



# The Role of Digital Marketing in Promoting Taro Tourist Village

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**Abstract.** This thought explores the part of advanced promoting within the promotion of visitor village Taro. The information collection was done through perception, in-depth interviews with sources, and writing considered with quantitative graphic examination. The test included 100 respondents. Concurring to the overview discoveries, 73.00% of visitors know the presence of this traveler village through online media and 27.00% know it offline. Based on the five advanced promoting components explored in this ponder (website, social media, search engine, e-mail marketing, and online advertising), the foremost well-known computerized promoting medium among sightseers when choosing a traveler village is social media showcasing. They clarified that the usage of advanced showcasing is exceptionally successful in impacting tourists' choices in choosing tourist villages. This condition is proof that the presentation of online marketing within the showcasing of the Taro Tourist Village can demonstrate a positive impact on the presentation and advancement of the presence of the Taro Tourist Village. It is suggested that the management of traveler villages make effective utilization of advanced promoting media to advance visitor villages within the future and increment the number of traveler visits to the traveler villages. Apart from this, it is additionally prescribed that the management prioritize the utilization of chosen social media showcasing agreeing to the four media patterns of visitor villages utilized by sightseers.

**Keywords:** Digital Marketing, Promoting, Tourist Village

## 1 Introduction

In this digital era, having an online presence is essential for businesses in all industries including the tourism industry. This means that having a fully functional website with an attractive display of destination facilities and services allows potential guests to book tourist destinations quickly and easily. A fully functional website is essential for hotels to build a solid and attractive digital presence so they can win the increasingly competitive competition.

Digitalization is a form of change process from analog to digital technology. A solid digital presence is essential to attract international tourists to Bali. Online platforms act as trusted and transparent channels for information needed by tourists to

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book their accommodation. Authentic online reviews are trusted by potential consumers and have helped create feedback that facilitates additional booking desires. Therefore, tourism destination managers need to ensure that they are visible on various online platforms to maximize tourist reach.

The different mechanical advancements presented so far away have certainly revolutionized the tourism industry and will proceed to do so in the future to encourage satisfy potential visitors. The presentation of innovation in this industry has changed the way inns work, bringing critical benefits in terms of productivity, progressed visitor encounters, and expanded commerce benefits. Persistently presenting technological developments will empower inns to stay competitive and give world-class administrations to tourists. Ever-evolving innovation may be a circumstance that everybody experiences in their everyday lives. Dewi (2022) states that advanced showcasing plays a key part in supporting the special exercises that today's communities are carrying out in all sorts of commerce exercises, particularly within the tourism division, and particularly in visitor villages. The uniqueness and allure of traveler villages can represent nearby potential so that the traveler villages can afterward be created appropriately and become a tourism item that draws consideration from visitors. Oka & Subadra (2024) expressed that computerized promoting is presently an alternative to the advancement of the web, which encourages the usage of showcasing through different online media.

Taro Village is one of the tourist villages in Taro Village, Tegallalang, Gianyar, Bali. Although Taro Village is considered a developed tourist village, the tourism village management board continues to make efforts to improve the number of visitors by digital marketing. The tourism village management board said that the local government does not have a master plan to implement a promotion model. In addition, local tourism destination managers also said that they are still uncertain about which marketing model is best to market the tourism village. Due to limited advertising resources and lack of support sites to provide the best advertising solutions, the number of tourists coming to the tourist village is not optimal.

The chief of Taro Tourist Village accepts that the execution of digital promoting plays a critical part in expanding the number of visitors going by. Be that as it may, the issue for the traveler village chief is that he does not know what kind of computerized promoting methodology to utilize to advance the visitor village. So distant, they have begun to carefully advertise the uniqueness of nature and culture, but they have not taken it truly, so the number of visitors going has not been maximized. Hence, it's critical to consider the part of computerized showcasing within the marketing of this traveler village. It is expected that the accomplished investigation comes about will offer assistance to the directors to commercialize the tourism potential in the future and make the improvement of Taro Tourist Village maintainable.

## 2 Methodology

This considers employment subjective and quantitative information. The consider was conducted within the Taro Tourist Village. This ponder utilized both subjective and quantitative information. The consider was conducted in Taro Tourist Village. The information collection was done through observation, in-depth interviews, and literature review. Information on witness conclusions was collected from community pioneers, directors, and staff of the traveler village. Key sources were recognized utilizing purposive testing through in-depth interviews. French to get information on tourists' discernments in choosing a traveler village to visit, several surveys were conducted. The conveyance of the questionnaires utilized an arbitrary testing method for visitors met within the traveler villages and the target was 100 respondents. The assurance of the test measure was based on the conclusion of Solimun (2002), that a suitable test for a social conclusion study ponders ought to have at slightest 5 to 10 factors. The number of factors in this ponder was 20 factors. To think about tourists' discernments of the execution of advanced promoting in traveler villages, the quantitative depiction was utilized utilizing the Likert Scale.

The inquiry about the plan is constrained to subjectively portraying the usage of computerized showcasing in traveler villages and performing a combined subjective and quantitative examination based on tourists' audits. Respondents completed a questionnaire that included an appraisal of their discernment of five components of advanced promoting based on the suppositions of Wati et al. (2020) doled out a score from 1 to 5 and analyzed employing a Likert Scale. The comes about of the measurement were analyzed employing a scale of 4.20-5.00 (exceptionally great), 3.40-4.19 (great), 2.60-3.39 (decently great), 1.80-2.59 (small), and 1.00-1.79 (exceptionally small). It is anticipated that this estimation will comprehensively uncover tourists' recognition of the usage of computerized showcasing in visitor villages.

## 3 Result and Discussion

**Respondent Characteristics.** Before sometime recently examining the execution of computerized promoting in showcasing in Taro village, we'll begin with talk about the characteristics of the test utilized within the study. The nearness of the characteristics of the respondents in this consideration is checked utilizing four criteria: proficient bunch, age, sex, conjugal status, and 4 criteria on instruction. Based on the proficient bunch of the respondents who assessed the execution of computerized showcasing in tourism villages, they primarily work as private representatives (45.00%), followed by business people (33.00%), respectful hirelings (15.00%), and they are understudies (7.00%). This shows that private representatives travel more to tourism goals compared to other professions. Furthermore, by age, the community individuals who assessed the execution of advanced promoting in tourism villages were overwhelmingly matured between 35-44 (32.00%), followed by matured between 25-34 (23.00%).

**Validity and Reliability Test.** Legitimacy and unwavering quality tests point to guarantee that insights can be utilized to measure factors truly and dependably. Within the starting organize, the survey apparatus was tried on 30 respondents, based on Sugiyono’s opinion (2014) that when testing outside legitimacy, the test estimate to be tried is roughly 30 individuals. The results of this legitimacy test demonstrate that the 20 questions of each variable marker laid out within the survey are announced substantial since the esteem of the R esteem is  $>0.30$ . Moreover, in case the relationship of each pointer is positive, and its greatness is  $>0.3$ , it is expressed that the figure may be a solid build or that the developed legitimacy of the item is nice. Unwavering quality tests show the degree to which the estimation comes about will not alter in case the same subjects are measured once more. The unwavering quality test utilized is for information collection, and the alpha Cronbach equation is utilized to analyze the survey on a scale of 1. In this equation, if the alpha Cronbach’s esteem is  $>0.6$ , the instrument with a critical level is considered dependable (Simamora, 2001). Five sorts of computerized showcasing were tried: specific websites, social media, mail show-casing, and online publicizing. Each variable comprises four variable markers (Table 1). The importance level of the five sorts of advanced promoting, each spoken to by the four articulation things over, is 0.987, meaning that the survey is dependable to utilize as an investigative instrument. Based on the comes about of the legitimacy and unwavering quality tests, it can be concluded that the research instrument utilized is substantial because it can create a great minute item, and dependable as its values are relatively reliable ( $>0.60$ ). In arranging to meet the legitimacy and unwavering quality of the results, this study will proceed to utilize questionnaire-style rebellious. The answers will be given according to their understanding.

**Tourist Perception Level.** Visitors’ discernments of the presentation of computerized promoting in traveler villages allude to the conclusions of Wati et al. (2020), who isolate computerized promoting components into five sorts, specific: (a) websites, (b) social media, (c) email promoting, and (d) online publicizing. When advancing a visitor village, it is necessary to select the correct sort of advanced showcasing so that potential customers are fascinated by choosing the goal advertised. The assessment of the presentation of digital marketing (DM) by sightseers in traveler villages has appeared in Table 1.

Table 1. Tourist assessment of the implementation of DM in Taro Tourist Village

| Variable indicator |                                                                                                                          | Options |     |     |    |   | Σ   | Average | Criteria |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|---------|-----|-----|----|---|-----|---------|----------|
|                    |                                                                                                                          | 1       | 2   | 3   | 4  | 5 |     |         |          |
| Website            | Customers discover out approximately the presence of visitor villages through websites (x1)                              | 105     | 92  | 105 | 28 | 7 | 337 | 3.37    | Good     |
|                    | Limited-time media using websites are simple to get to at any time and can react to traveler demands 24 hours a day (x2) | 140     | 148 | 51  | 22 | 7 | 368 | 3.68    | Good     |
|                    | Giving substantial data to sightseers who need to know about                                                             | 160     | 164 | 45  | 14 | 5 | 388 | 3.88    | Good     |

|               |                                                                                                                                 |     |     |     |    |    |     |      |            |
|---------------|---------------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|----|----|-----|------|------------|
|               | tourism village items (x3)                                                                                                      |     |     |     |    |    |     |      |            |
|               | Productivity implies sparing promoting costs and time (x4)                                                                      | 120 | 124 | 69  | 26 | 9  | 348 | 3.48 | Good       |
| Social media  | The visitors discover out approximately the presence of visitor villages through social media showcasing (x5)                   | 185 | 208 | 24  | 4  | 1  | 422 | 4.22 | Very Good  |
|               | Special media through social media is simple to get to at any time and can react to visitor demands 24 hours a day (x6)         | 265 | 116 | 39  | 6  | 2  | 428 | 4.28 | Very Good  |
|               | Giving substantial data to sightseers who need to know approximately tourism village items (x7)                                 | 225 | 188 | 18  | 4  | 0  | 435 | 4.35 | Very Good  |
|               | Proficiency, specifically sparing costs and promoting time (x8)                                                                 | 265 | 132 | 36  | 4  | 0  | 437 | 4.37 | Very Good  |
|               | Visitors discover the presence of visitor villages through search engine (x9)                                                   | 85  | 92  | 105 | 28 | 0  | 310 | 3.10 | Quite Good |
| Search Engine | Limited-time media through search engines is simple to get to at any time and can react to demands within 24 hours (x10)        | 100 | 124 | 54  | 32 | 15 | 325 | 3.25 | Quite Good |
|               | Giving substantial data to sightseers who need to know about tourism village items (x11)                                        | 160 | 156 | 45  | 16 | 6  | 383 | 3.83 | Good       |
|               | Proficiency implies sparing promoting costs and time (12)                                                                       | 110 | 100 | 69  | 26 | 0  | 305 | 3.05 | Quite Good |
|               | Visitors discover the presence of traveler villages through mail showcasing (x13)                                               | 85  | 84  | 105 | 28 | 13 | 315 | 3.15 | Quite Good |
|               | Special media using e-mail marketing is simple to get to at any time and can react to demands within 24 hours (x14)             | 100 | 116 | 60  | 32 | 15 | 323 | 3.23 | Quite Good |
| Mark          | Giving substantial data to sightseers who need to know about tourism village items (x15)                                        | 165 | 152 | 45  | 16 | 6  | 384 | 3.84 | Good       |
|               | Proficiency implies sparing show-casing costs and time (x16)                                                                    | 105 | 100 | 72  | 26 | 17 | 320 | 3.20 | Quite Good |
|               | Visitors discover almost the presence of traveler villages through online promoting (x17)                                       | 105 | 92  | 93  | 28 | 11 | 329 | 3.29 | Quite Good |
| Online        | Limited-time media through online promoting is simple to get to at any time and can react to reservations within 24 hours (x18) | 125 | 124 | 54  | 32 | 10 | 345 | 3.45 | Good       |
|               | Giving substantial data to sightseers who need to know about tourism village items (x19)                                        | 125 | 148 | 45  | 24 | 11 | 353 | 3.53 | Good       |
|               | Proficiency implies sparing show-casing costs and time (x20)                                                                    | 110 | 100 | 69  | 26 | 17 | 322 | 3.22 | Quite Good |

Source: Research results, 2024

Remark: The assessment of tourists' perceptions of the use of digital marketing by the management of Taro Tourist Village was carried out using a Likert scale. The ratings were first converted to the following values: strongly agree = 5, agree = 4, undecided = 3, strongly disagree = 2, disagree = 1. Tourists' assessments of the implementation of digital marketing in the holiday village are as follows.

**Media website.** The site is the computerized showcasing medium that visitors regularly utilize when choosing Taro Tourist Village. Typically upheld by the cross-tabulation of tourists' conclusions (Table 1). It can be seen that the level of tourists' discernment of the variable marker that sightseers learn almost the presence of the visitor village through the site at 3.37 (great). The medium gives substantial data to visitors at 3.68 (great), gives substantial data to sightseers who need to know approximately the items of the traveler village at 3.48 (great), and promoting through the site is exceptionally effective since it spares costs and time at 3.65 (great). This implies that concurring with the tourists' assessment, the implementation of advancement through the site within the traveler village is nice, but there's still a requirement for change to progress the picture of the visitor village in the future. This can be too affirmed by the nearby community pioneers (I Wayan Warka, Made Siriawan) who fundamentally expressed that the presentation of the location within the visitor village was able to advance the presence of Taro Tourist Village. It is vital to get it to the administration when doing advancement. Oka et al. (2022) also found that tourism advancement can have a positive effect on the financial, social, and social life of the Serangan traveler village community.

**Social Media.** Social media showcasing is the utilization of social media to extend online transactions and advance tourism items. Social media makes a difference in constructing social systems and businesses. Social media can be utilized to trade thoughts and information and indeed communicate when choosing Taro Tourist Village. Usually upheld by the cross-tabulation of tourists' conclusions (Table 1), it appears that the promoting factors through social media are as follows: visitors learned approximately the presence of the traveler village through social media at 4.22 (exceptionally great); social media gives valuable data to visitors who need to know almost the traveler village's items at 4.28 (exceptionally great); social media is exceptionally effective since it spares costs and time at 4.37 (exceptionally great). Comparative estimations were communicated by the witness Wayan Gede Ardika, Head of Pokdarwis Taro Village. Made Neteg, head of LPM Taro village, clarified that the presentation of social media showcasing to the village can in a general sense advance the nearness of the tourism village while expanding the number of visitors going by the village. Advanced change is considered to have advanced the move towards green tourism (Liu & Mačerinskienė, 2016), which by and large alludes to tourists' inviting state of mind towards the environment or the arrangement of eco-friendly tourism administrations (Winia et al., 2019).

**Search Engine.** A search engine could be a site that collects in a database a list of websites found on the web and shows this file list based on the watchwords looked at by the client. The utilization of search engine has too not gotten much consideration from sightseers. This alludes to the cross-tabulation of tourists' conclusions on the presentation of search engine in traveler villages (Table 2), which appears that the mindfulness level of the variable markers that sightseers learn almost the presence of traveler villages through search engine at 3.20 (adequate); search engine give

substantial data to sightseers at 3.25 (adequate), give substantial data to visitors who need to know around the items of traveler villages at 3.83 (great), and showcasing through search engine is exceptionally proficient since it saves costs and time at 3.05 (adequate). Typically steady with the conclusion of reference by John Mudika (a tourism partner in Taro village) who clarified that the usage still should be advanced in arrange to advance visitor villages in the future. In addition to the presentation of these media, an approach to enable all five spiral partners is additionally vital for the improvement of visitor villages to form eco-friendly tourism (Darmayanti et al., 2020; Pugra et al., 2021; Ruliyani et al., 2022). Their ponder states that the improvement of a tourism goal requires the association of five distinctive performing artists so that all the components work synergistically with each other to advance the presence of a tourism village.

**Email Marketing.** Mail promoting is the activity or movement of sending commercial messages such as advancements, item offers, rebates, participation offers, etc. to a bunch of individuals through e-mail media. The comes about of cross-tabulation investigation on the discernment of the neighborhood community (Table 1) shows that tourists' recognition of e-mail showcasing components is exceptionally positive. This can be upheld by the suppositions of visitors that sightseers learn approximately the presence of the visitor village through mail showcasing at 3.15 (adequate); compelling data arrangement to visitors through e-mail promoting at 3.23 (adequate); viable data arrangement to sightseers who need to know approximately the items of the traveler village at 3.84 (great); promoting through mail promoting is exceptionally proficient; it can spare costs and time at 3.20 (reasonably great). Utilizing email for showcasing purposes is one of the foremost compelling and cost-effective promoting procedures. In any case, promoting emails ought to not be sent carelessly and unremittingly (Nata & Yudiastra, 2018). It would be great for the promoting office to discover tourists' interface and vital data sometime recently sending out emails advancing items.

**Online Advertising.** This sort of advanced promoting is nearly the same as other shapes of promoting, to be specific utilizing the YouTube stage and other media. Be that as it may, to take advantage of this online publicizing medium, promoting materials must be given in development. The advantage of online promoting is that tourism administrators can target the buyers who are to be shown. The comes about of cross-tabulation investigation of tourists' discernments (Table 1) shows that tourists' discernments of mail-promoting elements are very positive. This can be bolstered by the supposition of sightseers that visitors discover almost the presence of visitor villages through online publicizing at 3.29 (reasonably great); online promoting gives valuable data to visitors at 3.45 (great), gives valuable data to sightseers who need to know around traveler village items at 3.53 (great), and showcasing through online publicizing is very productive since it spares costs and time at 3.22 (great). Usually in line with the conclusion of Budiasih (2017), who expressed that computerized instruments such as Facebook, Instagram, and Twitter can encourage the dispersal of data in almost the feasible and arranged advancement viewpoints of traveler villages.

Arranged tourism advancement implies that an advancement arranged for a visitor goal is carried out with the point of lessening the negative impacts of tourism, maximizing the positive impacts of tourism, maximizing financial benefits, and making the goal more alluring and competitive (Darmayanti et al., 2022). The comes about moreover appears that in common, 73.00% of sightseers know approximately the presence of traveler villages online, whereas as it were 27.00% know approximately them offline. Based on the information, future showcasing patterns ought to put more accentuation on online promotion. Advanced promoting, driven by the web, has the advantage of growing the promoting reach, not at all like offline showcasing (conventional showcasing).

By utilizing advanced innovation, tourism village supervisors can rise above geological and time zone boundaries. Hence, in expansion to utilizing the web as a support, it is additionally imperative for tourism village supervisors to have a clear promoting technique to keep marketers centered and guarantee that showcasing exercises are adjusted with commerce objectives. And most importantly, guarantee that you just have marketers/managers who can target shoppers legitimately.

Visitors who learned almost the presence of the resort village offline expressed that they learned almost the resort village basically from companions (12%), taken after by print media (9%), administration (3%), and family (3%). This implies that the administration of Taro Resort Village must proceed to preserve the uniqueness of the resort village, the “tourism picture of nature and culture”. Considering that there are still visitors who visit the resort village based on coordinate data from companions, print media, family, etc. To extend the number of visitors, in expansion to advanced showcasing, resort village supervisors must too be savvy in word-of-mouth showcasing.

Sightseers who found out about the presence of the occasion village online said they found out approximately the occasion village through social media (51%), followed by online advertisements (11%), websites (9%), and chairman mail showcasing (2%). To actualize advanced promotion, marketers need to get the advancement of computerized advertising and how innovation encompasses a major effect on trade advancement to move forward the brand and pull in customers/ consumers. The more target markets utilize innovation, the less demanding it is for marketers to inquire about, assess, and analyze the administrations advertised. This demonstrates that the administration of Taro Tourist Village is inclined toward social media when executing future promoting to execute a key demonstration to advance the occasion village.

Visitors who learned almost the presence of the visitor village online through social media reacted that they learned almost the presence of the visitor village primarily through data from Instagram (18.00%), followed by data from Facebook (12.00%), TikTok (9.00%), Twitter (7.00%), and YouTube (5.00%). Based on this information, within the future advancement of the Taro Tourist Village, the administration ought to prioritize the promotion of the Traveler Village through the utilization of Instagram media to pull in visitor visits to the Traveler Village. Traveler village supervisors ought to actualize advanced promoting techniques since not utilizing innovation will miss openings and even maintainable commerce in the

future. Advanced promoting procedures offer assistance to marketers to analyze shoppers and make choices based on data obtained straightforwardly from customers. This permits traveler village directors to guarantee that the techniques being executed are pertinent to the commerce they work (Hanggraito et al., 2020; Pratiwi et al., 2020).

The results of this study are different from the studies conducted by several researchers mentioned above. The novelty of this study is the online media that is most in demand by visitors in choosing a tourist village. The results of this study indicate that visitors predominantly use Instagram social media in choosing tourist destinations that they want to visit as a place to vacation. Meanwhile, the results of previous studies by researchers revealed that the use of online media is increasingly popular with tourists in choosing tourist destinations, but it has not been explained in detail, which media is most in demand by tourists in choosing tourist destinations.

## 4 Conclusion

Based on the comes about of the overtalk, it can be concluded that advanced promoting plays a critical part in the promotion of Taro Tourist Village. This can be proven by the suppositions of visitors who expressed that 73.00% learned approximately the presence of this visitor village through online media, and 27.00% learned approximately the presence of this traveler village offline. Based on the five components of advanced showcasing considered in this think about (site, social media, search engine, mail showcasing, and online publicizing), the advanced showcasing media most looked for by visitors when selecting a visitor village is social media promoting. They expressed that the presentation of advanced showcasing is exceptionally compelling in impacting tourists' choices when selecting a visitor village. Particularly, among the 73.00% of online media clients, 51.00% expressed that they got data approximately the traveler village through social media, 9.00% through the site, and 11.00% through online advertising. This condition proves that the presentation of computerized promoting within the showcasing of the Taro Tourist Village can demonstrate that it encompasses a positive impact on advancing the presence of the visitor village. It is prescribed that the administration of the traveler village make viable utilize of computerized promoting media to advance the traveler village in the future, to extend the number of sightseers.

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