



**QUALITY TOURISM MODELING:  
HIGH VALUE EXPERIENCE,  
HIGH VALUE MARKET AND  
SUSTAINABILITY PRINCIPLES**

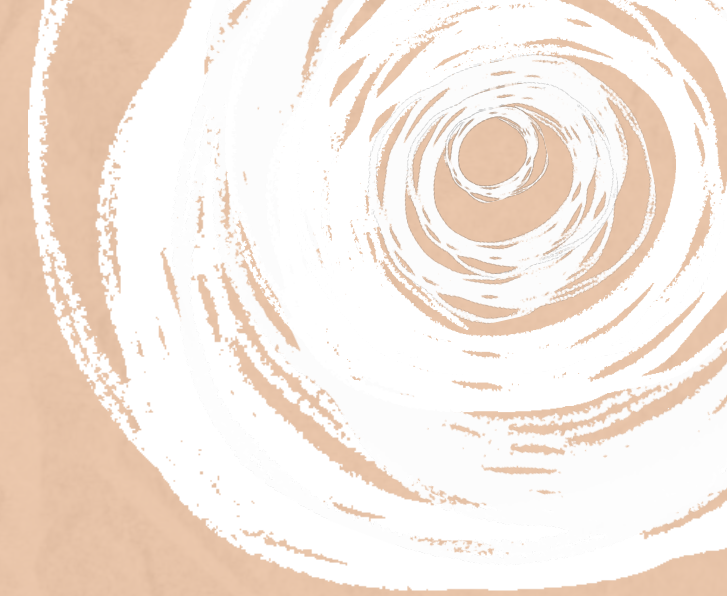
**GINTA GINTING  
IKE JANITA DEWI**





# FROM QUANTITY TO QUALITY TOURISM: WHAT IS THE IMPORTANCE ??

THE DISCOURSE OF QUALITY TOURISM RE-EMERGED IN INDONESIA AS THE MINISTER OF TOURISM INDONESIA, WISNUTHAMA KUSBANDIO, HAS FORMALLY STATED THAT QUALITY TOURISM IS THE NEW PARADIGM OF TOURISM DEVELOPMENT IN INDONESIA.







While quality tourism has been widely viewed as the antithesis for quantity tourism, it demands further exploration to propose the implication of adoption of the paradigm on tourism product creation as well as market development and communication strategies.



# PROPOSED MODEL



Having visited quality tourism in tourism, sustainable tourism, and marketing-related literature, we propose that quality tourism pertains to three aspects of high-value tourism experience, high-value market segments, and sustainability.





Quality tourism pertains to three aspects of:

1. Quality, high-value, and satisfying tourism products and services.
2. Consumers which will happily pay more to enjoy high-value experience,
3. Aspect of ethics, transparency and respect towards the human, natural, and cultural environment.



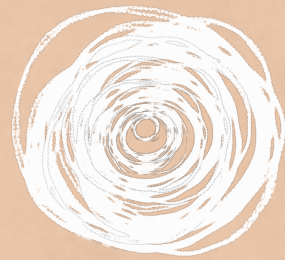


# METHOD THAT MAKE THE MODEL IMPLEMENTED PROPERLY

The research is a multiple case study conducted at three community-based tourism destinations in Yogyakarta Special Region, Indonesia. Yogyakarta is one of the most famous destinations in Indonesia. It attracts more than 6 millions tourist in 2019 and is renowned for its community-based tourism philosophy. Community-based tourism is translated as tourism villages which offer rural landscape and local people daily lives as main attraction. Tourism villages are owned and managed by the village community themselves.







Three tourism villages studied were Pentingsari, Bleberan, and Nglinggo. The three tourism villages as case studies should represent wide variety of tourism villages in terms of stages of development, main tourist attraction (natural, cultural landscapes, or handicraft).

### PENTINGSARI

Pentingsari Village is located in Sleman Regency, Yogyakarta Special Region

### BLEBERAN

Bleberan Village is located in Gunungkidul Regency, Yogyakarta Special Region

### NGLINGGO

Nglinggo Village is a relatively new tourism village and located near a new international airport which was designed to become a regional hub in Indonesia.





## *Pentingsari Village*

Pentingsari Village is located in Sleman Regency, Yogyakarta Special Region. It is one of the pioneer in the development of tourism villages in Indonesia. The village has received various awards and recognition at national and international levels as community-based tourism destination as well as sustainable destination.



# ACTIVITIES





# Bleberan Village

Bleberan Village is located in Gunungkidul Regency, Yogyakarta Special Region. The village is based on two main attractions, that is, handicraft and natural landscape. Its natural attraction is also a part of Gunung Sewu Geopark, which was recognized as UNESCO's Global Geopark Network.





# ACTIVITIES





# NGLINGGO VILLAGE

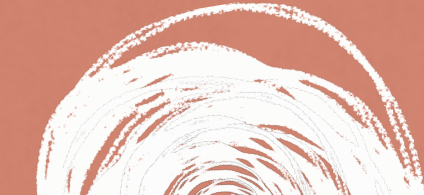
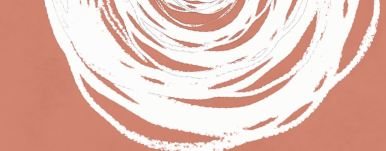
Nglinggo Village is a relatively new tourism village and located near a new international airport which was designed to become a regional hub in Indonesia. The village capitalizes its highland area with beautiful view point and tea plantation.







# ACTIVITIES





# FINDING

Based on the three aspects which qualify the concept of quality tourism, there are several important finding drawn from the this research.







FIRST, BASED ON REVIEW ON TOURISM-RELATED, MARKETING-RELATED, AND NATURE, AND SUSTAINABLE TOURISMLITERATURE, QUALITY TOURISM SHOULD INCLUDE THREE ASPECTS OF:

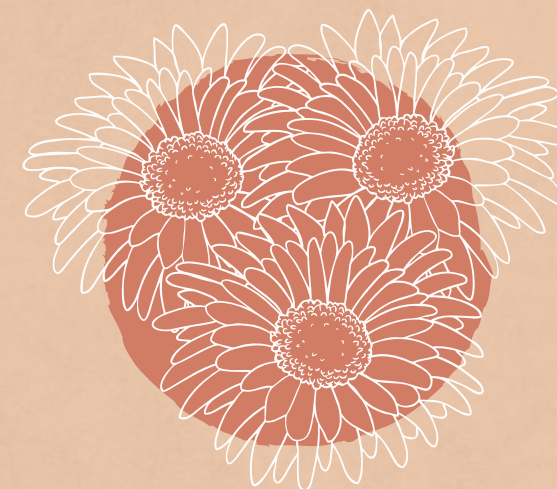
1. QUALITY, HIGH-VALUE, AND SATISFYING TOURISM PRODUCTS AND SERVICES,
2. CONSUMERS WHO WILL 'HAPPILY' PAY MORE TO ENJOY HIGH-VALUE EXPERIENCE, AND
3. ASPECT OF ETHICS, TRANSPARENCY AND RESPECT TOWARDS HUMAN, NATURE, AND CULTURE.



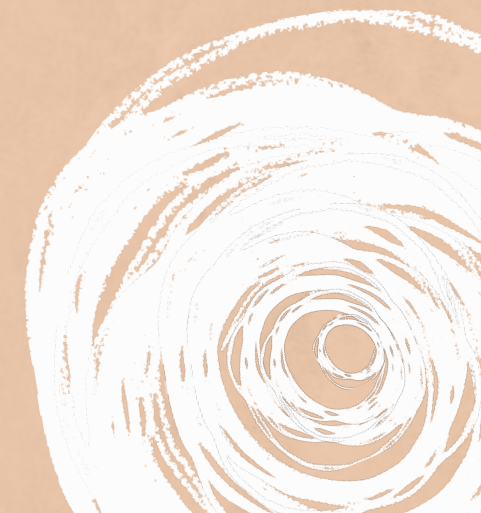
Sustainable



Innovative



Characteristic





Second, research conducted on three tourism villages in Yogyakarta Special Region showed that tourism villages as community-based destinations need elaborate and systematic strategies leading to quality tourism development. Some aspects to be enhanced include the development of High Value Experience as Represented by Price of Tourism Products/Packages, marketing strategies to target High-value Market Segments, and further adoption of the sustainable tourism development practices.







Three, Elaborate and Systematic strategies involving tourism stakeholders need to be developed to transform tourism village to become quality tourism destination. Therefore, to aim at high-value experience, high-value market segments, and adoption of sustainable tourism, development of strategies should pertain to four domains of destination, marketing, industry, and institution building and human resource. These domains correspond to the four domains of tourism development as mandated by Decree of the Republic of Indonesia No 10 Year 2009 on Tourism .



TOWARD NIGN VALUE EXPERIENCE,  
NIGN VALUE MARKET AND SUSTAINABILITY PRINCIPLES

