

## The Involvement of Information Technology in the field of Tourism activities in Bali

I Gusti Agung Bagus Mataram

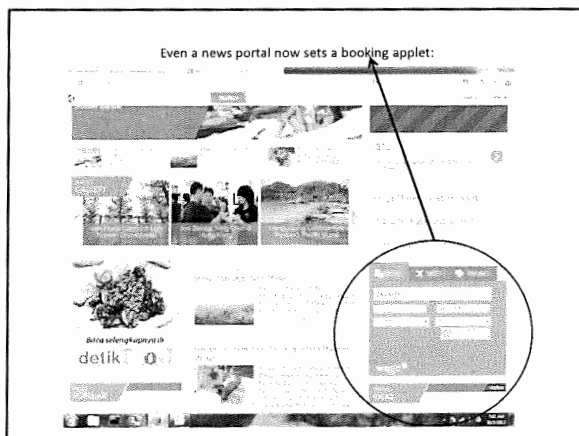
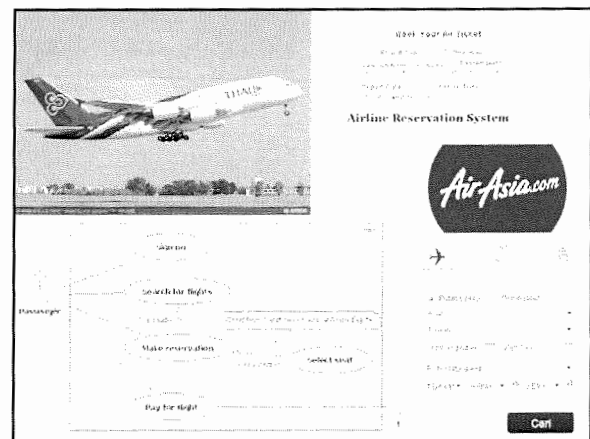
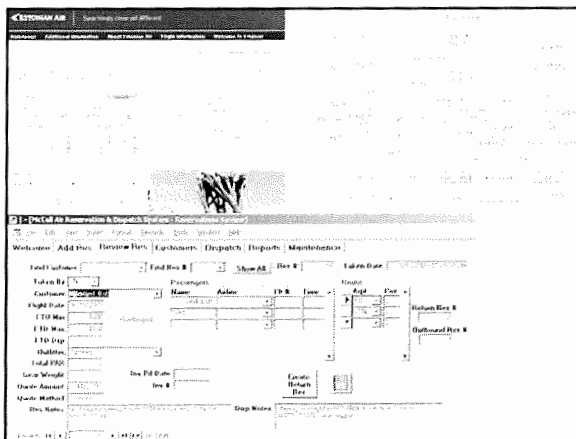


## Information Technology involves in the tourism industries

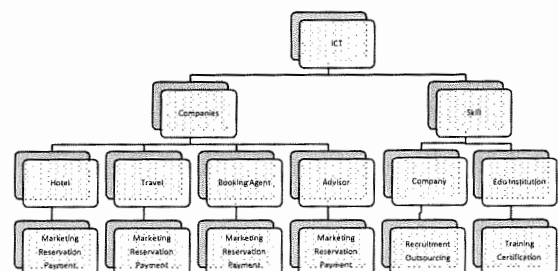
The term IT is a simplification of ICT  
In digital world, communication can be:

- Web pages
- E-mail
- Social media
- Messenger

How does IT involve in the tourism activities in Bali?



## Influence, Involvement Classification




**I ♥ BALI**


**BALI IS A PARADISE ISLAND**

**SERVICE EXCELLENCE**

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**ABSTRACT**



- Nowadays there are thousands of establishments growing on all over the world.
- It means thousands of competitors around us.
- How to be the winner among those competitors ?
- The answer is “Excellence Service”
- Excellence Service Means” we should do our best” to our client.
- How to do my best ?
- The answer are as follows :

- **Smile = I would be your friend.**
- **Talk to guest, beginning with greeting by saying guest 's own name.**
- **Always be courteous**
- **Work smarter and suggestion for improvements**
- **Anticipate what guests need**
- **Etc.**

**I WOULD BE THE WINNER IN TOURISM BUSINESS !!**




**THERE ARE SOME KEYS TO OFFER SERVICE EXCELLENCE.**

1. Smile, because we are on stage and smiling is contagious.
  - It is similar with an artist on a stage, we must always smile to make our guest comfortable and feel enjoyable when they are served by our waiters.
  - Smile means : I would be your friend.
2. Talk to guest and members
 

When we meet the guest wherever, you are suggested to greet the guest by saying their own name, because everyone likes to be recognized.



  - The most beautiful music is, to hear his/her own name is called by the other people.



3 Be Courteous :

When the guest come to your restaurant you should greet the guest by saying. Good morning, sir/madam. Welcome to our restaurant. Have a seat please you may sit wherever you like. We have so many vacant tables this morning :

- Where would you like to sit sir/madam ?
- In the smoking area or in the non-smoking area ?
- Would you like to follow me, this way please ?

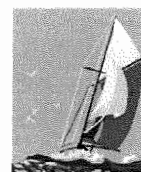



- When you are taking order in a restaurant, it is better to say :  
“Are you ready to order now, sir ?”
- When you want to offer the guest any kinds of drinks, you had better say.  
“Would you like something to drink before your meal, Sir / Madam ?
- If you want to suggest the guest to wait for a minute or two, you had better say. “Would you like to wait for a moment, sir/madam “I will be with you soon.”

- To let the guest have their meal, you are suggested to say.  
- Enjoy your breakfast sir/madam.
- Have a nice meal, sir/madam.
- If the cup of coffee has already empty, and you would like to offer the guest to have some more coffee, you should say.  
• Would you like to have some more coffee, sir?  
• Would you like to have another one, sir/madam?
- If you want to know how the guest would like to pay his bill, you should say:  
"How would you like to pay your bill, sir?, by cash, or credit card, or on your room account, sir?"



- When the waiters clear-up the dinning table, the waiters must say an expression like this.  
- How was your food, sir?  
- How was your dinner, sir?  
These words are similar with "after sales service"
- If your guest looks un-happy with his food, you should say:  
"Shall I ask the chef to cook your food again, sir?"  
Or you may say:  
"We can change your food with a new one if you like.  
I would be happy to do that for you!"
- If you are given some tipping by the guest you should say:  
• Thank you very much, sir/madam, you're very kind.  
• Thank you very much sir/madam, how kind of you!



- If your guest is going out of your restaurant say: "Thank you very much for your coming (to our restaurant); please come again soon!"
- When you are apart with the guest at 10 pm, you had better say: "Thank you very much for your coming to our restaurant, and good night; have a nice dream, and see you tomorrow."
- If you want to give "the change money" to the guest, you should say: "Will it be alright if we give you your change in Indonesian money (Rupiah)?"



#### 4. Work Smarter and Suggestion for improvement

- Whenever and wherever you work, please pay full attention
- Don't be day dreaming when you serve food or drink to your guest in restaurant.
- Greets the guest in front of your restaurant by saying: "Good evening, Sir / Madam, Welcome to our restaurant!"
- Escort the guest to the vacant table: "Here is your table, Sir; have a seat please!"



- After the guest is sitting, pour some iced water into a water goblet
- Offers a menu to your guest "Inform your guest your special menu today"
- Repeating the order
- When offering the food say: "Here's your order, Sir; One fried chicken is for Mr. Allison, the black pepper steak is for Mrs. Allison, Soto Madura is for both of you"
- Would you like to check your food, Sir / Madam. Now, please enjoy your food / your dinner. Have a nice dinner, Sir / Madam



- When the guest have finished their dinner ask the guest if they liked their dinner by saying:  
- How was your dinner, Sir / Madam?  
- Did you enjoy your dinner, Sir / Madam?
- If the guest want to pay his bill, you'd better say: - How would you like to pay your bill, Sir?; by cash or by credit card?; or put it in your room account, Sir / Madam?
- If you want to offer your guest the change in Indonesian money (in Rupiah), please say: - Could I give you the change in IDR (Indonesian Rupiah), Sir?

- ✱ When the guest leave your restaurant, please say : - Thank you very much for your coming, and please come again, soon, Sir / Madam, We're glad to serve you

5. Anticipate what guests needs : Because this reflects who am I (S. Medlik and H. Ingram : 2003 : 31)

- When the guest just arrived in the hotel's lobby, bringing too heavy luggage, you should anticipate to lift that heavy luggage ; say :



"Could I help you, Sir?

Your guest will feel happy to get an assistance from you as a hotel staff"



- In the corridor of an international hotel, you see a guest is going a strain and confusing where he is, and there is nobody to be asked. You should offer him an assistance by saying : - Excuse me, "How may I assist you? It means that you have anticipated what guest needs"

## CONCLUSION

- ▣ In long time ago, the travelers should bring their own food to the hotel where they spent the night, because the hotel didn't offer any food to the customer
- ▣ Nowadays, there are thousands of establishments are built ; and all of them are offering similar facilities and services. They are our competitors. How to win our business?  
The answer for this question is : "Excellence service"



- Each hotel or restaurant should find a solution about "How to win its own business, to get profit as much as they can.  
The best solution to win hotel and restaurant's business is "**Excellence Service**"
- What should we do to offer an "**Excellence Service**" to our clients are as follows :
  - Smile
  - Talk to guest and members
  - Suggestion for improvement
  - Anticipate what guests need
  - Be courteous
  - Work smarter



## • Smile Means : "I would be your good friend"

- After showing your nice smile, the clients will feel relax, and so friendly to you, because they want to be your good friend too.
- When you meet a guest whenever and wherever you are, you are suggested to greet the guest by saying his own name, because everyone likes to be recognized.
- The most beautiful sound / music is; to hear his / her own name, is said by the other people.
- If you want to suggest the guest to wait for a minute or two minutes, you had better say : "Would you like to wait for a moment, Sir. I will be with you soon"





## SUGGESTIONS

- After explaining all materies above, I would like to express my mind to offer some suggestions are as follows :
- Knowing that there are so many sames or similar business are exist everywhere in all over the world, the best strategy you should do is, "**Offering the service excellence to your clients in your restaurant wherever you work**".
- Don't be afraid of the other bigger company as your competitors, as long as all of your staff have been trained to offer service excellence to your clients
- I believe that "**You would be the winner in tourism business**"

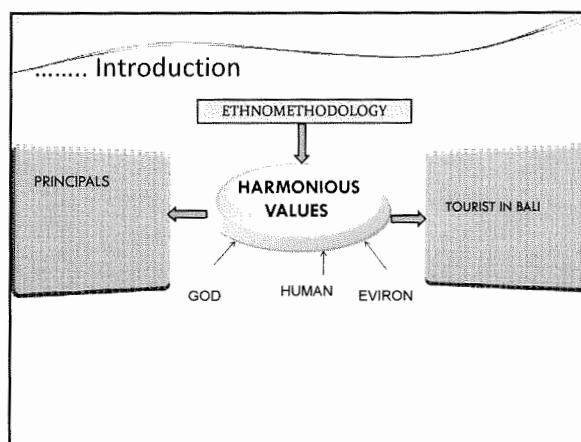
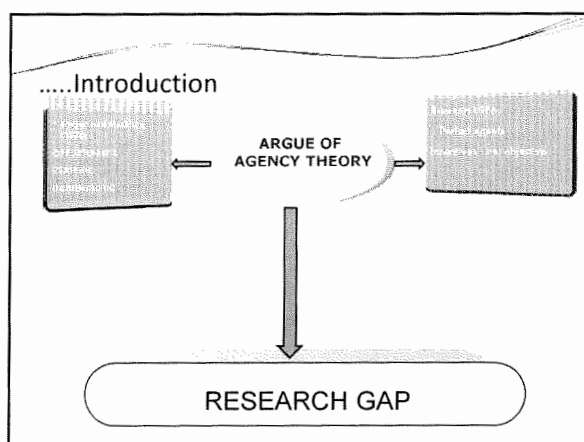
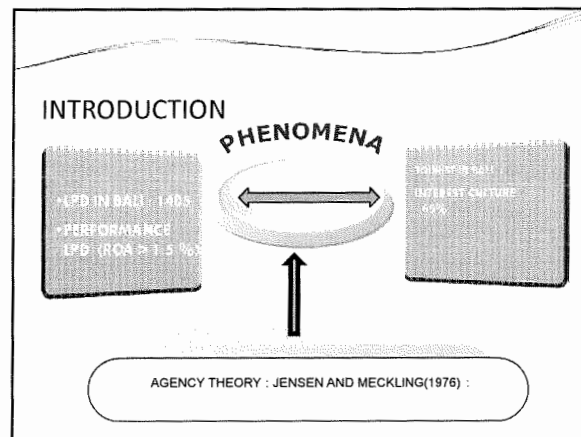








**THE BEHAVIOR OF PRINCIPALS IN SUPPORTING TOURISM**  
(STUDY AT LPD/VILLAGE CREDIT INSTITUTION IN BALI)

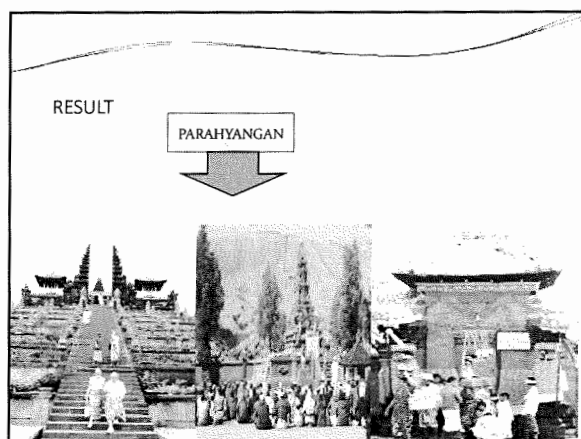
**BY**  
I PUTU ASTAWA  
NI NYOMAN TRIYUNI  
MADE ABDI SUCIPTA

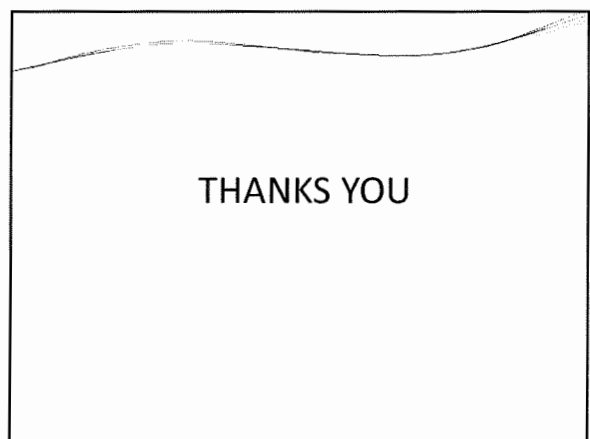
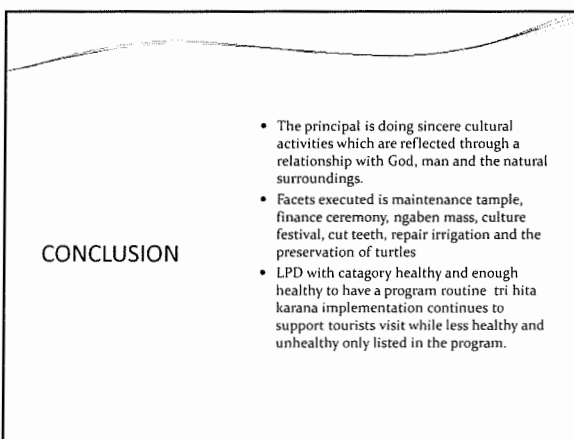
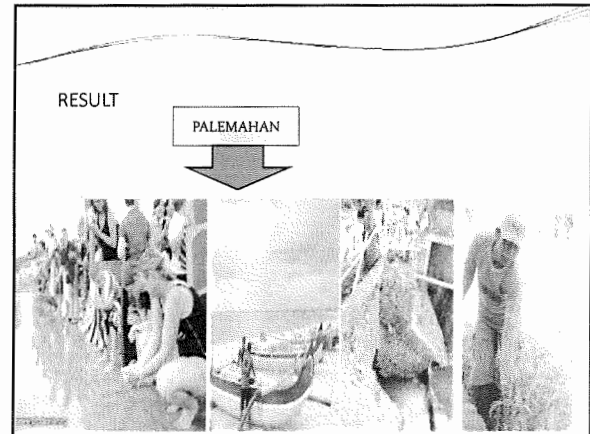
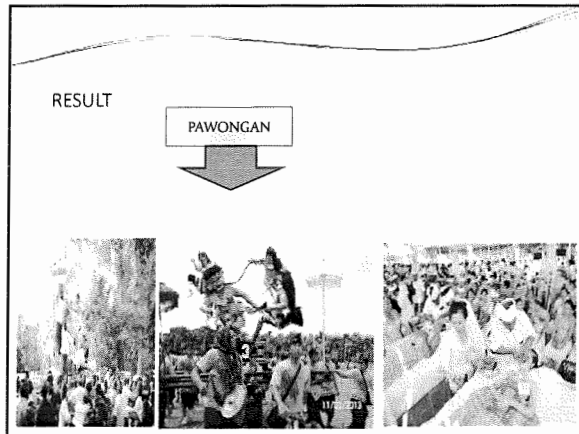



RESEARCH QUESTION



How do the behavior principals and harmonious values play an important role in supporting tourist visiting Bali








**THE DETERMINANTS OF RELATIONSHIP MARKETING TO BUILD CUSTOMER LOYALTY IN THE BALI HOTEL INDUSTRY, INDONESIA: A LITERATURE REVIEW**

Nyoman Indah Kusuma Dewi




**OBJECTIVE**

- ◉ to identify the factors of relationship marketing
- ◉ to explore the types of bonding that influence the relationship
- ◉ to determine the effect of the relationship to customer loyalty

**DEFINING RELATIONSHIP MARKETING**

- the relational exchange is opposed to transactional exchange
- relationship marketing refers to commercial relationships between economic partners, service providers and customers at various levels of the marketing channel and the broader business environment
- relationship marketing is mutually beneficial for the parties involved in the relationship
- relationship marketing is about fulfillment of promises
- trust and commitment are essential to the process of relationship development

- ◉ Relationship marketing is “to establish, maintain and enhance relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met. This is achieved by a mutual exchange and fulfillment of promises” (Gronroos, 1994, p. 9).


**IDENTIFYING FACTORS OF RELATIONSHIP MARKETING**

- ◉ Trust
- ◉ Commitment
- ◉ Satisfaction

- Liang, Wang and Farquhar (2009)
- Athanasopoulou's (2009)
- Agariya and Singh (2011)

- ◉ Trust

Trust is defined as a belief, sentiment or expectation about an exchange partner's trustworthiness that results from the partner's expertise, reliability or intention (Anderson and Weitz, 1989)







#### ◉ Commitment

Commitment is “an enduring desire to maintain a valued relationship”

Moorman et al. (1992, p. 316)



#### ◉ Satisfaction

Satisfaction is a post-purchase evaluative judgment, based on cumulative experience of certain product or service rather than transaction-specific

(Anderson and Narus, 1990).

### FORMING STRONG CUSTOMER BONDS



#### ◉ Berry and Parasuraman (cited in Kotler & Keller, 2006):

- adding financial benefits
- adding social benefits
- adding structural ties



- ◉ Adding financial benefits that can be offered to the customer include frequency programs and club marketing programs.
- ◉ Adding social benefits include feelings of familiarity, personal recognition, friendship, rapport and social support.
- ◉ Adding structural ties is by providing the information that they required, creating long-term contracts, charging a lower price to customer who buys larger supplies, and turning the product into a long-term service.

### DEFINING CUSTOMER LOYALTY

- ◉ Hennig-Thurau et al. (2002) describe customer loyalty as a customer's repeat purchase behavior that is triggered by a marketer's activities which comprises of both behavioral and attitudinal components.

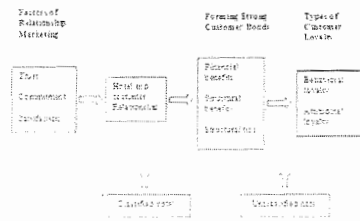


### INDONESIA HOTEL CLASSIFICATION

- ◉ classified and unclassified hotel.
  - Classified hotel is divided into one, two, three, four, five-starred hotel.
  - The hotel that fails to meet the requirement is categorized as unclassified hotel.



### PROPOSED CONCEPTUAL FRAMEWORK OF RELATIONSHIP MARKETING TO BUILD CUSTOMER LOYALTY IN THE BALI HOTEL INDUSTRY



### RECOMMENDATION

- The recommended objectives are:
  - to identify whether the relationship factors have significant influence to the relationship between a company (i.e. a hotel) and its customers that indirectly influence customer loyalty
  - to determine which factor have the strongest influence to the relationship
  - to investigate whether the effort to form strong customer bonds have significant influence to customer loyalty
  - to identify which benefits have the strongest influence to customer loyalty.
    - The research will be more valid and reliable to reflect the reality of the Bali hotel industry if also comparing between classified and unclassified hotel.

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● Thankyou

**THE BALI TOURISM DEVELOPMENT CENTRE INCREASES A  
MULTIPLIER EFFECT FOR THE BALINESE**

by

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**ABSTRACT**

It was in the year 1978 Nusa Dua Village was stated by government as Bali Tourism Development Centre (BTDC). Soon, in this village built a four star international hotel, it was Nusa Dua Beach Hotel. This hotel is one group with Sanur Beach Hotel, Senggigi Beach Hotel, Preanger Hotel in Bandung, The Pusako Hotel in Sumatra. Those hotels belong to AEROWISATA Company. The people in Nusa Dua Village in long time ago, were very-very poor because it was very difficult to find job, and it was too difficult to make money. The Bali government had a good solution to state Nusa Dua Village to be the Bali Tourism Development Centre (BTDC).

When Nusa Dua Beach Hotel was built, the worker in that hotel were most of them came from Nusa Dua Village. The income percapita were increasing soon. Every villager could get a good job to make money, according to the skills that they owned. The people who had finished their study in tourism department could be a manager, supervisor, room boy, waiter, receptionist etc, and for those who has basic skills, could be a houseman, as a room boy, as a laundry man, etc.

And for those who has just finished their study at elementary school or junior high school could have a position as a laundry man or gardener or a steward. But for house wives, can go to the beach to work as a massage woman, post card seller, hair plair, etc. For the villages who own a large land, close to BTCD was rented to the investor yearly to make money, etc. That's why all people in Nusa Dua Village could make money, many kinds of business to do to minimize "job less".

Key words : BTDC, hotel, work field, Nusa Dua.

# TOURISM AND HOTEL KNOWLEDGE THE CLOSE RELATIONSHIP BETWEEN HOTEL AND TOURISM

by

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## ABSTRACT

Indonesia, especially Bali, is said to be one among the best tourism destination country, in the middle part of Indonesia. Tourism began in Bali in 1963 when Bali Beach Hotel Started to build, to offer accommodation for PATA delegates (Pacific Asia Travel Association). There were 500 rooms in Bali Beach Hotel in 1963 Bali Beach Hotel was one and the only the most beautiful international hotel in Bali in 1963.

The tourism will alive if it is supported by infra structure such as : hotel, travel agent, money changer, transportation, restaurant, bars, tourism objects etc. Hotel structure is an important part of hospitality industry. The hospitality industry can be broadly defined as the collection of business providing accommodation and or food and beverages to people who are away from home. The PATA delegates did their traveling in Bali during their conference to enjoy and experiencing all infra structures above. And the most important thing was accommodation, where the PATA delegate stayed during conference in Bali. Then the Japan government built the Bali Beach Hotel as a souvenir, let us say as “A PampasanPerang”, after Japan has been bombed in Hiroshima and Nagasaki”.

Key words : Bali Tourism, PATA Conference, The Grand Bali Beach Hotel, Indonesian Tourism Development.

**BALI'S CULTURAL TOURISM:  
THE PERSPECTIVE OF EUROPEAN TOURISTS**

**by**

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**Abstract**

Bali has been exposed as cultural tourism since 1920s by Dutch Colony , after the independence Indonesian government made Bali as the focal appeal of tourism in Indonesia, as cultural tourism by providing legal framework. During the colonial era up to now, European tourists perceive that Bali's cultural tourism provide authentic and religious culture. The cultural experiences they have during their visit have impressed them and motivate them to come back. Cultural tourism has to be well managed to prevent cultural dilution and commodification, that may reduce the number of European visitors to come to the island.

Key words: cultural tourism, dilution, authentic, commoditization, cultural experience.

# **PROBLEM LOCAL LABOR AT INTERNATIONAL CHAIN HOTEL**

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## *ABSTRACT*

Tourism can not be separated from globalization because it is a cross-border business. Tourism involves several components in providing travel service, one of which is the accommodation or hotel. Classification of hotel can be viewed from ownership and operation of any referred to as international hotel chain, which uses well-known international management is usually already have a branding, so it will be easy to market the hotel room is usually already have a branding.. The workers are recruited for the operation of the hotel is usually also from other countries, of which management is contracted. From the economic aspects of labor is pretty much because the hotel chain usually have a lot of room number. But the prestige of the social aspects of labor in particular, we can not yet be a king, always be a coolie in our own country. Local labor is still marginalized in the capture of management level positions. This occurs because the existing rules still allow companies to recruit foreign workers, although the top position in the specified time limit. But in reality there are many violations occur, either from the amount of labor recruited and of the time limit for foreign workers can work in a company. In addition to the marginalization of local labor was also due to the workings of capitalism and neocolonialism practices in third world countries, so that our nation is always subordinate to other nations.

Keywords: marginalization, local labor, hotel chain.

# **The Spiritual Tourist Development in the Pelaga Village**

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## **Abstract**

Pelaga village is one of the villages in the Badung Regency which is designated as a tourist area. Based on the regulations of the Badung Regency Number 47 in 2010 about the setting of The tourist village in Badung Regency there are 11 Villages was established as a tourist village. Pelaga village is one of the tourist village. Governments Badung since ancient has developed pelage village as tourist attraction, this is proved by development of tourism facility as agro tourism, and accomodation. But all it can ' t run well, because of a lack of coordination between the government as decision makers with management tourism or local community. Hence, required the presence of a strategy to develop tourism potential namely spiritual tourism. This condition is supported by the presence of some tample and its sacred places suitable to learn about quietude of the soul.

**Keywords : Pelaga village, spiritual tourism, Badung regency**

THE ROLE OF THE *BAJRA SANDHI* MONUMENT AS  
A TOURIST ATTRACTION  
IN DENPASAR CITY'S TOUR ITINERARY  
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ABSTRACT

Bajra Sandhi Monument was built in 1987 and inaugurated in 2003 by Megawati Sukarno Putri, Indonesian Republic President. The name of Bajra Sandhi is taken from the form of building, it's a bell of Hindu's priest which used to complete the *mantram* when the priest carry out the ceremony. It's an attractive tourist attraction located in the centre of Denpasar city as a place of historical tourism product of Balinese history.

The aim of this research is to find out the role of Bajra Sandhi as tourist attraction in Denpasar City's Tour Itinerary. The research was conduct by applying descriptive qualitative analysis approach. In this research involve 26 samples, the students of Tour and Tourism, Diploma III, Tourism Department, Bali State Polytechnic. Data were obtained through two type of instruments such as; questionnaire and document. The result of the research were: 0.58 of samples/students said strongly agree that Bajra Sandhi as historical tourism product, 0.71 of samples/students said strongly agree that Bajra Sandhi as tourism product of character building, and 0.64 of samples/students said strongly agree that Bajra Sandhi as suitable choice for a destination point put it on Denpasar City's Tour Itinerary.

**Keyword:** Bajra Sandhi, tourism product, historical tourism product, character building, tour itinerary.



# **THE PERCEPTION OF FOREIGN TOURISTS TO BALI'S TOURISM PRODUCTS**

by

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## ***ABSTRACT***

Tourism has an important meaning as one alternative development, mainly to country or region own nature resource constraints. Bali economy structure has a unique characteristic if being compared with other provinces in Indonesia, which economy pillars is build through tourism industry superiority as main sector. International tourists visit every year to Bali also average expenditure of foreign tourists are high enough represent important potency should be managed well in order to increase acceptance in tourism sector. This research result is to know foreign tourists to Bali tourism products in 2013 also to know relationship between social, economy and demography background of foreign tourists with its perception toward Bali tourism products in 2013.

This research is located in Bali with location sample located in terminal doors International Airport Ngurah Rai Bali. Sample collected by accidental sampling technique, which sample collected is done accidentally to population meet or connected to research aim. Sample election is conducted as 120 people interviewed used sample election method accidentally. Variable comprises from economy social and demography variable also perception variable to Bali tourism product (physically object and services). To know foreign tourists perception to Bali tourism products is analyzed with descriptive analysis, meanwhile to know relationship between economy social and demography background of foreign tourists with its perception to Bali tourism products is used quantitative analysis by counting contingency coefficient.

Analysis result indicate that seventeen perception variables to Bali, each of it obtained that are perception to public facilities cleanliness, tourism object cleanliness, nature environment quality, accommodation facilities quality, sentertainment facilities, transportation facilities quality, facilitation to reach tourism object, facilitation to obtain information, good prices uniformity , healthy service quality, finance service quality, and merchants service quality is obtained adequate perception value. Perception to security condition, service price uniformity, food and beverage places quality, tourism object quality and Bali culture are good and Balinese hospitality variable obtained good appreciation. Total foreign tourists perception to Bali tourism products generally is adequate. While from ten variables of economy social demography foreign tourists, as many nine variables do not have significant relationship with its perception to Bali tourism products. Only one variable that is education level contain significant relationship. Following this analysis result hence required being raised cleanliness quality of tourism object and nature environment, secure and comfort condition, also facilitation information accessed.

**Keywords : Tourism, perception, hospitality**

**THE BEHAVIOR OF PRINCIPALS IN SUPPORTING TOURISM  
(STUDY AT VILLAGE CREDIT INSTITUTION AT BALI)**

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**Abstract**

Village credit institution ( LPD ) is an non-bank financial institutions providing service credits to members of societies in the village. This research has the goal to know behavior LPD manager's in the practice tri hita karana culture for supporting tourist attraction. Twenty manager as respondents derived from LPD category of healthy, quite healthy, less healthy, and unhealthy based on category central bank. The Data collected is analyzed through the ethnomethodology approach to uncover the behavior of LPD in practice Manager tri hita karana culture reflected in keeping the culture of human relationships with God (parahyangan), man with man (pawongan) as well as humans with the natural environment (palemahan). The result showed that reflection parahyangan is the place of worship and financing ceremony in pura. Reflection pawongan; carnival culture, sponsors mass ngaben and cut teeth. Reflection palemahan the shore, hatchlings, discharge greening and making the street. This study also found that LPD a healthy and healthy enough to have a program routine tri hita karana implementation continues to support tourists visit while less healthy and unhealthy only listed in the program. Research unlike unmannerly principal who cultivates profits without regard to the sincerity. To be more perfect this research will be better involving tourist who is visiting.

**Keywords ; LPD, tourist, tri hita karana**

BACKGROUND FACTORS OF STUDENTS CHOOSING SCHOOL OF  
TOURISM AT BALI STATE POLYTECHNIC AND THEIMPLICATION  
TO MARKETING STRATEGY

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**Abstract:** The objective of this research is to find and identify background factors of students choosing school of tourism at Bali State Polytechnic (BSP) and the implication to marketing strategy. The data were collected using stratified propotional random sampling with the combined techniques of interview, observation and adopting data from publication. The numbers of samples are 70 respondents. The study was conducted with the process of preliminary studies and Focused Group Discussion (FGD). Data is analysed by using SWOT and I - E Matrix. The main finding of research are as follows: (1) The main factors for students choosing school of tourism are respectively state status, discipline, qualified lecturers, image, safety and comfort, location, facilities, wide area and the graduates are recoqnized by users (industries), (2) Service quality offered to students mostly is satisfactory, (3) Service quality such as class room, handout, and language laboratories should be seriously paid attention and implemented immediately. The result of marketing strategy is through market penetration, market development, product development and product differentiation. Output of the graduates is integrated of knowledge characterized by tourism, multi-skilled and attitude reinforcement in accordance with the needs of the tourism industry. Open S2 applied which is excellence in tourism & event management, equipped with facilities, improved campus facilities management, improved service to students, improved working relationship with the government and the tourism industry as well as improvement of IT management so as to create a sustainable competitive advantage.

**Keywords:** Tourism, multi-skilled, marketing and marketing strategy

*Creative industry as society's flagship product in the development of  
tourism in Bali*

*( a case study in north Denpasar District, Bali)*

BY

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ABSTRACT

This study aims at determining the flagship products among the creative industries in the District of North Denpasar using marketing criteria, raw materials, number of absorbed labor, community favourite, eco-friendly, uniqueness / distinctiveness and promoting local culture. This study also aims to create a model of the development of the creative industries which currently becomes leading industry in North Denpasar District, so that its products can compete both locally, nationally and internationally and in turn it will increase the prosperity of communities. Data collection was done by direct observation in the field, and conduct interviews with business owners in order to get more accurate results. The data were analyzed by Analytical Hierarchy Process analysis tools (AHP) by which could determine which industry was the leading industry and its flagship products. The analysis reveals that textile industry is the leading industry among the creative industries, with various types of traditional clothes as the main products. The development model was prepared in accordance with specific criteria which had been determined before, namely, to increase marketing by establishing institutions, making use of the social media, producing own raw materials to increase independency in the future, giving some training to employee, maintaining the uniqueness of the product, keeping up the public appreciation to the products by maintaining and improving the quality and making more model variations, practicing Eco-friendly, by reusing or recycling fabric remnants, Promoting local culture by always maintaining product availability with affordable price to the public. It is hoped that the textile industry is growing, and the prosperity of communities could be improved.

# **The Determinants of Relationship Marketing to Build Customer Loyalty in the Bali Hotel Industry, Indonesia: a Literature Review**

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## **Abstract**

In the current era of intense and more demanding customers, a company leaves the notion of transactional marketing and shifted to relationship marketing. The main idea of relationship marketing is that retaining customers is more important than acquiring new customers. There is an economic consideration underlying this change. Thus, the relationship between buyer and seller is utilized as one of the marketing strategy. By this, a company is able to have a competitive advantage to compete in the market. This paper explores the literature regarding the determinants of relationship marketing which lead to customer loyalty. This paper is an initial review on existing literature as an avenue to conduct future empirical research. The main objectives to be addressed are to identify the factors of relationship marketing; to explore the types of bonding that influence the relationship; and to determine the effect of the relationship to customer loyalty. Additionally, the Indonesia hotel classification is explored to provide the current hotel industry as the context of this review. Hotels in Indonesia are categorized into classified (i.e. one, two, three, four, five-starred) and unclassified hotel. The primary outcome of this paper is a conceptual framework of relationship marketing to build customer loyalty. The conceptual framework includes the antecedents of relationship marketing (i.e. trust, commitment and satisfaction); the effort to form a bonding (i.e. financial bonding, social bonding and structural ties); and the types customer loyalty (i.e. behavioral loyalty and attitudinal loyalty). The recommendation for future empirical research to discover whether this framework is reflected the reality in the Bali hotel industry or otherwise is proposed. Concurrently, comparing between classified and unclassified hotel is suggested, therefore, the result would be more valid and reliable.

**Keywords:** relationship marketing, customer bonds, trust, commitment, satisfaction, customer loyalty.