

Gadjah Mada Journal of Tourism Studies

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Gadjah Mada Journal of Tourism Studies is a scientific tourism journal published periodically by Tourism Studies Program, Faculty of Cultural Sciences, Universitas Gadjah Mada. It publishes research reports, conceptual works, empirical studies, theoretical applications and book reviews in the fields of tourism studies written by researchers, practitioners, policy-makers or tourism enthusiasts. Gadjah Mada Journal of Tourism Studies receives manuscripts and assesses their qualities through a double-blind review.

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EDITORIAL

In many countries, tourism has been and continues to be an essential aspect of national development. Developing a critical approach in tourism studies concerning this situation is beneficial for improving both the tourism industry and academia. Gadjah Mada Journal of Tourism Studies appears as part of the broader scope of tourism studies that support global community affluence.

In this edition, Gadjah Mada Journal of Tourism Studies publishes five articles:

1. A study to assess the management of environmental impacts of Coachella, the second-largest music festival in the US, and the highest-grossing festival in the world. The results show that in terms of energy use and waste management, the organiser has been quite successful by applying a sustainable energy framework and conducting waste sorting program. However, in terms of emission produced from transport, they have the least control as each attendee has their preference.
2. A study on the factors influencing tourist's intention to reduce food waste during a holiday in Badung regency. The study attests six hypotheses designed based on a new environmental paradigm scale and environmental psychology approach concerning environmental attitude, feeling personal responsibility, knowledge, and intention to reduce food waste during vacation. The study finds that tourists have the intention to reduce food waste, although they are not concerned about general environmental attitude.
3. A study that analysis the safety and security of Yogyakarta city from the perspective of gender. Using a quantitative descriptive method with a balanced proportion of males and females of a total of 102 foreign tourists as respondents, it was found that they perceive Yogyakarta City as "Safe" in terms of tourism safety and security. From the gender perspective, data shows that male foreign tourists perceived Yogyakarta as a safer tourist destination than female foreign tourists.
4. A study of consumer perspective about the marketing activities of MICE packages organised by the Sales and Marketing Department at Aston Madiun Hotel and Conference Centre. Using the Marketing Mix model developed by Kotler (2014), known as 4Ps (product, price, promotion, and place, shows that the overall marketing mix component received a positive response from guests who had purchased the package.
5. Research on determining the image of Kampung Lawas Maspati as perceived by domestic tourists. Kampung Lawas Maspati is known as a *kampong* tourist attraction in Surabaya, emphasising the community's local historical value and wisdom as its attraction. As perceived by the respondents, from the cognitive and affective component, also the overall image, Kampung Lawas Maspati has an excellent image. The study also finds that in order to improve the image, the respondents find that the destination should improve all components and create innovation for tourist activity.

Gadjah Mada Journal of Tourism Studies hopes that the work can support the development of tourism studies in the context of scientific production and benefit a more comprehensive range of practical aspects of the tourism industry by allowing more critical and extensive discussion in each article.