

DAFTAR PUSTAKA

- Abdelkafi, N. R., Roth, A., & Srinivasan, R. (2019). Multi-sided platforms. *Electronic Markets*, 29, 553-559. Institute of Applied Informatics: Leipzig.
- Adzharuddin, N. A. & Ling, L. H. (2013). Learning management system (LMS) among university students: Does it work? *International Journal of e-Education, e-Business, e-Management and e-Learning*, 3(3), 248-252.
- Agnew, P. W., Kellerman, A. S., & Meyer, J. (1996). *Multimedia in the Classroom*. Boston: Allyn and Bacon.
- Arief, F.F. (2019). Peran ASEAN National Tourism Organizations (ASEAN NTOs) Melalui ASEAN Tourism Strategic Plan (ATSP) dalam Optimalisasi Pariwisata Indonesia. Tersedia di <http://repository.unpad.ac.id/frontdoor/index/index/docId/23999>, diakses pada 3 Maret 2021.
- Ayub, F. A., Mohd, T. R. A., Jaafar, W. M., Ali, W. Z., & Luan, W. S. (2010). "Factors influencing students" use a Learning Management System portal: Perspective from higher education students". *International Journal of Education and Information Technologies*, (2), 4.
- Bakos, J. (1997). Reducing Buyer Search Costs: Implications for Electronic Marketplaces. *Management Science*, 43(12), 1676-1692. Diakses tanggal 17 December, 2020.
- Bellman, R., Clark, C. E., Malcolm, D. G., Craft, C. J., & Ricciardi, F. M. (1957). On the construction of a multi-stage, multi-person business game. *Operations Research*, 5 (4), 469-503. Doi: 10.1287/opre.5.4.469.
- Brahmantyo, H. & Kusmayadi. (2010) Pendidikan Tinggi Pariwisata Indonesia: Permasalahan dan Pengelolaannya Pasca Pengakuan Pariwisata Sebagai Ilmu Mandiri. *Paper presentation on 6th National Conference of The Association of Tourism Higher Education Institutions of Indonesia*. Seminyak, Bali Indonesia.

- Bralić, A. & Divjak, B. (2018). Integrating MOOCs in traditionally taught courses: achieving learning outcomes with blended learning. *International Journal of Educational Technology in Higher Education*, 15(1), 1-16.
- Bratsberg, H. M. (2021). Empathy Maps of the FourSight Preferences. in *Creative Studies Graduate Student Master's Project*. Buffalo State College. Paper 176.
- Brown, K. G., Charlier, S. D., & Pierotti, A. (2012). E-learning at work: Contributions of past research and suggestions for the future. *International review of industrial and organizational psychology*, 27, 89-114.
- Campbell, N. (2004). The vintage years of e-learning in New Zealand schools. *Journal of Open, Flexible, and Distance Learning*, 8(1), 17-24.
- Chee, T. S. & Wong, A. F. L. (2003). Teaching and learning with technology: An asia-pacific perspective. (Singapore: Prentice Hall, 2003), 217.
- Chen, W., Zhang, Z. G., Hua, Z., & Bi, W. (2018). Analysis of Freemium Business Model Considering Network Externalities and customer uncertainty. *Journal of Systems Science and Systems Engineering*: 27 (1), 78-105.
- Cennamo, C. & Santaló, J. (2015). How to avoid platform traps. *MIT Sloan Management Review*, 57(1), 11-15.
- Chesbrough, H. (2007). Business model innovation: it's not just about technology anymore. *Strategy & Leadership*, 35 (6), 12-17. Doi: 10.1108/10878570710833714.
- Chesbrough, H. & Rosenbloom, R.S. (2002). The role of business models in capturing value from innovation: Evidence from Xerox corporation's technology spin-off firms. *Industrial and corporate change*, 11(3), 529-555.
- Churchill, D. (2009). Educational applications of Web 2.0: Using blogs to support teaching and learning. *British journal of educational technology*, 40(1), 179-183.
- Ciampa, K. & Gallagher, T. L. (2015). Blogging to enhance in-service teachers' professional learning and development during collaborative inquiry. *Education Tech Research Dev*, 63, 883-913. <https://doi.org.ezproxy.ugm.ac.id/10.1007/s11423-015-9404-7>

- Crotti, R. & Misrahi, T. (2015). *The Travel & Tourism Competitiveness Report: T&T as a Resilient Contribution to National Development*. Geneva: World Economic Forum.
- Daniel, E. M., Hoxmeier, J., White, A., & Smart, A. (2004). A framework for the sustainability of e-marketplaces. *Business Process Management Journal*.
- DaSilva, C. M. & Trkman, P. (2014) Business Model: What It Is and What It Is Not. *Long Range Planning*, 47 (6), 379-389. Doi:10.1016/j.lrp.2013.08.004.
- Dave, G. Brown, S. & Macanuso, J. (2010). *Gamestorming: A playbook for innovators, rulebreakers, and changemakers*. " O'Reilly Media, Inc".
- Davis, B. G. Tools for teaching / Barbara Gross Davis.p. cm. — (The Jossey-Bass higher and adult education series)
- Dewan Perwakilan Rakyat Republik Indonesia. (1990). Undang-Undang No. 9 tahun 1990: Tentang Kepariwisata. Jakarta, DKI: Penulis. Diakses dari (<https://jdih.baliprov.go.id>)
- Dewi, E. A. S. & Pratamawati, B. B. (2018). Komunikasi Politik Pemerintah Kabupaten Bandung Barat dalam Mensosialisasikan Masyarakat Ekonomi ASEAN (MEA). *Sosiohumaniora*, 20, 188-198.
- Dopson, L. R., Hayes, D. K., & Miller, J.E. (2009). *Food and beverage cost control*. New Jersey: Published by John Wiley & Sons Inc.
- Engle, R. L. (2007). "Digital Multimedia and the Teaching of Cross-Cultural Business Practices." *International Business Research, Teaching and Practice* 1, 87-96.
- Ethika, T. D. (2016). Pengembangan Pariwisata Berbasis Budaya Berdasarkan Undang-Undang No. 10 Tahun 2009 Di Kabupaten Sleman. *Jurnal Kajian Hukum*, 1 (2).
- Firman, D. (2017). Pengembangan Model Bisnis di Sekitar: Platform Informasi Bisnis Berbasis Lokasi. Tersedia di http://lib.ugm.ac.id/en/?page_id=149.
- Garrison, D. R. & Kanuka, H. (2004). Blended learning: Uncovering its transformative potential in higher education. *The internet and higher education*, 7 (2), 95-105.

- Gassmann, O., Frankenberger, K. & Csik, M. (2015). *The Business Model Navigator: 55 Models that Will Revolutionize Your Business*. Pearson Education, Harlow.
- Gawer, A. (2014). Bridging differing perspectives on technological platforms: Toward an integrative framework. *Research Policy*, 43 (7), 1239–1249.
- Ghaziani, A. & Ventresca, M. J. (2005). Keywords and Cultural Change: Frame Analysis of Business Model Public Talk, 1975–2000. *Sociological Forum*, 20(4), 523-559
- Gilbert, D. (1990). Strategic marketing planning for national tourism. *The Tourist Review*.
- Goldstein, A. M. (2009). Blogging Evolution. *Evo Edu Outreach*, 2, 548–559. <https://doi.org.ezproxy.ugm.ac.id/10.1007/s12052-009-0149-9>
- Hai, T. (2021). Blended Learning in Hospitality Education and Training: Review and Discussion. In *2021 International Conference on Modern Educational Technology and Social Sciences (ICMETSS 2021)* (227-231). Atlantis Press.
- Hagiu, A. & Wright, J. (2015). Multi-sided platforms, *International Journal of Industrial Organization*. 43, 162-174.
- Hansen, J. (1930). Why We Should Use Pictures in Teaching. *Junior-Senior High School Clearing House*, 5(4), 204-207. Diakses tanggal 17 Desember, 2020, from <http://www.jstor.org.ezproxy.ugm.ac.id/stable/30173371>
- Hapsari, I. M. (2016). Pengkajian Program Kursus dan Pelatihan Terkait dengan Jenis Keterampilan, Sertifikasi dan Penempatan Lulusan. *Journal of Non Formal Education*, 2, 71-82.
- Herreid, C. F. & Schiller, N. A. (2013). Case Studies and the Flipped Classroom. *Journal of College Science Teaching*, 42(5), 62–66. <http://www.jstor.org/stable/43631584>
- Hesson, M. (2006). Computer simulator: An Educational tool for computer architecture. *Am. J. Applied Sci.*, 3: 2114-2121. DOI: 10.3844/ajassp.2006.2114.2121

- Hsu, C. L. & Lin, J. C. C. (2015). What drives purchase intention for paid mobile apps? – an expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, 14(1), 46-57.
- Holm, A. B. & Günzel-Jensen, F. (2017). "Succeeding with freemium: strategies for implementation". *Journal of Business Strategy*, 38 (2), 16-24.
<https://doi.org.ezproxy.ugm.ac.id/10.1108/JBS-09-2016-0096>
- Ingle., Beverly., & Rudkin. (2014). *Design Thinking for Entrepreneurs and Small Business: Putting the Power of Design to Work*. Apress, New York.
- Ingle, B. R., (2013). *Design thinking for entrepreneurs and small businesses: Putting the power of design to work*. New York, NY: Apress.
- Iniesto, F. (2017). User-centered design strategies for massive open online courses (MOOCs). *Open Learning: The Journal of Open, Distance and e-Learning*, 32:2, 188-190, DOI: 10.1080/02680513.2017.1316189
- Jacobs, F., Robert., Chase, R. B., & Aquilano, N. J. (2009). *Operations & supply chain management*. 12th ed. New York (N.Y.): McGraw-Hill/Irwin.
- Jafari, J. & Ritchie, J. B. (1981). Toward a framework for tourism education: Problems and prospects. *Annals of tourism research*, 8(1), 13-34.
- Jick, T. (1979). Mixing Qualitative and Quantitative Methods: Triangulation in Action. *Administrative Science Quarterly*, 24(4), 602-611.
doi:10.2307/2392366
- Johnson, C. I. & Mayer, R. E. (2009). A testing effect with multimedia learning. *Journal of Educational Psychology*, 101(3), 621–629.
<https://doi.org/10.1037/a0015183>
- Jotikasthira, P. (2020). The impact of ASEAN Mutual Recognition Arrangement on Tourism Professionals on Thai Higher Education Institutions (doctoral dissertation). Tersedia dari Research Portal University of Bath.
- Kamble, M. (2019) Use of Multimedia as a New Educational Technology Tool–A Study. *Educational Resurgence Journal* 1 (1), July, 2019, Available at SSRN: <https://ssrn.com/abstract=3512754> or <http://dx.doi.org/10.2139/ssrn.3512754>

- Keane, S. F., Cormican, K. T., & Sheahan, J. N. (2018). Comparing how entrepreneurs and managers represent the elements of the business model canvas. *Journal of Business Venturing Insights*, 9.
- Kementerian Pendidikan dan Kebudayaan Republik Indonesia. (2012). Permendikbud Nomor 44 Tahun 2012. Jakarta, DKI: Penulis. Diakses dari (<https://kemdikbud.go.id>)
- Kumar, V. (2014). Making "freemium" work. *Harvard Business Review*, 92(5), 27-29.
- Kotler, P. & Keller, L. K. (2015). *Marketing Management* (15th ed.). Global Edition. England: Pearson Education Limited.
- Korpi, T. & Mertens, A. (2004). Training and industrial restructuring: Structural change and labour mobility in West Germany and Sweden. *International Journal of Manpower*, 25, 90–103.
- Krisnawati, N., Are, R. L., & Mbouw, E. T. (2020). *Common Asean Tourism Curriculum (CATC) – A Perspective from Academia and Industry*.
- Lagarense, B. (2013). *Challenges for Mutual Recognition Arrangement (MRA) Implementation: The Case of Tourism Higher Education Institutions in Indonesia. Towards 2015 - Opportunities and Challenges for Higher Education Institutions in the ASEAN Community*, 1. 41-46. ISSN 2339-2339
- Le, A. H., McDonald, C. V. & Klieve, H. 2018. Hospitality higher education in Vietnam: Voices from stakeholders. *Tourism Management Perspectives*. 27, 68–82.
- Lee, J., Son, J., & Suh, K. (2010). Can Market Knowledge from Intermediaries Increase Sellers' Performance in On-Line Marketplaces? *International Journal of Electronic Commerce*, 14(4), 69-102. Diakses 17 December, 2020, dari <http://www.jstor.org.ezproxy.ugm.ac.id/stable/20749981>.
- Li, M., Feng, H., Chen, F. & Kou, J. (2013). Optimal versioning strategy for information products with behavior-based utility function of heterogeneous customers. *Computers & Operations Research*, 40(10), 2374-2386.

- Liu, C. Z., Au, Y. A. & Choi, H. S. (2014). Effects of freemium strategy in the mobile app market: an empirical study of google play. *Journal of Management Information Systems*. 31(3), 326-354.
- Lipka, S. (2007). "Experts Discuss Textbook Costs." *The Chronicle of Higher Education* 53,41(2007):A39.
- Mai, N. & Neo, K. T. (2001). Innovative teaching: Using multimedia in a problem-based learning environment. *Journal of Educational Technology & Society*, 4(4), 19-31. Diakses 17 December, 2020, dari <http://www.jstor.org/stable/jeductechsoci.4.4.19>
- Massa, L. & Tucci, C.L. (2013). *Business Model Innovation*. In: D.G.M. DODGSON and N. PHILLIPS, eds, Oxford Handbook of Innovation Management. Oxford: Oxford University Press.
- Mayer, R. & Moreno, R. (2002). Animation as an Aid to Multimedia Learning. *Educational Psychology Review*, 14(1), 87-99. Diakses 17 December, 2020, dari <http://www.jstor.org.ezproxy.ugm.ac.id/stable/23363490>
- Mayer, R. E. (2003). The promise of multimedia learning: Using the same instructional design methods across different media. *Learning and Instruction*, 13, 125-139.
- Najjar, L. J. (1998). *Principles of educational multimedia user interface design*. *Human Factors*, 41(2), 311-323.
- Muallidin, I. (2007). "Model Pengembangan Pariwisata Berbasis Masyarakat Di Kota Yogyakarta". *Jurnal Penelitian*, No. 2. Desember 2007.
- Naisbitt, J. (1994). *Global paradox*. William Morrow & Co., Inc.
- Nagy, A. (2005). *The Impact of E-Learning*. ICT Business Consultancy. Budapest, Hungary
- Nandi. (2008). Pariwisata dan pengembangan sumber daya manusia. *Jurnal Pendidikan Geografi*, 8 (1), 33-42.
- Nath, A. & Singh, R. (2010). Evaluating the Performance and Quality of Web Services in Electronic Marketplaces. *E-Service Journal*, 7(1), 43-59. doi:10.2979/esj.2010.7.1.43

- Neo, M. & Neo, K. T. (2001). Innovative teaching: Using multimedia in a problem-based learning environment. *Journal of Educational Technology & Society*, 4(4), 19–31. <http://www.jstor.org/stable/jeductechsoci.4.4.19>
- Nicholls, P. (2014). “The ASEAN Mutual Recognition Arrangement on Tourism Professionals in Thailand: A Mixed Blessing”? *assumption journal (online)*, 7 (1).
- Niculescu, M. & Wu, D. J. (2014). Economics of free under perpetual licensing: implications for the software industry. *Information Systems Research*, 25(1), 173-199
- Osterwalder, A. & Pigneur, Y. (2013). *Business Model Generation Jakarta*, Elex Media Komputindo.
- Osterwalder, A., Pigneur, Y., & Tucci, C.L. (2005). *Clarifying Business Models: Origins, Present, and Future of the Concept*. Commun. Assoc. Inf. Syst., 16, 1.
- Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, John Wiley & Sons.
- Pajriah, S. (2018). Peran Sumber Daya Manusia Dalam Pengembangan Pariwisata Budaya di Kabupaten Ciamis. *Jurnal Artefak: History and Education*. 5 (1), 25-34.
- Pang, L., Penfold, P., & Wong, S. (2014). Chinese learners' perceptions of blended learning in a hospitality and tourism management program. *Journal of hospitality & tourism education*, 22(1), 15-22.
- Paramita, K. D. (2015). *Implementasi ASEAN Mutual Recognition Arrangement on Tourism Professionals di Thailand*. Jurusan Ilmu Hubungan Internasional Fakultas Ilmu Sosial dan Ilmu Politik Universitas Gadjah Mada.
- Razzouk, R., & Shute, V. (2012). What is design thinking and why is it important?. *Review of educational research*, 82(3), 330-348.
- Rietveld, J. (2017). Creating and Capturing Value from Freemium Business Models: A Demand-Side Perspective. *Strategic Entrepreneurship Journal*, 12(2), 171-193, Available at SSRN: <https://ssrn.com/abstract=2737388> or <http://dx.doi.org/10.2139/ssrn.2737388>

- Russ, N. (2001). E-marketplaces: New Challenges for Enterprise Policy, Competition and Standardisation. *eEurope go Digital*. In Workshop Report, Brussels, 23-24.
- Sakat, A. A., Zin, M. Z. M., Muhamad, R. A. A., Ahmad, N. A., & Kasmoo, M. A. (2012). Educational Technology Media Method In Teaching And Learning Progress. *Advances in Natural and Applied Sciences*, 6(3), 874-878. <https://link.gale.com/apps/doc/A611171169/AONE?u=anon~b21e516e&sid=googleScholar&xid=0f220c4f>
- Santos, J., Spector, B., & Van der Heyden, L. (2009). *Toward a theory of business model innovation within incumbent firms*. INSEAD, Fontainebleau, France.
- Shank, P. (2005). The Value of Multimedia in Learning. Adobe Design Center [On-line].
- Singh, R., Iyer, L., & Salam, A. (2003). Web Service for Knowledge Management in E-Marketplaces. *E-Service Journal*, 3(1), 32-52. doi:10.2979/esj.2003.3.1.32
- Smith, G., & Cooper, C. (2000). Competitive approaches to tourism and hospitality curriculum design. *Journal of Travel Research*, 39(1), 90.
- Spillane, J. S. (1994). *Pariwisata Indonesia, Siasat Ekonomi dan Rekayasa Kebudayaan*. Yogyakarta, Kanisius.
- Suwithi, N. W. & Boham, C. E. (2008). *Akomodasi Perhotelan Jilid 1*. Jakarta: Direktorat Pembinaan Sekolah Menengah Kejuruan, Direktorat Jenderal Manajemen Pendidikan Dasar dan Menengah, Departemen Pendidikan Nasional.
- Teece, D. J. (2010). Business models, business strategy and innovation. *Long Range Planning*, 43 (2-3), 172-194. Doi:10.1016/j.lrp.2009.07.003.
- Tesone, D. V., & Ricci, P. (2005). Attributes of entry-level employees: Hospitality and tourism managers seeking more than knowledge and skills. *Journal of Applied Management and Entrepreneurship*, 10(2), 3-10.
- Thompson., Arthur, A., Peteraf, M. A., Gamble, J. E. & Strickland, A. J. (2014). *Crafting and executing strategy*. Nineteenth Edition. Singapore: McGraw Hill Education.

- Tho, D. C. (2013). Guidelines for Responsible Tourism Development in Vietnam, in the European Union Supports Responsible Tourism in Vietnam, Newsletter January (2),4, Ministry of Culture, Sports and Tourism Vietnam National Administration of Tourism.
- Torrissi-Steele, G. & Drew, S. (2013). The literature landscape of blended learning in higher education: The need for better understanding of academic blended practice. *International Journal for Academic Development*, 18(4), 371-383.
- Trimi, S. & Berbegal-Mirabent, J. (2012). Business Model Innovation in Entrepreneurship. *International Entrepreneurship and Management Journal*, 8(4), 449-465.
- Truong, Q. (2006). Human resource management in Vietnam. In A. Nankervis, S. Chatterjee, & J. Coffey (Eds.). *Perspectives of Human Resource Management in the Asia Pacific*. Sydney: Pearson.
- Tschimmel, K. (2012). Design Thinking as an effective Toolkit for Innovation. In ISPIIM Conference Proceedings, 1. The International Society for Professional Innovation Management (ISPIM).
- Valtonen, T., Hacklin, S., Dillon, P., Vesisenaho, M., Kukkonen, J., & Hietanen, A. (2012). Perspectives on personal learning environments held by vocational students. *Computers & Education*, 58(2), 732-739.
- World Tourism Organization. (2019). *International Tourism Highlights, 2019 Edition*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284421152>
- World Tourism Organization. (2020). *UNWTO World Tourism Barometer, January 2020*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/wtobarometereng>.
- Zeng, J., Khan, Z., & de Selva, M. (2019). The emergence of multi sided platform MNEs: *Internationalization theory and networks*. International Business Review.
- Zopiatis, A. & Constanti, P. (2007). "And never the twain shall meet": Investigating the hospitality industry-education relationship in Cyprus. *Education & Training*, 49(5), 391–407.

- Zott, C. & Amit, R. (2010). Business Model Design: An Activity System Perspective, *Long Range Planning*, 43 (2-3), 216-226.
Doi:10.1016/j.lrp.2009.07.004.
- Zulyanto, A. (2016). Kesiapan dalam Menghadapi Era Perdagangan Bebas Masyarakat Ekonomi ASEAN (MEA). *Ekspansi*, 8, 29-45.