

Peran industri kreatif dalam meningkatkan daya saing destinasi pariwisata

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20409744&lokasi=lokal>

Abstrak

The sectors within creative industry and beyond the tourism sector wouldn't develop in separately and acted as competitor, but rather than to support inter sector. Tourism sector would take benefit through other sectors in combining activities together in retain more optimal economic benefit. On this case, it needs deeply analysis on different perceptions among shareholders, and also for both tourism creative industry's policy maker. However, the mapping beyond both kinds of industries has a tremendous aspect to identify its similarity. As the consequence, it is neglectful to need more combination beyond those assets. Tourism sector and creative industry would consistent to support inter sector and other related sectors, in which to offer more diversify tourism & creative industry packages. By using tourism competitiveness indicators, the dynamism within creative industry's mapping would also stimulate the tourism's growth which represents positive impact to creative industry on specific tourism destination.