories, tourists will be able to know the essence of an event or thing that happened in the past. This concept became the focus of the central government, where the head of state called for promoting Storynomics Tourism as an approach that drives the tourism economy in Indonesia. Through this concept, it is hoped that various cultures, history and folklore can be introduced more broadly while taking into account the economic benefits for the surrounding environment.

This study aims to determine the management of the concept of Storynomics Tourism in the City Tour of Denpasar City, especially with regard to the Puputan Badung War as a story that must be packaged more attractively, so that the right infrastructure can be prepared to support the sustainability of this concept in the future. Thus, the government will be able to prepare steps for the development of this concept.

The existence of proper planning, organising, actuating, and controlling can help develop this concept in a sustainable manner. This is important because the potential of storytelling-based tourism is still something that is of interest to tourists, especially foreign tourists. Because as we know, Denpasar has a lot of history and cultural heritage. Sustainable management is needed in an effort to promote every tourist attraction in Denpasar City Tour.

The current conditions in the field are the Corona virus pandemic which is still endemic throughout the world and is the main problem that threatens tourism in Bali. This is also the government's concern to maintain the sustainability of tourism by adopting the concept of Storynomics and adapting to existing health regulations. One of the efforts to encourage

tourism through the concept of storynomics is through the use of existing digital media such as websites, social media and others.

Finally, regarding this research, there are limitations, namely the aim of knowing how to implement the Storynomics concept, and how this concept is managed so that it can have benefits for interested parties.

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