

# E-Journal of Tourism



Accredited by:

The Ministry of Research, Technology and Higher Education, Republic of Indonesia No. 36/E/KPT/2019 which is valid for five years since enacted on 13 December 2019.



# **E-Journal of Tourism**

p-ISSN: 2541-0857, e-ISSN: 2407-392X

Volume 10, Number 1, March 2023

## **FOUNDER**

Prof. Dr. I Komang Gde Bendesa, Universitas Udayana (Scopus ID: 57193197621)  
Dr. Agung Suryawan Wiranatha, Universitas Udayana (Scopus ID: 56996123000)

## **EDITOR IN CHIEF**

Prof. Dr. I Komang Gde Bendesa, Universitas Udayana (Scopus ID: 57193197621)

## **EDITORIAL BOARDS**

Prof. Dr. Made Budiarsa, Universitas Udayana (Scopus ID: 57193715077)  
Prof. Dr. Terry de Lacy, Victoria University, Australia (Scopus ID: 23073072700)  
Prof. Geoffrey Lipman, Hasselt University, Belgium (Scopus ID: 55314553200)  
Prof. Christine Petr, Universite de Bretagne-Sud, France (Scopus ID: 14030556600)  
Prof. Patrick Legohere, Université d'Angers, France (Scopus ID: 6506067264)  
Dr. Agung Suryawan Wiranatha, Universitas Udayana (Scopus ID: 56996123000)

## **MANAGING EDITOR**

Prof. Dr. I Gusti Ayu Oka Suryawardani, Universitas Udayana (Scopus ID: 57190262038)

## **PEER REVIEWERS**

Prof. Dr. I Wayan Ardika, Universitas Udayana (Scopus ID: 6508090296)  
Prof. Dr. Made Antara, Universitas Udayana (Scopus ID: 57201540950)  
Prof. Dr. I Nyoman Darma Putra, Universitas Udayana (Scopus ID: 24741071600)  
Prof. Dr. Janianton Damanik, Gadjah Mada University (Scopus ID: 57192676817)  
Prof. Dr. Muhammad Baiquni, Gadjah Mada University (Scopus ID: 57210758742)  
Prof. Dr. Bet El Silisna Lagarens, Politeknik Negeri Manado (Scopus ID: 55990881600)  
Dr. Devi Roza K. Kausar, Universitas Pancasila (Scopus ID: 35146005500)  
Dr. Hera Oktadiana, James Cook University, Australia (Scopus ID: 57079190600)

## **PUBLISHER**

Centre of Excellence in Tourism, Udayana University

## **ADDRESS**

Centre of Excellence in Tourism, Udayana University  
Jalan P.B. Sudirman Denpasar - Bali 80232  
Email: [ejournal.tourism@unud.ac.id](mailto:ejournal.tourism@unud.ac.id); [riset.pariwisata@unud.ac.id](mailto:riset.pariwisata@unud.ac.id)  
Phone: +62 81237641918; Website: <https://ojs.unud.ac.id/index.php/eot/>

## TABLE OF CONTENTS

<b>Real Demand Survey (RDS) on The Development Plan of Jogja Agro Techno Park (JATP) in Kulon Progo Regency</b>	
Purwanto Widodo, Faizi .....	1 – 12
<b>The Effect of Firm Size and Sales Growth on The Capital Structure and Financial Performance of The Tourism Industry in Indonesia</b>	
Ida Ayu Putri Widawati .....	13 – 21
<b>Religious Values of Chefs in Bali and Food Waste Awareness: A Preliminary Study</b>	
Gde Indra Bhaskara.....	22 – 32
<b>How Digital Technology Enhances Hotel Experience? Examining Experiential Marketing of Two Four-Star Hotels in Yogyakarta</b>	
Maryness Patrick, William Msilu Paulo, Antonius Sumarwan .....	33 – 45
<b>Recovery &amp; Survival Strategies of The Impact of Covid-19 at Hotel Losari Villas-Legian and Hotel Losari Sunset Road Bali</b>	
Ida Ayu Putri Widawati, Titien Damayanti, Ni Ketut Mareni, I Wayan Tuwi .....	46 – 59
<b>The Managing Hotel Employees Achieving Wow!: A Conceptual Paper</b>	
Kelik Hastjarjo .....	60 – 73
<b>Pentahelix Model in Planning Sport Tourism and Events in Hambalang Village, Bogor Regency</b>	
Elga Hening Arinil Haq, Yustisia Pasfatima Mbulu, Fetty Nurmala Rossi .....	74 – 84
<b>The Analysis of Visitor Behavior to Sibetan Tourism Village, Karangasem Bali</b>	
I Kadek Diana Putra, I Gusti Ayu Oka Suryawardani, Agung Suryawan Wiranatha .....	85 – 98

**Conservation of Traditional Games as Wisdom Value Local and Educational Tourism Attraction**

Rini Andari, Beni Ismarizal..... 99 – 109

**Madura Tourism Branding Through Literature**

Imron Wakhid Harits, Putri Nur Diana, Fatimah Fatimah,  
Stefan Chudy, Ulvia Ika Surya ..... 110 – 117

**Farmer Community-Based River Ecotourism Model in Gowa Regency**

Muhammad Idrus Taba, Dian AS Parawansa,  
Muhammad Ismail ..... 118 – 128

**An Analysis of Prominent Cultural Values in Indonesian Folktale Tourism Spots through Instagram Caption**

Cynantia Rachmijati, Sri Supiah Cahyati ..... 129 – 137

**The Happiness of European Tourists (HoET) in Bali: Tourism Services and Happiness Types**

Nyoman Ariana, Agus Muriawan Putra, Made Sukana,  
Wayan Agung Panca P ..... 138 – 152