

## TABLE OF CONTENTS

ACKNOWLEDGEMENT .....	i
TABLE OF CONTENTS .....	ii
TABLE OF FIGURES.....	iv
ABSTRACT .....	v
CHAPTER I INTRODUCTION.....	1
1.1 Background .....	1
1.2 Research Questions .....	2
1.3 Research Objectives.....	3
1.4 Research Benefits .....	3
1.4.1 Academic .....	3
1.4.2 Empirical (Practical) .....	4
Chapter II LITERATURE REVIEW .....	5
2.1 Utilization of Big Data in Tourism Marketing.....	5
2.1.1 User Generated Content (UGC) .....	8
2.1.2 Length of Stay.....	9
2.2 Several Factors Determine the Success of Big Data Utilization in Tourism Marketing .....	10
2.3 Some Factors Inhibiting the Success of Big Data Utilization in Tourism Marketing .....	12
2.3.1 Structural Dependence.....	12
2.3.2 Low Readiness for ICT.....	12
2.3.3 Funding Limitations.....	13
2.3.4 Data Privacy and Security .....	13
2.4 Research Thinking Framework.....	14
Chapter III RESEARCH METHODS.....	15
3.1 Types of Research .....	15
3.2 Research Location.....	15
3.3 Data sources .....	16
3.3.1 Primary Data.....	16
3.3.2 Secondary Data.....	16
3.4 Data collection methods.....	17
3.4.1 Interview.....	17

3.4.2	Desk Study .....	17
3.5	Data Analysis.....	18
3.5.1	Data display .....	18
3.5.2	Discussion .....	18
3.5.3	Recommendations.....	18
3.5.4	Conclusion .....	18
Chapter IV RESEARCH FINDINGS AND DISCUSSIONS.....		20
4.1	Utilization of Big Data in Tourism Marketing Carried out by the Tourism official of Bantul Regency .....	20
4.1.1	Data Sources and Data Extraction .....	21
4.1.2	Data Warehouse .....	22
4.1.3	Knowledge Generation through Data Mining.....	22
4.1.4	Data-driven Decision Making .....	34
4.1.5	Digital Marketing .....	45
4.2	The Factors That Support the Utilization of Big Data in Tourism Marketing in Bantul Regency .....	46
4.2.1	Digital Platform Availability .....	46
4.2.2	Availability of data and studies developed by the Bantul Regency Tourism Office .....	47
4.3	Constraint Factors for The Use of Big Data in Tourism Marketing in Bantul Regency.....	47
4.3.1	Inability to Integrate Tourism Data.....	47
4.3.2	Binding Rules and Bureaucracy .....	48
4.3.3	Lack of Human Resources in Planning and Managing Tourism Marketing.....	49
4.3.4	Limited Tourism Marketing Budget with High Budget Realization Target Amount .....	50
4.4	Discussion .....	51
CHAPTER V CONCLUSIONS AND SUGGESTIONS .....		55
5.1	Conclusions .....	55
5.2	Suggestions .....	56
5.2.1	Initiating Socialization of the Importance of Data .....	56
5.2.2	Developing <i>Mobile Apps</i> Utilization.....	56
5.2.3	Prioritizing Analysis on User-generated Content (UGC) .....	57
5.2.4	Allocating Tourism Revenue for Research and Development in Big Data Management .....	58
REFERENCES .....		59
ATTACHMENTS .....		61

## TABLE OF FIGURES

Figure 1 The knowledge destination framework architecture of big data analysis in tourism sector .....	7
Figure 2 Research Thinking Framework .....	15
Figure 3 The example of data collected by Bantul Regency Tourism Office: "Tourist Visitation Data 2022 (January period) .....	21
Figure 4 Domestic Tourist Origins of Bantul Regency .....	25
Figure 5 International Tourist Origins of Bantul Regency.....	25
Figure 6 Information Sources Used by Domestic Tourist .....	26
Figure 7 Information Sources Used by International Tourist .....	27
Figure 8 Main Purpose of Visitation of Domestic Tourist.....	27
Figure 9 The Factors Influence the Duration of Stay of International Tourist.....	28
Figure 10 Main Purpose of Visitation of International Tourist.....	28
Figure 11 The Nature of Visit of Domestic Tourist .....	29
Figure 12 The Nature of Visit of International Tourist.....	29
Figure 13 The Factors Influence the Duration of Stay of Domestic Tourist.....	30
Figure 14 The Factors Influence the Duration of Stay of Interational Tourist.....	30
Figure 15 The Accommodation Prefered by Domestic Tourist.....	31
Figure 16 The Accommodation Prefered by International Tourist.....	31
Figure 17 Domestic Tourist Considerations in Choosing Accommodation.....	32
Figure 18 International Tourist Considerations in Choosing Accommodation.....	32
Figure 19 Tourism Development Goals in Bantul Regency. Retrieved from Ripparda Bantul 2019.....	35
Figure 20 The Policy Mandate to Improve Tourist Attractions in Bantul Regency Tourism Sector. Retrieved from Ripparda Bantul 2019.....	42
Figure 21 The Policy Mandate to Improve Tourism Marketing and Destination Promotion in Bantul Regency Tourism Sector. Retrieved from Ripparda Bantul 2019 .....	45