

## ABSTRACT

### The Influence of Environment and Marketing Culture towards Strategy and Marketing Performance and the Development of Sustainable Tourism Industry in Bali Province

Several countries including Indonesia still depend on tourism sector as their income generator. To Indonesia, tourism sector is one of the five main income generators. The others are oil and gas, textile, garment and plywood. To the Province of Bali, tourism sector is the leading sector of its economic structure. This study aims at analyzing the influence of marketing environment, marketing culture and the strategy of marketing, on the performance of tourism industry marketing and on the development of the sustainable tourism industry in the Province of Bali.

This study applied sampling technique of which the population was taken from four groups of tourism establishments such as Travel Agents, Hotels, Restaurants (catering trades) and those running Water Recreations. Added together, the population elements amounted to 528. Out of them 213 were decided as the samples. The data were analyzed on the basis of *structural equation modeling (SEM)* assisted with computer program *AMOS* and *SPSS*.

It was found that the environment of marketing and the culture of marketing significantly influenced the marketing strategy of tourism in the Province of Bali. But they did not significantly influence the performance of tourism industry marketing and the development of the sustainable tourism industry in the Province of Bali. More over the strategy of marketing significantly influenced both the performance of tourism industry marketing and the development of the sustainable tourism industry in the Province of Bali. When the performance of tourism industry marketing was related to the development of the sustainable tourism industry it was found that there was no significant influence.

**Key words :** the environment of tourism marketing, the culture of tourism marketing, the strategy of tourism marketing, the development of sustainable tourism industry