

ABSTRACT

POSITIONING ANALYSIS OF BALI, BANDUNG, AND YOGYAKARTA AS TOURIST DESTINATIONS USING SUSTAINABLE TOURISM TRIANGLE

Tourism is one of the largest and fastest growing economic sectors in the world, and has a considerable role to assist sustainable development in many countries. A well-managed tourism sector can benefits local communities and the natural and cultural environments. Sustainable tourism planning presented as a sustainability based ethos and principles that sensitive to the negative impact of economic, social and environmental problem in the present and the future, addressing the needs of tourists, the needs of industry, environmental, and local community.

This study aimed to describe the positioning map of three tourist destinations in Indonesia, namely Bali, Bandung, and Yogyakarta using sustainable tourism triangle variables by measuring sixteen attributes of sustainable tourism.

Data were collected through questionnaires distributed to tourists who have traveled to Bali, Bandung, and Yogyakarta with a sample of 400 respondents. The data collected were analyzed by Correspondence Analysis (CA) technique in SPSS 20 that establishing a perceptual map which illustrates the positioning of the three tourist destinations.

The result showed that each destination has its own advantages and rated different from each other. Travelers saw that the advantages of Bali are degree of tourist satisfaction and facilities and basic services. Bandung is considered to have the advantage on the incorporation of environmental criteria in tourism planning compared to the other destinations. Yogyakarta is considered have advantages on solid waste management and low air pollution levels.

This research suggested to increase the advantages of tourist destinations by conducted a well-managed tourism with applying the principles of sustainability and using each advantages in marketing activities of each destination.

Keywords: *Positioning, Sustainable Tourism, Tourist Destinations, Correspondence Analysis*