

Bibliometric Analysis of Sustainable Tourism Research in Bali (2020-2025)

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Abstrak

Penelitian ini bertujuan untuk melanjutkan penelitian dari Yospetch & Nimsai, serta Kawuryan berkaitan popularitas penelitian pariwisata berkelanjutan di Asia dan Indonesia secara global. Pembedanya adalah topik yang diangkat lebih spesifik yakni pariwisata berkelanjutan di Bali. Fokus Bali dipilih karena termasuk kota di Indonesia yang memiliki sejarah panjang dalam pengelolaan pariwisata. Analisis bibliometrik relasional digunakan untuk mendapatkan deskripsi umum dari hubungan metadata dan unit analisa yang telah diolah melalui PoP, Mendeley Dekstop dan VOSviewer. Dari 16 tulisan ilmiah yang terindeks scopus, terdapat tiga penemuan penting, pertama terdapat satu tema penelitian baru di tahun 2020-2025, yakni evaluasi kerangka kebijakan pemerintahan pada pariwisata berkelanjutan. Kedua, popularitas penelitian sustainable tourism in Bali tidak terlalu luas disebabkan keterbatasan pada kolaborasi internasional dan kata kunci yang digunakan tidak bervariasi. Ketiga, adanya pergeseran fokus penelitian populer pada periode 2010-2019 dan 2020-2025. Pergeseran ini bisa dimanfaatkan bagi peneliti selanjutnya untuk menangkap peluang penelitian dimasa depan yang lebih signifikan dan berdampak pada komunitas akademik internasional.

Abstract

This study aimed to extend the previous research conducted by Yospetch and Nimsai, as well as Kawuryan, concerning the global prominence of sustainable tourism research in Asia and Indonesia. The novelty of this study lay in its specific focus on sustainable tourism in Bali, a region with a longstanding history in tourism management. A relational bibliometric analysis was employed to provide a comprehensive overview of the relationships between metadata and analytical units, using tools such as PoP, Mendeley Desktop, and VOSviewer. From an analysis of 16 Scopus-indexed academic publications, three key findings were identified. First, a new research theme emerged between 2020 and 2025, namely the evaluation of government policy frameworks in relation to sustainable tourism. Second, the limited global visibility of research on sustainable tourism in Bali was attributed to the lack of international collaboration and the restricted diversity of keywords employed. Third, a discernible shift was observed in the dominant research themes between the periods 2010-2019 and 2020-2025. This thematic transition indicated potential avenues for future scholarly inquiry that could offer greater significance and impact within the international academic community.

Keywords:
Bibliometric analysis,
sustainable tourism,
Bali, VOSviewer

INTRODUCTION

This study seeks to explore the development of research on the theme of sustainable tourism in Bali over the past five years. The analytical method employed is bibliometrics, which refers to the process of processing published information (such as books, journal articles, and reports) and associated

metadata, such as abstracts, keywords, and citations, through statistical techniques to describe relationships between scholarly works (Ninkov et al., 2022). The application of bibliometric analysis has contributed significantly to the advancement of research and scientific data processing involving numerous variables, supported by tools such as VOSviewer and databases including Google Scholar, Scopus, and Web of Science. Academics utilize bibliometric analysis for several purposes: first, to identify trends in journal article research; second, to examine collaboration patterns among researchers and research constituents; and third, to explore intellectual structures by dissecting domains within the literature (Passas, 2024).

Although bibliometric analysis is not designed to evaluate the quality of research, it enables insights into the quantitative scope of a body of literature and the impact it exerts on relevant communities, as indicated by citation counts (Salinas-Rios & Gracia-Lopez, 2022). This capacity facilitates evaluation of research on a given issue and helps to determine the degree of success achieved by a particular program. In this context, the issue of regionalizing sustainable tourism policy in Indonesia warrants investigation to assess its current stage of implementation. The selection of this topic is grounded in the work of Kawuryan et al (2022), which argues that bibliometric analysis in the study of sustainable tourism in Indonesia is directed toward evaluating the seriousness of management efforts and strategic adjustments in tourism, one of Indonesia's leading national commodities, according to global standards, such as those set by the UNWTO. Moylea et al. (2020) further affirm that bibliometric analysis in sustainable tourism issues serves to explore the progress of global agendas related to responsible tourism development.

Indonesia comprises several regions that position tourism as a primary economic commodity, one of which is Bali. Drawing on the study by Kawuryan et al., the present research focuses on the implementation of sustainable tourism policy in Bali, prompted by historical data indicating that the island has engaged in tourism development since the 1930s. This development was interrupted during World War II (1942-1945), followed by Indonesia's struggle for independence. It was not until the 1950s that Bali began reorganizing its tourism sector. The construction of the Bali Beach Hotel in Sanur, Bali's first ten-story building, marked a pivotal moment in this effort. In the 1970s, the Balinese government introduced local regulations to control the height of buildings used for tourism purposes, aiming to preserve cultural values, moral considerations, and traditional spatial arrangements .Suryawati, 2018

Previous studies covering the period from 2010 to 2024 have revealed several challenges in the implementation of sustainable tourism in Bali. Fagertun (2017), through fieldwork, uncovered disparities in tourism employment based on gender. Men were more likely to secure desired positions compared to women, and hiring practices along coastal areas often prioritized applicants' places of origin. Suryawati (2018) found that tourism-related professions were highly attractive to local communities, although the oversaturation of interest in the tourism sector led to a decrease in the market value of Balinese workers.

Illicit practices in Bali's tourism industry, such as prostitution, have resulted in community members, particularly women, being vulnerable to sexual harassment and other forms of violence without legal protection (Kulsum, 2010). Moreover, female workers often received lower wages than their male counterparts, even when occupying the same positions with similar educational backgrounds (Wiratha, 2012). More recent research by Aristuti and Agestin (2024) indicated that for Balinese youth, the tourism industry no longer offers promising opportunities, particularly in the aftermath of the COVID-19 pandemic. Another issue involves the emergence of unauthorized tourism businesses, particularly accommodations, operated by foreign individuals. These activities have led to a reported 10-20% decline in revenues among local business operators (Widiastuti & Winata, 2025).

These findings suggest that the topic of sustainable tourism in Bali remains a compelling subject of academic inquiry. However, much of the literature tends to emphasize critiques of Bali's tourism practices. By applying bibliometric analysis, this study aims to scientifically and concretely map the research landscape on sustainable tourism in Bali. Furthermore, previous literature has indicated a decline in the popularity of sustainable tourism studies in Asia (Yoopetch & Nimsai, 2019) ,particularly in relation to Indonesia (Kawuryan et al., 2022)Therefore, this study also intends to build upon the works of Yospetch & Nimsai and Kawuryan et al. by conducting a more specific investigation into This study has three main objectives: first, to identify the dominant themes in research on sustainable tourism

in Bali over the past five years; second, to assess the global visibility of the issue; and third, to examine the prospects for future research on sustainable tourism in Bali.

RESEARCH METHODS

This study employed a qualitative research design aimed at describing the issue in detail, documenting causal processes, and dissecting the existing phenomenon to uncover the meanings behind social symptoms (Neuman, 2014). The primary analytical approach used was relational bibliometric analysis, which provides a general overview of relationships among analytical units (Ninkov et al., 2022). Through relational bibliometrics, the study examined the co-occurrence of metadata and entities, such as authors, citations, and keywords, to identify patterns and similarities that offer insights into emerging research trends, the academic visibility of sustainable tourism in Bali, and the prospects for future research in this area.

To conduct this analysis, the study utilized VOSviewer to analyze the thematic units that had previously been processed using Publish or Perish (PoP) and Mendeley Desktop. The search theme was "Sustainable Tourism in Bali" as indexed on the Scopus database. The time frame of 2020-2025 was selected as it represents the post-COVID-19 era, thereby allowing for a more concrete analysis of dominant themes and research prospects. Additionally, the study collected comparative data covering the periods 2010-2019 and 2020-2025 to identify changes in topic popularity and thematic dominance across academic publications, which were subsequently used to assess the potential trajectory of future research.

RESULTS AND DISCUSSION

Dominant Research Themes on Sustainable Tourism in Bali (2020-2025)

Based on data retrieved from Publish or Perish (PoP) using Scopus as the source and the keyword "Sustainable Tourism in Bali," a total of 17 relevant scholarly works were identified. The raw data were filtered through Mendeley to obtain metadata for the top ten articles based on citation count. These results are summarized in the table below.

Table 1. Top 10 Mendeley Metadata from 17 Academic Articles Based on PoP Data Processing on “Sustainable Tourism in Bali” (2020-2025)

Author	Cite	Title	Year	Publisher	Type
Nugraha, I. G. P.	11	The role of government and community participation in realizing sustainable tourism development in Tihingan Village, Bali, Indonesia.	2024	Journal of Infrastructure Policy and Development, 8(8)	Article
Rustini, N. K. A.	10	Designing pathways towards sustainable tourism in Soka Tourism Bali: A MULTIPOL policy analysis.	2023	Decision Science Letters, 12(4)	Article
Palguna, I. D. G.	6	Towards quality and sustainable tourism in Bali: Should the regional master plan be adjusted?	2023	Udayana Journal of Law and Culture, 7(1), 43-58.	Article
Halim, D. K.	6	Comparative study: Perception on sustainable tourism of urban and rural eco-villages in Bali.	2021	Iop Conference Series Earth and Environmental Science, 704(1)	Conference Paper
Majiid, M. A.	4	Land Conversion Analysis in Buleleng District, Bali: An Outlook for Sustainable Tourism Development.	2023	E3s Web of Conferences, 468.	Conference Paper
Oka, I. M. D.	4	Digital marketing for sustainable tourism village in Bali: A mixed methods study.	2024	Journal of Infrastructure Policy and Development, 8(7).	Article
Widiastini, N. M. A.	3	Strategic Collaborations and Diversification Pathways to Sustainable Growth in Bali's Tourism Village and Business Ecosystems.	2025	Jurnal Kajian Bali, 15(1), 146-172.	Article
Arshiniwati, N. M.	3	Reviving the Sanghyang Grodog Ritual Dance: Promoting Social Harmony and Sustainable Cultural Tourism in Nusa Lembongan Island, Bali.	2025	Jurnal Kajian Bali, 15(1), 61-91.	Article
Choe, J.	2	Sustainable and Inclusive Spiritual Tourism Development in Bali as a	2023	International Journal of Religious Tourism and	Article

Among these, the article by Nugraha, I. G. P. (2024) received the highest number of citations, totaling eleven. Nugraha conducted a qualitative study to analyze the percentage of government involvement in engaging local communities in sustainable tourism development in Tihingan Village, Bali. In contrast, Rustini(2023), with ten citations, focused on designing scenarios for sustainable tourism management in Soka, a tourism area in Bali Province, using MULTIPOL policy analysis. Similarly, Palguna ((2023) explored local government policy frameworks, but with a specific emphasis on the context of the COVID-19 pandemic and the post-pandemic period.

Halim (2021) and Majiid (2023) applied quantitative methods to assess the management of natural resources within Bali's tourism industry from a sustainability perspective. Meanwhile, Oka (2024), Widiastini (2025), and Widanti (2025) explored marketing-related aspects and their implications for the well-being of rural communities in Bali. Additionally, Arshiniwati (2025) and Choe (2023) investigated how traditional cultural values have been incorporated into the development of the tourism sector.

These findings indicate that the most frequently cited topic was the evaluation of local government policy in sustainable tourism development. Secondary themes included community involvement, empowerment, cultural preservation, and environmental management.

To better understand the evolution of research themes, metadata from PoP for articles published between 2010 and 2019 on the same topic were also analyzed.

Table 2. Top 6 Mendeley Metadata from 6 Academic Articles Based on PoP Data Processing on “Sustainable Tourism in Bali” (2010-2019)

Author	Cite	Title	Year	Publisher	Type
Nugraha, I. G. P.	11	The role of government and community participation in realizing sustainable tourism development in Tihingan Village, Bali, Indonesia.	2024	Journal of Infrastructure Policy and Development, 8(8)	Article
Rustini, N. K. A.	10	Designing pathways towards sustainable tourism in Soka Tourism Bali: A MULTIPOL policy analysis.	2023	Decision Science Letters, 12(4)	Article
Palguna, I. D. G.	6	Towards quality and sustainable tourism in Bali: Should the regional master plan be adjusted?	2023	Udayana Journal of Law and Culture, 7(1), 43-58.	Article
Halim, D. K.	6	Comparative study: Perception on sustainable tourism of urban and rural eco-villages in Bali.	2021	Iop Conference Series Earth and Environmental Science, 704(1)	Conference Paper
Majiid, M. A.	4	Land Conversion Analysis in Buleleng District, Bali: An Outlook for Sustainable Tourism Development.	2023	E3s Web of Conferences, 468.	Conference Paper
Oka, I. M. D.	4	Digital marketing for sustainable tourism village in Bali: A mixed methods study.	2024	Journal of Infrastructure Policy and Development, 8(7).	Article
Widiastini, N. M. A.	3	Strategic Collaborations and Diversification Pathways to Sustainable Growth in Bali's Tourism Village and Business Ecosystems.	2025	Jurnal Kajian Bali, 15(1), 146-172.	Article
Arshiniwati, N. M.	3	Reviving the Sanghyang Grodog Ritual Dance: Promoting Social Harmony and Sustainable Cultural Tourism in Nusa Lembongan Island, Bali.	2025	Jurnal Kajian Bali, 15(1), 61-91.	Article
Choe, J.	2	Sustainable and Inclusive Spiritual Tourism Development in Bali as a	2023	International Journal of Religious Tourism and	Article

The table above shows that the majority of issues addressed relate to the challenges of managing sustainable tourism in Bali, including

community involvement, the preservation of traditional culture, and environmental management. When compared with the Mendeley metadata from 2020-2025, a new and more frequently cited topic emerged, namely, the evaluation of policies and strategic recommendations directed at local governments. Ultimately, the comparison between Table 1 and Table 2 indicates a shift in topic dominance, with a notable increase in citation frequency for these emerging themes.

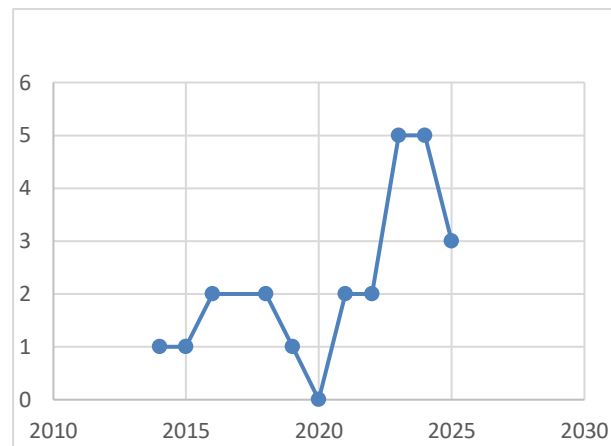
Global Popularity of Research on Sustainable Tourism in Bali

Table 3. PoP Data Metrics

Citation Metric	2010-2019	2021-2025	The Analysis
Publication years	2014-2019	2021-2025	
Citation Years	11	4	
Papers	6	17	Increase in the number of publications
Citation	73	51	Decrease in the number of citations
Cite/year	6.64	12.75	Annual efficiency improvement
Cite/paper	12.17	3.00	Decline in quality per publication
Cite/Author	73.00	51.00	Equivalent to total citations
Paper/Author	6.00	17.00	Increase in productivity
Author/Paper	1.00	1.00	Consistent
h-indeks	5	4	Decline in cumulative impact observed
g-indeks	6	6	Stable, with citation distribution remaining favorable
hI,norm	5	4	Decrease in productivity consistency
hI,annual	0.45	1.00	Improvement in annual performance
hA-index	2	3	Slight improvement in citation distribution

Based on Table 3, there is an observed increase in writing productivity on the topic of sustainable tourism in Bali; however, the quality of scientific papers appears to have declined, as evidenced by the lower number of citations per paper. This finding supports the conclusion that, during the period 2020-2025, newly published works have gained recognition, although their citation counts have not yet reached the levels observed between 2010 and 2019. Nevertheless, the annual citation metrics suggest that despite a decrease in total citations, the average citations per year have increased. This increase indicates that publications on sustainable tourism in Bali have experienced more rapid growth in popularity over the short term. Furthermore, improvements in the annual h-index metrics also signify that publications from 2020 to 2025 have become more visible and popular within five years compared to those from 2010 to 2019.

Figure 1. Line Chart of the Number of Publications per Year

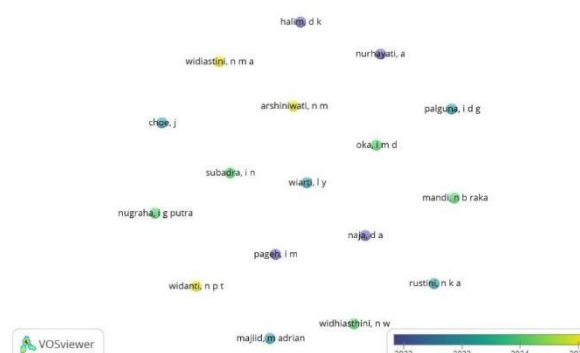


Furthermore, as shown by the declining h-index and hI,norm metrics in Table 3, it indicates that scientific publications from 2020 to 2025 related to the issue of sustainable tourism in Bali have not yet had a broad impact within the research community, despite a significant increase in the number of publications. The number of citations per paper (cite/paper) also decreased from 12.17 to 3.00, suggesting that many publications from 2020 to 2025 have not received proportional global attention.

Figure 2. Author Collaboration in 2010-2019



Figure 3. Author Collaboration in 2020-2025



Referring to Figures 2 and 3, it can be observed that there has been no significant development in author collaboration across the two time periods. Each of the authors has not engaged in co-authorship, and there is a notable lack of involvement from international authors, as illustrated in the figures. These findings reinforce the notion that limited dissemination of publications to the international scholarly community may have contributed to the overall low citation count. When linked back to Table 3, this helps explain the decline in the Author/Paper, Cite/Paper, and Cite/Author metric values.

The Opportunities of Research Theme on 'Sustainable Tourism in Bali'

The analysis of research prospects on “Sustainable Tourism” was conducted using VOSviewer to examine the shift in keywords between the periods 2010-2019 and 2020-2025. The results indicate that three dominant keywords emerged in each period, with notable differences between the two.

Figure 4. Visualization of VOSviewer Analysis for the Period 2010-2019

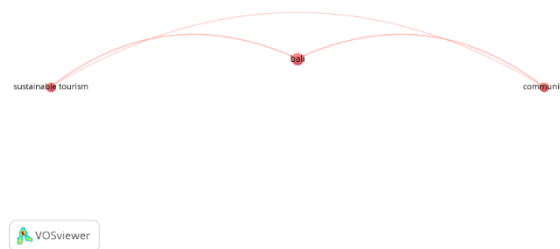


Figure 5. Visualization of VOSviewer Analysis for the Period 2020-2025

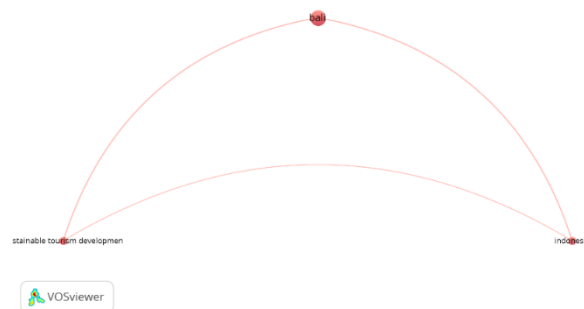


Table 4. Comparison of Keyword Clusters from VOSviewer

Period	Main Cluster	Related Keywords
2010-2019	Bali Community Sustainable tourism	Local and Social Focus: Role of the Community in Bali
2020-2025	Bali Indonesia Sustainable Tourism	National and Macro Focus: Bali as Part of the Indonesian Context

Table 4 illustrates a shift in research focus. During the 2010-2019 period, the emphasis was placed on community-based tourism. As previously shown in Table 1, this topic gained the highest level of popularity compared to other areas of research. In contrast, during 2020-2025, the scope of research expanded, situating Bali within the broader context of Indonesia's national tourism strategy, as evidenced by the emergence of the keyword Indonesia. This observation is further supported by Table 1, where the two most cited studies focus on evaluating government policies in managing sustainable tourism in Bali.

Based on this description, it is evident that there is growing scholarly interest in exploring case studies on the national and local policy frameworks for sustainable tourism management in Bali. For future research opportunities, there is a need for more in-depth investigations into the synchronization between national policies and the implementation by the Balinese government in developing sustainable tourism. Furthermore, subsequent research could explore the effectiveness of sustainable tourism programs in Bali in the post-COVID-19 context, as well as Bali's responses to global pressures. These directions represent an extension of the widely discussed topic of policy evaluation in sustainable tourism governance in Bali during 2020-2025.

However, it is also important to consider that dominant topics from 2010-2019 can be integrated with those popular in 2020-2025. Although the number of citations is relatively lower, research on community-based tourism is still being published, as shown in Table 1. For instance, future studies could explore the impacts on local communities resulting from Bali's integration into national tourism policy frameworks.

CONCLUSION

The bibliometric analysis of research on sustainable tourism in Bali between 2020 and 2025 revealed that the topic has not yet achieved significant global popularity in Scopus-indexed journals. One likely contributing factor is the limited collaboration with international researchers. However, the increasing number of publications during this period, compared to 2010-2019, suggests a growing interest that may lead to broader recognition.

The most prominent research theme in recent years has been the evaluation of government policy on sustainable tourism management, a topic that garnered the highest number of citations. This focus could be expanded to assess the integration of national and local governance or to compare Bali's tourism management with that of other global destinations.

Additionally, the limited diversity of keywords identified through VOSviewer indicates a need for researchers to adopt broader and more internationally relevant terminology. This strategy could increase the global dissemination and academic influence of future research on sustainable tourism in Bali.

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