THE DEMAND AND STRATEGY MODEL TO OBTAIN COMPETITIVE ADVANTAGES IN WONOGIRI ORGANIC TOURISM CENTRAL JAVA

Winarna
STIE AUB Surakarta

Endah Nawangsasi
STIE AUB Surakarta

Basuki Sri Rahayu
STIE AUB Surakarta

Abstract
Agro tourism is in principle an industrial activity that expects the arrival of consumers (domestic and foreign tourists) directly at tourist attractions held. Improving the quality of agro tourism can be done by applying the demand model and strategy in gaining competitive advantage. This research is in line with the strategic plan and roadmap of research institutions and the Service to the Community of STIE-AUB Surakarta, especially in the focus of Good Governance Economy and Business Local namely the development of a creative economy. The aim to be achieved in this study is to see the effect of ease towards the location of prices. beauty and uniqueness, to tourism demand in organic tourism in Wonogiri and the strategies used in gaining competitive advantage. The population of this study was the visitors of organic tourism in Wonogiri Regency by convenience sampling method. The results of the study using SEM analysis obtained, first results, All constructs used to form a research model in the confirmatory factor analysis process have met the criteria for goodness of fit. Second, The Chi-Square test indicate that the model is not fit. The results of the revised model show that the value of the Goodness of Fit statistics generated has met the recommended critical value (cut-of value). Third, The structural model evaluation test showed that the data was nurmal distributed, there were no multivariate outliers and the indicators in the study had well represented the latent construct developed. Fourth, Based on the causality test, the hypothesis shows that location, uniqueness and price have no significant effect on competitive advantage in Wonogiri Central Java organic tourism, while Location, uniqueness and price have a significant effect on tourist visits in Wonogiri Central Java organic tourism but competitive advantage has no significant effect on organic tourist visits. Wonogiri, Central Java.

Keywords: ease to location, price, beauty and uniqueness, tourism demand

Introduction
One creative industry that is profitable and has good prospects in the Wonogiri area is the development of agro tourism, especially organic tourism. This tour is located in Nguntoronadi District approximately 30 km from the City of Wonogiri Regency. If tourists enter this area tourists will be treated to a beautiful view that is the charm of Gajah Mungkur reservoir which is surrounded by green agricultural land and forests. Some of the superior commodities that can be

served at this location are organic dragon fruit gardens, California papaya, mustard strawberries to beautiful blooming flowers.

Agro tourism development will in turn create jobs, because this business can absorb labor from rural communities, so that it can withstand or reduce the increasing urbanization flow at this time. The benefits that can be gained from agro tourism are to conserve natural resources, preserve local technology, and increase the income of farmers / communities around tourist sites. Important assets to attract tourist visits are authenticity, uniqueness, comfort, and natural beauty. Therefore, environmental quality factors become important capital that must be provided, especially in areas that are used for tourists to explore.

Observations show that the problems faced by Wonogiri organic tourism area are: First, access to the location. This is indicated by the narrow road leading to locations that can only be traversed by mini buses. Large buses cannot enter the location. Second, is price? Organic tourism is shopping, especially shopping for agricultural products. . From the results of the observation, the prices set by farmers are almost the same as the prices in the city of Wonogiri. Third problem: is uniqueness and beauty. The results of temporary observations indicate that organic tourism objects have not been well arranged. There are still a lot of shrubs around the location so that we should be able to see the natural scenery around the reservoir being closed. Tourism demand is basically people who want to consume travel. One condition that someone wants to visit a tourist destination if the destination has a competitive advantage. The concept of competitive advantage was first put forward by Michael E Potter in 1085, in his article entitled "*competitive strategy tecniques for analizing industries competitor*"In a competitive market competitive advantage is at the heart of corporate performance. Competitive advantage is defined as the ability obtained through the characteristics and resources of a company to have a higher performance compared to other companies in the same industry or market. According to Igusti Bagus Ray Utama (2010, 33) the factors that determine tourists to buy or visit attractions are the first is facilities. The development of the tourism industry requires facilities that have links and very broad relationships and can move other sectors in the economy of a region. Tourism facilities can determine the number and length of stay of tourists, the amount of expenditure, and the pattern of the spread of tourists in tourist areas.

The Second: Location, saturation due to routine and daily activities is the cause of the need for people to excurtion/travel. Traveling is one way to release fatigue due to work. "Melancong" or often referred to as traveling is no longer just a lifestyle, but has become a necessity for many people. One of the things that need to be considered before choosing a tourist location include: Easy access.

The Third: Uniqueness, The uniqueness in this case is something that is completely different from other attractions. The uniqueness can be in the form of local culture, tradition, and technology where the tourism object is developed. Basically, tourism has the nature of being a unique activity.

The Fourth: Price, Tourism prices in this case are the amount of admission fees collected by tourism managers, the price of souvenirs and the price of food in tourist locations.

While the fifth factor is Beauty and scarcity of plants. One of the success factors in the development of tourism, including scarcity. If tourists make a tour in a tourist area, they expect

treats of plantations or parks that contain elements of scarcity, because these plants are rarely found at tourist attractions.

Besides scarcity, the selection of tourist visits is determined by the beauty in the area to be visited (Oka A. Yoeti, 2008). Tourist destinations that have attractive attractions will increase the demand for these tourism objects.

From the above problems in this study choose the factor of price location and the beauty and uniqueness as factors that influence competitive advantage and demand or tourist visits on organic tourism objects in Wonogiri, Central Java.

Research Methods
1. Location and Object of Research
2. Population and Research Sample
3. Data analysis techniques

Data analysis used in this study is Structural Equation Model (SEM). Before testing the full model, it will first be carried out in stages, namely measurement model estimation with confirmatory factor analysis technique

Confirmatory Factor Analysis

This analysis is a measurement stage of the dimensions that form a latent variable in the research model. The latent variables or constructs used in this research model consist of 5 variables.

The purpose of this analysis is to examine the validity of the dimensions forming each latent variable. *Confirmatory Factor Analysis* will be carried out on each latent variable and for the exogenous and endogenous variable constructs.

To form a research model in the confirmatory factor analysis process it is said to meet the criteria of goodness of fit determined if, Indicators or dimensions forming each latent variable show good results with the loading factor value greater than 0.5.

Estimation of the Full Model Equation

After the confirmatory analysis, the next step is to do a full structural model estimation that only includes the indicators that have been tested confirmatory.

Structural Equations Modeling (SEM) analysis with SPSS software will determine the effect of independent variables on the dependent variable.

Table 1: Model Accuracy Test

Goodness of Fit Indices	*Cut off Value*
Chi - Square	Kecil
Probability	$\geq 0{,}05$
RMSEA	$\leq 0{,}08$
NFI	$\geq 0{,}90$
PNFI	$\geq 0{,}90$
CFI	$\geq 0{,}95$
GFI	0-1

AGFI	$\geq 0{,}90$

Source: Ghozali, 2006

Hair et.al. (2006) states that if the value of the goodness of fit index of the SEM equation one or two values has met the cut-of value value, the SEM model can be accepted as an analytical tool.

Structural Model Assumption Evaluation Testing

Data Normality Evaluation
Normality evaluation of the data was tested by looking at the criterion of critical ratio skewness value. If the CR data value is in the range between ± 2.58 at the 0.01 significance level, then the data can still be declared normal.

Outlier evaluation
Outlier examination is carried out by observing the Mahalonobis distance (Mahalonobis distance squared) method for each observation. These values are compared with the chi-Square value at the free degree at the level of $p < 0.001$.

Test Reliability and Variant Extract.
The reliability test results are used to assess whether these indicators can adequately describe the variables/constructs.
In this study construct reliability is calculated by means of composite reliability, namely:

Reliabilitas Konstruk $= \dfrac{(\sum standardized\ loading)^2}{(\sum standardized\ loading)^2 + \sum \varepsilon j}$

Measurement Error (εj) $= 1 - (standardized\ loading)^2$

Varian Extracted $= \dfrac{\sum standardized\ loading^2}{\sum standardized\ loading^2 + \sum \varepsilon j}$

Hypothesis Causality Test
After all assumptions can be met, then the hypothesis will be tested as proposed in the previous chapter. The research hypothesis testing was conducted based on the Critical Ratio (CR) value of a causality relationship from the results of SEM processing.

A.   Results And Discussion
1.   Data analysis and discussion
a.   Confirmatory Factor Analysis (Confirmatory Factor Analysis)
The results of confirmatory factor analysis are summarized and presented in table 2.

Tabel 2: *Confirmatory Factor Analysis*

Goodness of fit measurement	Indikator	*Loading Factor*	Keterangan

Lokasi			
	X1	0.931	Valid
	X2	0.866	Valid
Chi-Square = 57,908	X3	0.837	Valid
	X4	0.756	Valid
	X5	0.666	Valid
Keunikan			
	X6	0.702	Valid
	X7	0.525	Valid
Chi-Square = 12,529	X8	0.821	Valid
	X9	0.910	Valid
	X10	0.946	Valid
Harga			
	X11	0.624	Valid
	X12	0.605	Valid
Chi-Square = 397,505	X13	0.949	Valid
	X14	0.921	Valid
	X15	0.713	Valid
Permintaan			
	X16	0.661	Valid
	X17	0.765	Valid
Chi-Square = 113,282	X18	0.939	Valid
	X19	0.925	Valid
	X20	0.620	Valid
Keunggulan			
	X21	0.982	Valid
	X22	0.892	Valid
Chi-Square = 166,029	X23	0.982	Valid
	X24	0.682	Valid
	X25	0.681	Valid

Source: Primary data processed, 2018

Based on the data above, it can be seen that all constructs used to form a research model in the confirmatory factor analysis process have met the criteria of goodness of fit set. Indicators or dimensions forming each latent variable show good results with the loading factor value greater than 0.5.

b.   Estimation of the Full Model Equation
The results of structural equation model analysis
Hasil analisis model persamaan struktural adalah sebagai berikut:

Tabel 3. *Goodness-of-fit-Index Full Model*

Goodness-of-fit Index	Cut off Value	Hasil Model	Keterangan
Probability	≥ 0,05	0.000	Tidak fit
RMSEA	≤ 0,080	0.137	Tidak fit
GFI	≥ 0,90	0.704	Tidak fit
TLI	≥ 0,90	0.776	Tidak fit
AGFI	≥ 0,90	0.637	Tidak fit
CFI	≥ 0,90	0.802	Tidak fit

Source: Primary data processed, 2018

The Chi-Square test results give a Chi-Square value of 1696.940 indicating that the model is not fit, and other criteria are RMSEA, GFI, TLI, AGFI and CFI do not meet the required values, thus the model can be said to be not fit. To improve the next model is to look at the value of the Modification Index (MI) parameter and correlate parameters that have high MI values so that it will reduce the Chi-Square value while improving the criteria value. These improvements will produce a new model as follows:

The model revision results provide a better overall model fit than the initial model with the following values:

Tabel 4. Perbandingan Goodness-of-fit Index Model awal dan Model Revisi

Goodness-of-fit Index	Cut off Value	Hasil Model	Keterangan
Probability	≥ 0,05	0.000	Tidak Fit
RMSEA	≤ 0,08	0.071	Fit
GFI	≥ 0,90	0.862	Marginal
TLI	≥ 0,90	0.939	Fit
AGFI	≥ 0,90	0.820	Marginal
CFI	≥ 0,90	0.950	Fit

Source: Primary data processed, 2018

The Revised Model result shows that the value of the Goodness of Fit statistical index generated has met the recommended critical value (cut-of value). The smaller the Chi-square value decreases when compared to the Chi-Square value of the table (α = 5%; df = 249) of 614,781 shows the better results for the SEM model built by the researcher. The fulfillment of the SEM index value indicates that there is a difference between the model and the observation data. After observing Hair et.al. (2006) states that if the value of the goodness of fit index of the SEM equation one or two values has met the cut-of value value, the SEM model can be accepted as an analytical tool. Thus the SEM model is accepted as an analytical tool to predict causality relationships between research variables.

Structural Model Assumption Evaluation Testing
1)   Data Normality Evaluation

Normality evaluation of the data was tested by looking at the criterion of critical ratio skewness value. If the CR data value is in the range between ± 2.58 at the 0.01 significance level, then the data can still be declared normal.

Test results for normality of data:

Tabel 5. Assessment of Normality

Variable	min	max	skew	c.r.	Kurtosis	c.r.
x25	2,000	5,000	-,211	-1,469	-,762	-2,652
x24	2,000	5,000	-,312	-2,176	-,744	-2,592
x23	2,000	5,000	-,329	-2,289	-,593	-2,066
x22	2,000	5,000	-,300	-2,092	-,494	-1,720
x21	2,000	5,000	-,300	-2,091	-,603	-2,099
x20	2,000	5,000	-,290	-2,018	-,676	-2,353
x19	2,000	5,000	-,239	-1,662	-,451	-1,571
x18	2,000	5,000	-,212	-1,473	-,592	-2,062
x17	2,000	5,000	-,157	-1,091	-,748	-2,603
x16	2,000	5,000	-,365	-2,544	-,675	-2,352
x11	2,000	5,000	-,276	-1,923	-,836	-2,912
x12	2,000	5,000	-,333	-2,317	-,754	-2,624
x13	2,000	5,000	-,306	-2,133	-,672	-2,338
x14	2,000	5,000	-,301	-2,099	-,499	-1,738
x15	2,000	5,000	-,314	-2,189	-,904	-3,148
x6	2,000	5,000	-,286	-1,994	-,661	-2,301
x7	2,000	5,000	-,259	-1,800	-,623	-2,170
x8	2,000	5,000	-,346	-2,411	-,873	-3,041
x9	2,000	5,000	-,192	-1,340	-,888	-3,090
x10	2,000	5,000	-,341	-2,378	-,655	-2,282
x1	2,000	5,000	,033	,231	-,840	-2,925
x2	2,000	5,000	-,091	-,631	-,966	-3,365
x3	2,000	5,000	-,113	-,788	-1,020	-3,551
x4	2,000	5,000	-,308	-2,144	-,602	-2,097
x5	2,000	5,000	-,293	-2,043	-,691	-2,407
Multivariate					24,750	5,745

Source: Primary data processed, 2018

From the table above shows that the value of the critical ratio skewness value of all indicators is in the range ± 2.58, then the research data used is normally distributed.

2)   Outlier evaluation

Outlier examination is carried out by observing the Mahalonobis distance (Mahalonobis distance squared) method for each observation. The test results are obtained as follows:

Tabel 6. Uji *Outlier Multivariate*

Observation number	Mahalanobis d-squared	p1	p2
273	51,816	,001	,053
265	50,337	,002	,020
287	49,846	,002	,004
268	48,274	,003	,004
274	42,576	,016	,007

Source: Primary data processed, 2018

From the table above, only showing 5 samples with the largest Mahalonobis distance (d-squared). These values are compared with the chi-Square value of 25 degrees (number of dimensions) at the level of p <0.001 is 52.62. From the results of the data processing, it is known that the maximum Mahalonobis distance is 51,816 so that in this analysis there are no multivariate outlier symptoms, meaning that the observed data collects at the centroid point.

3)   The results of the calculation of reliability and extract variants can be seen in table 7. below:

Tabel 7. Uji Reliabilitas dan *Varian Extract*

Variabel	Reliabilitas	*Varian Extract*
Lokasi	0.900	0.647
Keunikan	0.888	0.624
Harga	0.871	0.585
Permintaan	0.873	0.579
Keunggulan	0.928	0.726

Source: Primary data processed, 2018

The test results show that all reliability values are above 0.7, this means that the measurement of the SEM model in this study has met the reliability measurement requirements. The value of Variant Extract shows results above 0.5, meaning that the indicators in this study have well represented the latent construct developed.

4)   Hypothesis Causality Test
All assumptions can be met, then the hypothesis will be tested:
Based on the results of hypothesis testing can be explained each path coefficient as follows:
a)   Hypothesis 1:
Locations have a significant effect on Excellence in Wonogiri Central Java organic tourism.
The test results of path coefficients for the location of the advantages of Wonogiri organic

tourism in Central Java have no significant positive effect. this is seen in a positive path coefficient of 0.100 with a value of C.R. amounting to 0.734 and obtained a significant probability (p) of 0.463> 0.05. So it can be concluded that the location has no significant effect on Excellence, meaning that if the perception of location increases, the advantage will also increase even though the increase is not meaningful. This result rejects the initial hypothesis which means hypothesis 1 in this study.

b)   Hypothesis 2:

Uniqueness has a significant effect on Excellence in Wonogiri Central Java organic tourism.

The results of the path coefficient testing for the uniqueness of the advantages of Wonogiri Central Java organic tourism have a significant negative effect. . This is seen in the positive path coefficient of -0.142 with the value of C.R. equal to -1.509 and obtained a significant probability (p) of 0.131> 0.05. It can be concluded that Uniqueness has no significant effect on Excellence, meaning that if the perception of Uniqueness increases, then Excellence will decrease. This result rejects the initial hypothesis which means that hypothesis 2 in this study is not proven.

c)   Hypothesis 3

Prices have a significant effect on Excellence in Wonogiri Central Java organic tourism.

The results of the path coefficient test for Price on Excellence in Wonogiri organic tourism in Central Java have no significant positive effect. This is seen in the path coefficient of 0.081 with the value of C.R. amounted to 0.753 and obtained a non-significant probability (p) of 0.452 > 0.05. It can be concluded that Price has no significant positive effect on Excellence, meaning that if the perception of Price increases, the Demand will also increase even though the increase is not meaningful. This result rejects the initial hypothesis which means that hypothesis 3 in this study is not proven.

d)   Hypothesis 4

Locations have a significant effect on Demand for Wonogiri Central Java organic tourism.

The path coefficient test results for Locations on Demand on Wonogiri Central Java organic tourism have a significant positive effect. This is seen in the positive path coefficient of 0.528 with the value of C.R. amounting to 6,575 and obtained a significant probability (p) of 0.000 <0.05. It can be concluded that the location has a significant positive effect on demand, meaning that if the perception of location increases, the demand will also increase. This result accepts the initial hypothesis which means the hypothesis 4 in this study is proven.

e)   Hypothesis 5

The uniqueness has a significant effect on the demand for Wonogiri organic tourism in Central Java.

The results of the path coefficient testing for the Uniqueness of Demand for Wonogiri organic tourism in Central Java have a positive and significant effect. This is seen in the positive path coefficient of 0.163 with the value of C.R. amounting to 3,293 and obtained a significant

probability (p) of 0.000 < 0.05. It can be concluded that uniqueness has a positive and significant effect on demand, meaning that if the perception of uniqueness increases, the demand will also increase. These results accept the initial hypothesis which means the hypothesis 5 in this study is proven.

f)   Hypothesis 6

Prices have a significant effect on demand in Wonogiri Central Java organic tourism.

The path coefficient test results for Price on Demand for Wonogiri organic tourism in Central Java have a positive and significant effect. This is seen in the positive path coefficient of 0.467 with the value of C.R. amounting to 7,632 and obtained a significant probability (p) of 0.000 > 0.05. It can be concluded that the price has a significant effect on demand, meaning that if the perception of price increases, the demand will also increase. These results reject the initial hypothesis which means the hypothesis 6 in this study is proven.

g)   Hypothesis 7

Advantages have a significant effect on Demand for Wonogiri Central Java organic tourism.

The test results of the path coefficients for Excellence on Demand on Wonogiri Central Java organic tourism have a significant negative effect. It was seen in the path coefficient of -0.008 with the value of C.R. amounting to -0.291 and obtained a significant probability (p) of 0.771> 0.10. It can be concluded that Excellence has no significant effect on Demand, meaning that if the perception of Excellence increases, the Demand will decrease even though the decline is not meaningful. This result rejects the initial hypothesis which means that hypothesis 7 in this study is not proven.

Managerial implications

a.   Locations have a significant effect on Demand for Wonogiri Central Java organic tourism. The path coefficient test results for Locations on Demand on Wonogiri Central Java organic tourism have a significant positive effect. It was seen in the positive path coefficient of 0.528 with the value of C.R. amounting to 6,575 and obtained a significant probability (p) of 0.000 <0.05. It can be concluded that the location has a significant positive effect on demand, meaning that if the perception of location increases, the demand will also increase. Efforts that can be made to improve perceptions of the first location improve perceptions so that tourists consider that the distance between their place of residence and the location of Wonogiri organic tourism objects is quite close. Second, it increases the perception that the travel time to Wonogiri organic attractions is not so long and third increases the perception of tourists that Wonogiri organic tourism is easily accessible.

b.   The price has a significant effect on the demand for Wonogiri Central Java organic tourism. The results of the path coefficient testing for prices on demand for Wonogiri organic tourism in Central Java have a positive and significant effect. This is seen in the positive path coefficient of 0.467 with the value of C.R. amounting to 7,632 and obtained a significant probability (p) of 0.000 < 0.05. It can be concluded that the price has a positive and significant effect on demand, meaning that if the perception of price increases, the demand will also increase. The managerial implications are: first, managers must strive to increase the perception of affordable souvenir prices. Secondly, the perception of culinary prices that are quite cheap in

Wonogiri organic tourism objects increases and the third increases the perception of freight costs to Wonogiri organic tourism which is quite affordable.

c.   The uniqueness has a significant effect on the demand for Wonogiri organic tourism in Central Java. The results of the path coefficient testing for the Uniqueness of Demand for Wonogiri organic tourism in Central Java have a positive and significant effect. It was seen in the positive path coefficient of 0.163 with the value of C.R. amounting to 3,293 and obtained a significant probability (p) of $0.000 < 0.05$. It can be concluded that uniqueness has a positive and significant effect on demand, meaning that if the perception of uniqueness increases, the demand will also increase. To increase tourist visits to Wonogiri organic tourism objects is by first increasing tourist perception that the existence of Wonogiri organic tourism objects is very helpful, especially the economy of local residents. Second, it increases tourists' perception that the Wonogiri Organic Tourism Object is very suitable to the economic conditions of tourists and thirdly increases tourist perception that the Wonogiri Organic Tourism Object is superior to other tourism objects in Wonogiri.

Conclusions and Suggestions

Conclusions
a.   All constructs used to form a research model in the confirmatory factor analysis process have met the criteria for goodness of fit.
b.   The Chi-Square test results give a Chi-Square value of 1696.940 indicating that the model is not fit, and other criteria are RMSEA, GFI, TLI, AGFI and CFI do not meet the required values, thus the model can be said to be not fit. To improve the next model is to look at the value of the Modification Index (MI) parameter and correlate parameters that have high MI values so that it will reduce the Chi-Square value while improving the criteria value. The Revised Model result shows that the value of the Goodness of Fit statistical index generated has met the recommended critical value (cut-of value). The smaller the Chi-square value decreases when compared to the Chi-Square value of the table ($\alpha = 5\%$; df = 249) of 614,781 shows the better results for the SEM model built by the researcher.
c.   The results of the structural model evaluation test showed that the data was nurmal distributed, there were no multivariate outliers and the indicators in the study had well represented the latent construct developed.
d.   Based on the causality test, the hypothesis shows that location, uniqueness and price have no significant effect on competitive advantage in Wonogiri Central Java organic tourism, while Location, uniqueness and price have a significant effect on tourist visits in Wonogiri Central Java organic tourism but competitive advantage has no significant effect on organic tourist visits. Wonogiri, Central Java.
1.   Suggestions
a.   To increase tourist visits to Wonogiri Central Java organic tourism, the perception of location needs to be improved. Efforts can be made to improve site perception. The first, step is to increase the perception that tourists consider that the distance between their place of residence and the location of Wonogiri organic tourism is quite close. Second, increasing the perception

that the travel time to Wonogiri organic attractions is not so long and third increases tourists' perception that Wonogiri organic tourism is easily accessible.

b. To increase tourist visits to Wonogiri organic tourism, the perception of prices needs to be increased. The steps that can be taken are by first increasing the perception of tourists that the existence of Wonogiri organic tourism is very helpful, especially the economy of local residents. Second, improve tourists' perception that the Wonogiri Organic Tourism Object is very suitable to the economic conditions of tourists and thirdly increases tourist perception that the Wonogiri Organic Tourism Object is superior to other tourism objects in Wonogiri.

c. Perceptions of uniqueness need to be increased so that organic tourism visits in Wonogiri can increase. The policy that can be pursued is by first increasing the perception of tourists that the existence of Wonogiri organic tourism is very helpful, especially the economy of local residents. Second, it increases tourists' perception that the Wonogiri Organic Tourism Object is very suitable to the economic conditions of tourists and thirdly increases tourist perception that the Wonogiri Organic Tourism Object is superior to other tourism objects in Wonogiri.

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