

Gentle Reminder: Full Paper Submission for AICEB 2018

Inbox x



Konferensi Internasional AFEBI 2018 Universitas Airlangga <aiceb@feb.unair.ac.id>

Mon, Sep 17, 2018, 5:13 PM



to bcc: me

Dear All,

This email served as a gentle reminder for **Airlangga International Conference on Economics & Business (AICEB) 2018**, which will be held on October 24, 2018. The full paper shall be submitted before **September 25, 2018**.

To submit full paper please login to the **conference** website:

<http://aiceb.feb.conference.unair.ac.id/submission/> After login, chose "abstract", scroll down and you will find "Upload full Paper" menu.

To those who have not submit the abstract, please submit your abstract before upload the full paper

Template for full paper could be download via:

<http://aiceb.feb.conference.unair.ac.id/paper-template-brochure/>

Should you have any inquiries, please contact aiceb@feb.unair.ac.id or Rio (082191809303)

We look forward to welcoming you to the **conference**.

Regards,

Rahmat Heru,
On behalf of **AICEB** Committee



3 of 5



AICEB 2018 Notification of Acceptance

Inbox x



AICEB-UNAIR 2018 <aiceb@feb.unair.ac.id>

Fri, Oct 5, 2018, 10:10 AM



to bcc: me

Dear Participants,

It give me great pleasure to inform you that your paper has been accepted for ORAL presentation in the **Airlangga International Conference on Economics and Business (AICEB 2018)**.

On behalf of the organizing committee, I would like to invite you to participate in this **conference**, which will be held on **October 24, 2018**.

Please NOTE that:

1. According to the **conference** policy, only paper with confirmed payment will be included in the **conference** proceeding. Please upload your payment proof via **conference** website until **October 15, 2018**, to upload the payment proof please login to our submission system at <http://aiceb.feb.conference.unair.ac.id/submission/> then click menu "abstract" the "upload payment proof" button available below your abstract

2. The reviewers' comment can be found by login to the **conference** system on menu "abstract". Author(s) are required to submit revised version in the MS WORD FORMAT following the **AICEB 2018** paper format before **October 31, 2018**. **AICEB 2018** paper template can be downloaded at <http://aiceb.feb.conference.unair.ac.id/paper-template-brochure/>

3. All accepted paper will be proposed to be published in online proceedings, Scitepress, and will be submit for further indexing in Scopus. Author of selected Selected paper (journal publication) will be proposed by the committee of **AICEB 2018** to the **AICEB 2018** Journals partners (Scopus). The detail of the process will be informed later

We look forward to seeing you in Surabaya

Regards,

AICEB 2018 Organizing Committee

INFORMATION PACK AICEB 2018: Agenda and Presentation Schedule

Inbox x



AICEB-UNAIR 2018 <aiceb@feb.unair.ac.id>

Mon, Oct 22, 2018, 12:06 PM



to bcc: me

Dear All,

Attached is the latest Information pack which has been uploaded on the website. In this information pack, we have the schedule for your presentation as well as the agenda of **AICEB 2018** for your reference. Due to some unforeseen circumstances, this information pack will be updated from time to time and it is important for you to check on our website.

Should you have any enquiries, please feel free to contact us.

Good luck for your presentation and looking forward to seeing you at the **conference** tomorrow !

Thank you.

Regards,
AICEB 2018 Committee



INFOPACK_AICEB...



UNIVERSITAS AIRLANGGA
FACULTY OF ECONOMICS AND BUSINESS



Book of Abstracts

**AIRLANGGA INTERNATIONAL CONFERENCE
ON ECONOMICS AND BUSINESS | 2018**

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HOW SHOULD BUSINESS AND GOVERNMENT
RESPONSE?**

Faculty of Economics and Business - Universitas Airlangga
Surabaya. October 24, 2018

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Necromancy Marketing: Reviving Local Wisdom as The Cornerstone of Indonesian Tourism

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ABSTRACT

Local wisdom is an important point of concern of Indonesian Ministry of Tourism in realizing sustainable tourism. Garut Regency is one of the regions in Indonesia that makes tourism as a regional superior commodity potential but unfortunately has serious problems, especially in marketing strategies. The purpose of this research is to map the potential of local wisdom that spread in Garut Regency and provide an alternative marketing strategy to sell its superior tourism potential. By using a mix-method approach, the initial data was obtained through interviews with 42 key persons to gather list of local wisdom from 42 sub districts in Garut Regency. Processed data in phase 1 was used as the basis information in creating the questionnaire that then distributed to 500 Garut people to rank the top 10 local wisdoms in Garut Regency. The third phase is the distribution of questionnaires to 400 West Java regional communities both who have come to Garut Regency as Nusantara tourists and who have never visited Garut to give their preference toward combination of local wisdom in Garut Regency. The results of this study are data of potential local wisdom of Garut Regency and alternative marketing strategies based on the preferences of Nusantara tourists. The benefits of this study can also be used as a consideration for the stakeholders of Garut Regency tourism who are part of hexa helix in developing Garut regency tourism and boost number of tourists to visit Garut Regency

Keywords: local wisdom; sustainable tourism; tourism marketing strategy; tourist preference