

Product Planning for Heritage Tour Packages at The Bandung Cultural Preservation Association

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**Product Planning for Heritage Tour Packages at the Bandung
Cultural Preservation Association**

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Abstract

Association Bandung Cultural Conservation (Bandung Heritage) is a non-profit organization engaged to execute activities of conservation for physical heritage plants in Bandung. The activities of Bandung Heritage are inventorying historic landmarks and cultural landscapes, acting as an advisory body to public and private sector organizations requiring specialist-conservation advice, held the exhibitions, performances and other artistic and cultural events; publishing books of heritage building in Bandung. There must be another alternative way to support the conservation of heritage buildings in Bandung besides the above things that Bandung Heritage did. The alternative way is to plan a heritage tour package in Bandung. The compilation of heritage tour packages is based on the tour components such as attractions, facilities and accessibility. The components were analyzed in order to become a competent supplementary factor for the activity of heritage tour in Bandung

Keywords: Mass Tourism, Alternative Tourism, Heritage, Heritage Society, Heritage Tourism, TourismProduct, Tourism Package, Building Attraction.

1. INTRODUCTION

West Java is one of the areas in Indonesia which is rich in tourism potential. The beauty of nature and the traditions of its people can attract the attention of tourists to visit. Bandung as the capital of West Java province also has great potential, supported by very diverse tourism objects and attractions (ODTW). Several types of tourism activities are commonly carried out in the City Bandung is mass tourism and alternative tourism.

Tourism activities that are commonly carried out in Bandung are nature tourism, cultural tourism, shopping tours and culinary tours. Unknowingly, Bandung also has other tourism potentials which, if paid attention to, can develop properly, namely heritage tourism. Heritage tourism is included in the special interest section which refers to tourist activities that are oriented to special aspects of an attraction based on special interests carried out by tourists from certain market segments.

Bandung has a heritage built environment which is a legacy that must be preserved as the identity of the city of Bandung. As a city with history long history, Bandung has a relatively large collection of colonial buildings.

Wisata heritage is a tourism concept that has recently been developed in big cities around the world. A true tourism concept simply by utilizing the built and natural environment that is owned by a city, which has historical value. Apart from functioning as a means of education and recreation for the community, this activity is also a means of preserving the wealth of the city itself. Generally, objects such as sites, monuments, and historical buildings have an important position in heritage tourism activities.

Buildings with strong historical value are a very large capital for the concept of heritage tourism in the city of Bandung. Until now the management of these buildings has not been carried out seriously and optimally. Currently historical buildings in Bandung are disappearing one by one. In 1970 there were around 2,500 buildings with colonial architecture

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aged over 50 years decorating the city of Bandung, in the 1990s that number had shrunk to only 495 old buildings, leaving 206 of them with colonial architecture. For the latest data, it is estimated that the number of Bandung Heritage Society (Bandung Cultural Preservation Association) has decreased. Finally, since 1992 these historical buildings have been relatively better protected by law. Number 5/1992 concerning Cultural Conservation Objects.

Bandung Heritage Society or the Bandung Cultural Preservation Association is a social organization that works to help carry out conservation activities for old buildings in the Bandung area, including the environment and culture. These things are a legacy for the city of Bandung which can be an asset as a city's uniqueness. In accordance with one of the visions of the Bandung Cultural Preservation Association, which is to develop and enhance the image of a unique Bandung City identity.

At this time the Bandung Cultural Preservation Association carries out non-profit activities in an effort to help preserve historical relics in the city of Bandung such as designing exhibitions, discussions relating to the preservation of cultural heritage, inventorying historical relics, as advisors to organizations that need advice on conservation, training and education for those interested in cultural heritage, etc. In this case, there is another way to help preserve historic buildings in the city of Bandung, namely with a heritage tourism package product that is introduced to the public. In accordance with what was conveyed by Atmodjo (2004), where one of the tourism area preservation programs is by compiling activities that can attract the public where tour packages are one of the choices. So with

In this heritage tour package, the people, especially the people of Bandung themselves, are aware of the existence of historic heritages and are helping to preserve them.

In this case, the authors argue that there is another way to help preserve historical buildings in the city of Bandung, namely with a heritage tourism package product that is introduced to the public.

Inskeep (2001), defines tourism products as formations. real or unreal, which can be enjoyed if the series of activities can give satisfaction. So it can be concluded that the availability of tourism products strongly supports and influences the existence of an object and tourist attraction. Based on this definition, the existence of heritage buildings in the city of Bandung, which in this case acts as a tourist object, can be given more attention in one of its efforts, namely by making heritage tourism products.

Suyitno (2001) argues that in order to be able to make tour package products, the manager must be able to prepare a series of travel programs properly, know the implementation or operation of tourist trips, be able to provide the facilities needed during the trip and be able to know the wants and needs of tourists.

In developing a product or tour package, a stage or process of identifying market segments is needed so that product development can be carried out

according to market characteristics and preferences.

The basic thing in knowing market characteristics is segmenting. Valker et al., (2003:169) says "Market segmentation is the process by which a market is divided into distinct consumer subsets of people with similar needs and characteristics that lead them to respond in similar ways to a particular product offering and strategic marketing program". Based on the above, researchers group consumers based on similar characteristics approach so that product offerings can be carried out by carrying out the right strategy in marketing them.

2. METHODS

This study uses applied research methods. According to Gay in Sugiyono (2007:5) that "Applied

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research is carried out with the aim of implementing, testing, and evaluating the ability of a theory that is applied in solving practical problems".

When viewed based on the level of explanation (level of explanation), this research is included in the category of analytical descriptive research. Winarno (2004: 33) argues that descriptive analysis is collecting, compiling, and presenting data accompanied by analysis that can clarify the picture of the object being studied.

The data collection techniques used were field observations, distributing questionnaires (addressed to the general public and college students in Bandung), interviews and studies.literature.

The data collection used to analyze and utilize existing data both in the form of primary data and secondary data is a questionnaire, an interview guide, namely the partyBandung Cultural Conservation Association) and Field Observations.

The analysis technique used is a Likert scale based on the results of observations and the opinion of respondents in the questionnaire.

For the purpose of collecting research natural data, the target population is needed and is a source of information that is: representative which is wanted, namely the general public and students from several universities in the city of Bandung. The researcher used the probability sampling technique, samplingAccidental, namely a sampling technique based on chance, that is, anyone who meets the researcher by chance can be used as a sample, if it is deemed that the person who happens to be found is suitable as a data source. Universities in the city of Bandung.

1. Heritage concept

Heritage tourism according to the National Trust for Historic Preservation, USA is: "Cultural Heritage tourism as traveling to experiences the places, artifacts, and activities that authentically represent the stories and people of the past and the presents. It includes cultural, historic and natural resources". Meanwhile, according to Law no. 5 of 1992, heritage in Indonesia is divided into buildings, arts and culture which are also known as Cultural Heritage Objects (BCB).

Moscardo (2005:4) argues that: "Heritage tourism is a form of tourism in which participants seek to learn about and experience the past and present cultures of themselves and of others".

According to the Preservation AgencyPusaka Indonesia (2003), Heritage Heritage is divided into 3 groups, namely:

1. Natural heritage.
2. Cultural heritage (cultural heritage).

Heritage saujana/as far as the eye can see (a combination of natural and cultural heritage in the unity of space and time). Judging from its form, heritage is divided into two, namely: Tangible: "tangible heritage is the result of past activities in the form of artifacts, sites and structures which include buildings, sites and cultural eco-regions". (Drajat, 2005), and Intangible: includes traditions and oral expressions, performing arts, social practices, rituals and festivals, knowledge and practices concerning nature and the universe, as well as traditional works. (UNESCO).

Some experts define heritage as listed below (Moscardo, 2005:4):Table 2.1

	Old architecture
Ashworth	Historic sites
(2002)	Art

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	Culture
	Archaeological sites and museums
	Architecture
	Art
RICHARD	Dramatic music and dance
	Language
	Festival religious
Prentice	Palace, temple, cathedral,
(2001)	Archeology, literature
Richter	Museum
(2003)	Historical city Sculptures, monuments

The criteria for heritage buildings according to Dibyo (2004) are historical values, related to events or political history (struggle), history of science, history of buildings and the environment.(region), important figures both at the local (Bandung or West Java) and national (Indonesia) levels. And Aesthetic Value, related to the face of the building (the composition of the elements in the environmental setting) as well as certain styles (representatives of a certain style period). Included in the aesthetic value are the facade, layout and shape of the building, colors and ornaments that are owned by the conservation object.

Bandung is a city that is rich in heritage tourist attractions in the form of ancient buildings left by the colonialists.This condition places Bandung in 9th place out of 10 cities with the most Art Deco architecture in the world, one level above Paris (Globe Trotter, 2013). already fulfilled.

1. Planning Concept

According to Jan Van Harssele (2004:208), "Tourism planning is a decision making process aimed at guiding future tourism development actions and solving future problems".

Tourism planning is also a process of selecting destinations and deciding what to do to achieve these goals. The concept of planning according to Cooper (2003:134), is to give attention to pre-specific achievement of planning objectives. According to Cooper (2003: 134) in the same book, there are several planning processes, namely:

- 1) Study preparation
- 2) Determination of objectives
- 3) Surveys
- 4) Analysis
- 5) Policy and plan formulation
- 6) Recommendations
- 7) Implementation
- 8) Monitoring and
- 9) Reformulation

In preparing a heritage tourism package product requires good planning where planning is the main step that initiates a whole series of work activities, in this case tourism trips. Planning heritage tourism trips is very important because planning can determine the quality of tour package products purchased by tourists.

2. *Product Concept*

Tourism Products As Compilers of Tour Packages according to Middleton (2002: 86), "The tourismthe product may be seen as a bundle or package of tangible and intangible components, including destination attractions and facilities, accessibility, image, and price, which combine to form the overall experience".

According to this understanding, there are five main components which are products of the tourism industry, namely:

- 1) *attractions*, which further grouped into:
 - a) *Natural Attraction* :Mountains, Sea, Lake.
 - b) *Building Attractions*:Historic Buildings, Parks.
 - c) *Cultural Attractions*:Art, history.
 - d) *Social Attraction* :Language, Way of life.

2) Destination Facilities and Services

3) Accessibility of the Destination

4) Images and Perception of Destinations.5) Price of the Consumer.

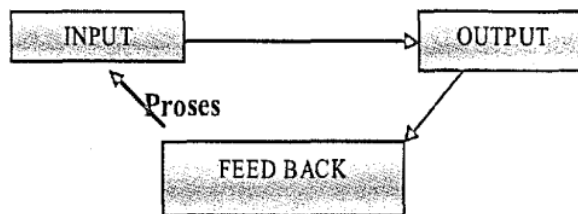
Inskeep (2001), defines tourism products as tangible or intangible formations, which can be enjoyed if these series of activities can provide satisfaction, so that they canconcluded that the availability of tourism products is very supportive and influenceexist
ence of an object and tourist attraction.

According to Nuriata (2004), there are three product approaches, namely:

- 1) The input-to-output process approach.

Product is something (finished goods) that is produced through a process of input (input) to output (output).

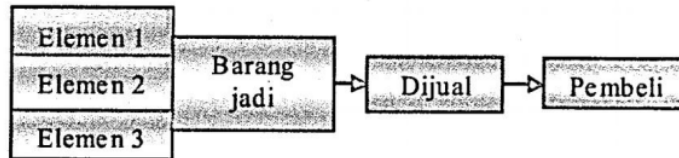
Picture 1
Process Input into Output



Source: Nuriata (2001)

2) The ready-to-sell approach.

Figure 2
 Process goods ready for sale



Source: Nuriata (2001)

Consumer consideration approach.

Products can be differentiated into two forms, namely:

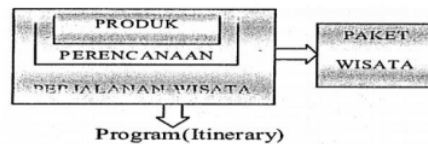
- a) Tangible objects (physical objects)
- b) Intangible objects (non-physical) such as tour packages.

In making heritage tourism packages in the city of Bandung, an approach is taken with taking into account the wishes of consumers. Among them are product accessibility and interaction between consumers and the system of the product, and consumers as users of the product itself. With the consideration of consumers, complete information is obtained about the needs or desires of tourists so that it is hoped that appropriate heritage tourism packages can be made.

a. Tour Package Concept

From a business point of view, tour packages can be viewed as a product because they are commodity goods traded. This trip planning product is reflected in the form of a program (itinerary).

Figure 3



Program (Itinerary)

As an outline, there are two types of tour packages, namely:

- 1) Tour packages that have been prepared or better known as ready-made tours;
- 2) Tour packages prepared upon request or better known as tailor-made tours

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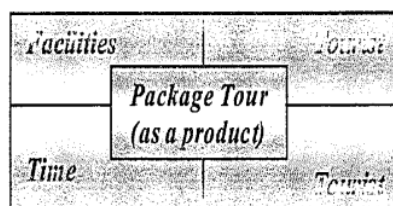
As is the case above, where the preparation of heritage tourism packages is based on requests from consumers. It is understandable that not many tourists are interested in heritage, so this on-demand approach is the most appropriate and appropriate.

In the program for preparing heritage tour packages, apart from considering tourist facilities and components, there are other factors that need to be considered so that the product produced in accordance with the tastes of tourists and is a good product, namely: travel routes in a heritage tour package should be made circle trips, sequences and variations of travel programs, selection of places to see and enjoy the sights regarding the location and length of time and an appropriate schedule, the color and weight/lightness of a travel program prepared and whether the travel program can be marketed, sold and profitable.

Apart from being a product, a tour package is also a system whose planning is inseparable from its sub-systems, namely tourists, facilities, time and tourist attractions.

Figure 4

Tour Package Planning System



If you look at it, the city of Bandung already has everything needed, where the Tourist Attraction is in the form of a Heritage building that has a very high historical value. As for the tourists who are the target are those who have the same characteristics, namely being attracted to historical buildings. Facilities (security, transportation and others) and time, although not perfect but can support in making existing tour packages.

Referring to the 2004 Bandung City Regional Regulation, the cultural heritage area of Bandung City is divided into 6 areas, namely:

- a. The Historic City Center Area, consisting of the former sub-region the district administrations of Bandung, Alun-alun, Asia-Africa, Cikapundung and Braga;
- b. The Chinatown area, consisting of the sub-region Jl. Temple, Jl. Pasar Baru, Oto Iskandardinata, ABC, and Chinatown;
- c. The Defense and Security Area, consisting of the Defense and Security office sub-district, Jl. Sumatra, Jl. Jawa, Jl. Aceh, Jl. Bali, and military warehouse (Jl. Gudang Utara and its surroundings)
- d. The Sundanese Ethnic Area, consisting of the Lengkong sub-region, Jl. Sasakgantung, Jl. Karapitan, Jl. Dewi Sartika, Jl. howling;
- e. The Villa Residential Area, consisting of the Dipati Ukur sub-area, Ir. H. Djuanda, Ganesha, Pager Gunung, Tamansari, Diponogoro, RE Martadinata, Cipaganti, Pasteur, Setiabudi, Gatot Subroto, and Malabar;
- f. Industrial Area, consisting of the Arjuna, Jatayu, and Kebon Jati sub-regions.

Next is discussed the analysis and discussion of the questionnaires distributed regarding

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perceptions regarding the tank power of heritage tourism.

3. RESULTS AND DISCUSSION

Distribution of questionnaires to respondents from the general public and representatives of 174 universities that are indirectly related to heritage, namely Bandung Tourism College, Department of Travel Management, Bandung Institute of Technology, Department of Architecture, University of Pajajaran, Department of History and Tourism, and College of Tourism Economics (STIEPAR) Department of Tourism and Travel Management.

The analysis of the problems studied includes the analysis of the components forming the tour package, namely the aspects of attractiveness, aspects of facilities and aspects of accessibility which can be seen below.

Analysis of the Components Forming a Heritage Tour Package

Heritage Tourism Attraction in Bandung City

heritage is a cultural property that has a very important meaning for the development of history and science so that it must be protected and preserved for the benefit of the nation. Various ways can be taken in order to preserve heritage buildings such as conservation, renovation, revitalization and restoration as well as planning heritage tourism activities.

As much as 60% of the general public respondents are interested in terms of history and the rest are architectural styles. Of the students, 56.5% of respondents were interested in the historical value of heritage buildings, 53.5% were interested in the architectural style of the buildings. While the majority of respondents from the general public and students (72%) chose the Central Bandung area as an area with a strong presence of heritage buildings. They feel familiar with heritage buildings in the Asia-Africa region, Braga and its surroundings. Because the respondents are university students who are closely related to heritage contexts, in general they have studied the historical value contained in heritage buildings and each respondent has a different interest according to the subject they study. So in the preparation of heritage tourism, it can be sorted out which buildings will be taken according to the conditions in which they are placed.

Besides that, heritage is introduced early on so that people understand its existence and help preserve it by not changing or destroying it. For example, bringing in heritage experts to talk about some important aspects of heritage for our nation, the reasons for and how to preserve cultural heritage objects, especially heritage buildings and explaining what positive things will happen if the heritage built environment can continue to be preserved. Apart from that, it can be in the form of heritage tourism or the involvement of subjects regarding heritage in subject chapters such as history.

a. Facilities heritage buildings in the city of Bandung

Facilities are one of the main supporting factors in a tourism activity. Most of the heritage buildings in Bandung have very minimal facilities, both physical building facilities and other supporting facilities. The majority of respondents from the general public accept guide facilities of several heritage buildings visited. Meanwhile, students stated that they did not find any significant facilities from the heritage buildings they visited.

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Heritage buildings that are currently open for the general public should be equipped with facilities that can help visitors. Several types of facilities that should be provided are: Guide, Explanation room, Heritage map/Guide book, Tourist Information Centre.

b. Hygiene facilities

Most of the respondents from the general public and students stated that the number of facilities did not yet represent the building's capacity for visitors who came. For example, guides who bring visitors in groups that are too large so that what the guide conveys is not well received by some of the visitors, and information parties who should always be ready in place.

c. Quality of facilities

must be given more attention, for example the guide must be correct- really mastered the ins and outs of the heritage building he guides. Respondents from the general public stated that the conditions of the facilities were not yet proper, but on the contrary, students stated that the conditions of the facilities were decent. This happens because students visit by following a tour.

d. Accessibility to heritage buildings in the city of Bandung

In compiling a heritage tourism package activity, the accessibility aspect is one of the most important parts because is a path that connects several points. Pack basically city security conditions are the main thing that must be considered. All respondents stated that the level of security in the city of Bandung is at a fairly high level. Access for visitors to enter the heritage building will help smooth heritage tourism activities. Collaboration must be carried out between tour managers and related parties (managers of each heritage site) regarding accessibility regulations that must be met, so that the smooth running of heritage tourism activities remains under control and avoids missing points. Heritage tourism activities should be carried out using traditional Bandung vehicles such as rickshaws, buggies and mopeds. This is in accordance with the opinion of respondents who choose to use traditional vehicles in heritage tourism and most of the other respondents choose to walk. The selected mode of transportation is one that can reduce pollution as little as possible. Apart from using traditional vehicles, walking is the right and effective choice because the majority of heritage tourism is per area. Furthermore, an analysis of the potential profile of heritage tourism packages in the city of Bandung can be seen.

Analysis of Potential Market Profile of Heritage Tour Packages in Bandung City

Geographic Aspect

The majority of respondents from the general public, 78%, came from Bandung and West Java, 15% came from Jakarta. 80% of student respondents came from Bandung and West Java and the rest from Jakarta.

Demographic Aspect

Gender

Age of Respondents from the general public by 53% dominated by men. Respondents from student circles 52% were women.

Age

Based on age, in general, people aged between 21-25 years have a better understanding of heritage.

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Meanwhile, students who understand and are more concerned about heritage are those who aged between 21-25 years. This happens because at that age, both in terms of lecture material and the level of curiosity they experience is more widespread, especially in new things. This heritage tourism activity is more emphasized at the age of 18-25 years because it is considered more productive and it is hoped that the younger generation can continue this heritage tourism activity by introducing heritage to the next generations.

Profession

Respondents from the general public are students and employees, 38% each, the remaining 24% are self-employed persons. Respondents who came from the general public were 78% do not know the meaning of heritage. Others, such as employees or entrepreneurs, do not understand the meaning of heritage. They basically know and recognize heritage buildings such as Gedung Sate, Geological Museum, Merdeka Building and others, but they generally do not know that these buildings are heritage sites. Respondents from the general public were 87% not aware of heritage packages, the rest had participated in Bandung City heritage tourism. But the majority (78%) are interested in participating in heritage tourism after they understand the meaning of heritage.

Aspects of Preferences and Expectations

Attractiveness of interest Respondents from the general public: Based on the gender of the respondents, women were more interested in the historical value of heritage buildings in the city of Bandung, while men were more interested in the architecture of heritage buildings. While respondents who are students, women are also more interested in terms of the history of heritage buildings in the city of Bandung, while men are more interested in the architectural style of the buildings. Judging from the age factor based on respondents who came from the general public it was concluded that ages 21-25 years were more interested in the architectural style of heritage buildings, while those over 25 years were more interested in historical values. Meanwhile, from among students it can also be concluded that ages between 18-20 years are more interested in historical values while those aged 21-25 years are more interested in the architectural side.

Expected activity

From the general public, 58% of the respondents expected the screening of old Bandung documents to be one of the activities presented, 31% of the respondents chose photography, and the rest chose talk shows. Meanwhile, 59% of students chose the screening of past Bandung documentation as one of the activities that were also presented, 32% of respondents chose photography and 9% of respondents chose to hold a talk show. The activities mentioned above are differentiation which can benefit also increase heritage tourism. Therefore, it is necessary to present various other activities in the implementation of heritage tourism.

Expected amenities Most of the respondents who have participated in heritage tourism activities or who have visited heritage buildings in the city of Bandung expect a tourist information center to be provided for each heritage building and a heritage map/guide book in addition to convenient transportation facilities and physical building facilities that pay more attention such as facilities cleanliness. After the results of the analysis and discussion, the researcher makes several conclusions and recommendations as below.

4. Conclusion

Based on the discussion and analysis in the previous chapter, it can be concluded that it was found that respondents in general did not understand the meaning of the heritage aspect. They are aware of the existence of heritage buildings in the city of Bandung based on their current

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function, although 80% of respondents are very interested in heritage tourism activities in the city of Bandung. This is due to the lack of conveyance to the public about the meaning of heritage from related parties, especially the government. However, students understand the meaning of heritage much more than respondents who come from the general public in Bandung and both of them stated that historical value is the attraction of heritage buildings in Bandung. with ages between 18-25 years who are indirectly related to heritage such as tourism, architecture and history.

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